

How to Market Books Online: Advice From an Analytics Expert

We are living through very interesting times, as ever-growing portions of our lives revolve around technology. This change has left few parts of our daily routines unaffected. In terms of content, the entire world's information is only a short question away — spoken or typed.

One of the many double-edged swords surrounding technology is its cost — more specifically, the cost to use well known and “free” tools like Google and Facebook, which are common parts of most people's lives. But a closer look reveals they may not be so “free” after all.

Google, Facebook, and others provide these free services in exchange for user data. This data is extremely valuable to advertisers. Google, Facebook, and others alike all have statistics in their earnings reports that measure how much the average user is worth. If you live in the United States, you're worth about \$14 per year to Facebook.

Facebook and Google alone now take about 75%–85% of all digital advertising revenue. We've come a long way from the *Mad Men* days.

If you are an author interested in learning more about analytics, you must first understand the world you live in.

One of the best ways to motivate yourself is to understand what's possible. A good start may be to know how technology and analytics can help you advance your career. Technology can help you communicate with thousands of your fans at once and drive book sales beyond your wildest dreams. This is all possible.

Now, just because you learn this does not mean people will buy your book. The punchline is that those who produce great content now have a shot at winning.

The traditional author goal has been to get through the gatekeepers, also known as publishers. This is no different than the music industry. But times are clearly changing. This year, for the first time ever,



Alex Cruz

breakout artist Chance the Rapper won three Grammys. He won best new artist, best rap album, and best rap performance. The 23-year-old was never signed by a record label, never sold a physical album, and streamed all his music for free. He was discovered on popular streaming services SoundCloud and Spotify. He went straight to consumers and skipped the major record label process.

If you question if this is possible within the book industry, it is. A programmer recently did an “Ask Me Anything” on Reddit. Without quitting his day job, he wrote a sci-fi story in his spare time and made the Top 5 list on Amazon, knocking down Stephen King from the #1 spot in the horror genre. Beating out a classic by Stephen King in the Amazon ranking system is very difficult to do.

You may feel like all this technology is intimidating and daunting. In some regards it is, but if you take it one step at a time and at least begin to know why you need to understand it, you can go from there. Learn to know what you don't know. Nobody was born knowing how to use a smartphone. Nobody was born understanding how to drive a car, but most now know how to because it was important enough. Can you sit down for an hour a night and learn? How important do you think it is to adapt?

Start today with Nick Stephenson's free resources at yourfirst10kreaders.com, including a free webinar workshop for authors (bit.ly/10kreaderswebinar) and free e-book (bit.ly/10kreadersebook).

Alex is a digital marketing expert and the founder of PenPath. While attending the University of Missouri, he founded his first on-line publication, which reached millions of readers globally. He later started an analytics software startup that turned into what is now one of the fastest growing digital agencies in St. Louis.



Jedi Book Marketing Workshop with Judith Briles Saturday, July 22

The St. Louis Publishers Association is proud to announce the Jedi Book Marketing workshop with “The Book Shepherd” Judith Briles! This three-hour workshop will be held on July 22 at 9am at the Westborough Country Club. Seats are running out — register and order your tickets now at stlouispublishers.org/event-2535870.

YouTube, Facebook Live, and Periscope: Easy Ways to Market Your Book Using Video

Video content is being consumed online at unprecedented rates. If you aren't using video to create awareness about your book and connect with readers, you're missing out.

Most authors shy away from video for many reasons, including:

- The perceived technical hurdles involved
- They don't think they look or sound good on camera
- They're confused about how to do it effectively

At the SLPA's July meeting, we'll demystify these barriers and show you the simplest ways to start recording and posting videos online.

Bob Baker, our speaker, is a past president of the SLPA and a social media marketing power user. He has decades of experience in front of a camera. His YouTube channel has more than 760,000 views across 250+ videos.

