

## Three Keys to Effective Book Marketing

Bob Baker

### 1) FOCUS ON WIIFT

Here's some great news about promoting and selling your books: It's not about you. It's all about the reader, the buyer, the fan.

Keep this acronym in mind when marketing: WIIFT. It stands for "what's in it for them."

Always focus on the benefit the other person receives from your message. How do your biggest fans feel when they interact with you and your books? What emotional payoff do they get?

Highlight that feeling! In other words, promote the experience, not the product.

It helps to have a firm understanding of the value your books deliver. Once you embrace that, marketing and sales get a lot easier.

### 2) HAVE A CONSISTENT LOOK AND MESSAGE

To make a long-lasting impact with your writing, you must be in it for the long haul. An important element of this marathon journey is consistency. Yes, you can evolve as an author over time. But when it comes to what you share in public, you should emphasize your unique style and voice.

Strive to emit a recognizable theme, which can include:

- How you dress in photos and at live events
- The attitude and worldview you express
- The look of your visuals

- The frequency of your communication
  - The brand identity you broadcast
- All of these things reinforce who you are and what you create as an author.

### 3) SHARE THE PRAISE

Hopefully, when you get positive feedback about your work, it makes you feel good. It's personally satisfying to know your message or story has touched someone.

There's no need to keep those kind words to yourself. When you share the praise you receive from fans, the media, or respected people in your field, it offers a form of social proof. It demonstrates that your work is making an impact.

If someone offers a meaningful compliment in an email or private conversation, ask for permission to use it as a testimonial. If they publicly post a glowing review or comment, share it right away or grab a digital "screen shot" image to use later.

Let people know how others are benefiting from your books.

These tips are from my book *The Passion Principles: 101 Ways to Express Your Creativity and Share It With the World*, available on Amazon as a paperback, ebook, and audiobook at <http://a.co/8Ziuwkp>.



Bob Baker

## Build Your Audience and Credibility with Confidence!

Jo Lena Johnson

One of the biggest challenges of becoming a published author is identifying your audience and building enough confidence and credibility to speak to them in a way that matters. Communication is key! Come to the St. Louis Publishers Association meeting on January 10, 2018, for an interactive workshop to help you clarify and share your message.

### THERE ARE SO MANY QUESTIONS!

Why are you writing? What do you want people to know? What problem are you solving? What knowledge are you sharing? What makes your writing and your brand unique? And why should they care? Have you already written many pages? or perhaps you've even published? Fiction or nonfiction? What is your message? Who are you speaking to? And why should they care?



Jo Lena Johnson

(Build continues on page 2)

## UPCOMING EVENTS

Dec 13, 7pm @ THE HEIGHTS:

**Polish Your Pitch: The One-Minute Book Marketing Challenge**  
with Bob Baker

— [stlouispublishers.org/event-2494002](http://stlouispublishers.org/event-2494002)

Jan 10, 7pm @ THE HEIGHTS:

**Build Your Audience and Credibility with Confidence!**  
with Jo Lena Johnson

— [stlouispublishers.org/event-2745084](http://stlouispublishers.org/event-2745084)

Feb 14, 7pm @ THE HEIGHTS:

**Publishing and Marketing Panel Discussion**  
with Jennifer Geist & Heather Tearney

(Build continued from page 1)

## YOU ARE YOUR BEST SPOKESPERSON!

Once you can answer those questions you can start to build a following and speak to the following. Your works deserve to be noticed. You may know the answers but haven't felt comfortable talking about it, or perhaps you didn't know what to say or how to say it. We can change that!

Many writers are comfortable doing just that—writing. The English language in written form can be comfortable, soothing, even cathartic. Often people write from a place of deep feelings, thoughtfulness, reflectiveness, or even pain. Putting the words on a page brings a certain level of safety; however, in order to be successful, you must be bold enough to speak as well. This working session will build confidence, speaking skills, and clarify your message for those who need to hear it. Join Jo Lena Johnson, the Absolute Good Resilience Coach and Publisher of Mission Possible Press, for the January meeting of the St. Louis Publishers Association.

Start 2018 with confidence and a firm foundation by sharing your message and works with those who need to hear it! In this helpful, fun and interactive session we're going to do what many writers don't want to do... *Speak up and clarify your message! Practice sharing your message. Build your confidence and your audience!*

Jo Lena Johnson, the AG Resilience Coach, is a certified mediator, international trainer, acclaimed author, founder of Absolute Good Training and Life Skills Management, and publisher of Mission Possible Press. She has taught 100,000 people worldwide with her no-nonsense and dynamic approach, with messages of how to effectively communicate, manage conflict, and maintain resilience, even after something bad happens.



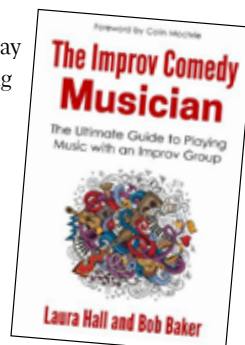
In November, SLPA board members Andrew Doty, Warren Martin, Peggy Nehmen, and Bob Baker taught a self-publishing workshop to an almost-sold-out classroom at the Meramec campus of the St. Louis Community College. The “How to Publish Your Own Book: What You Need to Know” workshop covered the fundamentals of publishing, editing, designing, and marketing. Some attendees were returning alumni, back for more information. Keep your eyes on the next few issues of *News & Views*, the SLPA's monthly newsletter, to find out how you can register for the spring 2018 workshop! Subscribe to the newsletter mailing list at [stlouispublishers.org/maillinglist](http://stlouispublishers.org/maillinglist).

## THE BOOK CORNER

### *The Improv Comedy Musician: The Ultimate Guide to Playing Music with an Improv Group*

Bob Baker

Have you ever watched the TV show *Whose Line Is It Anyway?* If so, you know what improv comedy is, and you may know Laura Hall, the show's pianist and music director. Last year Laura co-wrote a book with the SLPA's own past president, Bob Baker, who has been teaching and performing improv in St. Louis for years. *The Improv Comedy Musician* details the role that music and musicians play in supporting an improv group. It's filled with advice for improvisers and lots of behind-the-scenes stories from the show. Buy the book at <http://a.co/74Uuz7B>.



MEMBERSHIP  
\$60 in 2017

### Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS  
COMMUNITY CENTER (THE HEIGHTS)  
The Argus Room  
8001 Dale Ave.  
Richmond Heights, MO, 63117  
(Child care available at The Heights)

Doors open for networking at 6:30pm  
Program begins at 7pm

The meeting concludes around 8:30pm  
Networking until 9pm

Regular meetings are free to members.  
Guests: \$10 at the door.



SLPA NEWS & VIEWS  
Editor: Andrew Doty  
Designer: Cathy Wood  
Webmaster: Kevin Ericson