He'll walk you through the easiest ways to get started with video, as well as play examples and do live demonstrations. Bob will also show you the template he uses for his YouTube
(YouTube continues on page 2)

UPCOMING EVENTS

JULY 16–18 • GATEWAY CON
Hosted by the St. Louis Writer's Guild
stlwritersguild.org/gatewaycon.html

JULY 12 • 7PM:
YouTube, Facebook Live, and Periscope:
Easy Ways to Market Your Book Using Video
with Bob Baker

SATURDAY, JULY 22, JUDITH BRILES
“Jedi Book Marketing” Workshop

AUGUST 9, VENDOR SHOWCASE • 7PM

SEPTEMBER 13 • 7PM:
Literary Journals Panel with Linda O'Connell,
Gianna Jacobson, Kim Lozano, and Kelli Allen

(YouTube continued from page 1)

and live streaming videos. This simple checklist alone will be worth your time attending.

After this meeting, you won't be nearly as intimidated by video, and you'll be ready to start using it to attract more people who are interested in your book's topic.

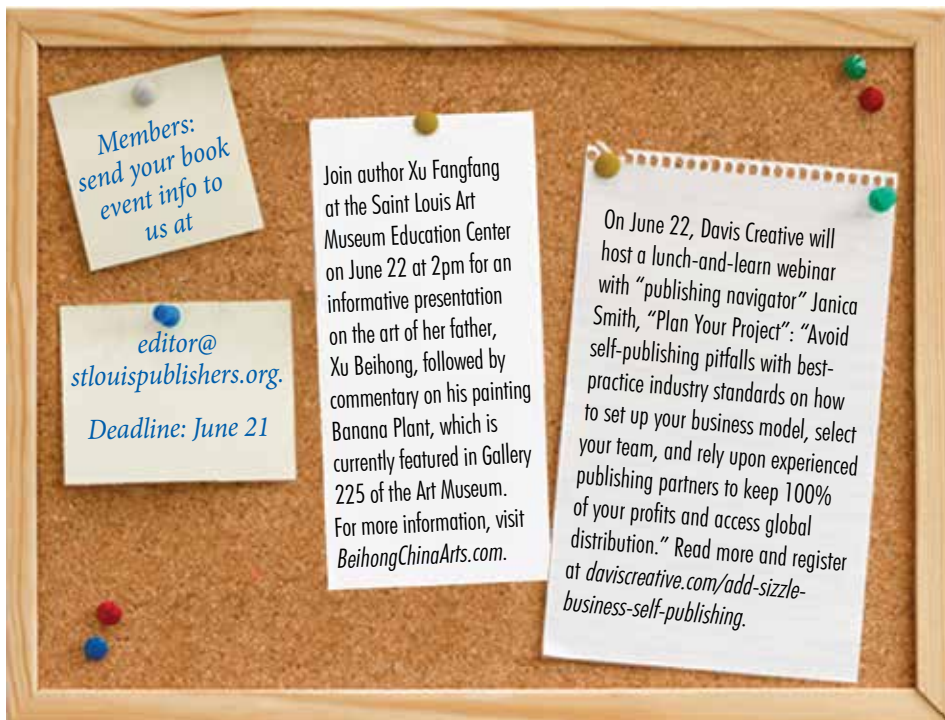
"YouTube, Facebook Live, and Periscope: Easy Ways to Market Your Book Using Video" – July 12 at the Richmond Heights Community Center, in The Argus Room. Doors open at 6:30pm, meeting begins at 7pm. FREE for SLPA members, \$10 for non-members (guest fee will be applied to membership if you decide to join at that meeting).

Bob Baker helps musicians, authors and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. He is the author of the highly acclaimed *Guerrilla Music Marketing Handbook* (which appeared in the movie *The School of Rock*, starring Jack Black).



Bob's other books include *The Empowered Artist*, *The Guerrilla Guide to Book Marketing*, *55 Ways to Promote and Sell Your Book on the Internet*, *Unleash the Artist Within*, and more. Check out Bob's free blog, podcast, video clips, and more at FullTimeAuthor.com and TheBuzzFactor.com.

Bulletin Board



Scenes from the SLPA's 2016 Marketing Workshop with Shawn Manaher at the Westborough Country Club. Don't miss your chance to see Judith Briles this summer! Register at stlouispublishers.org/event-2535870.

THE BOOK CORNER

Be Outrageous: Do the Impossible: Others have and you can too!

by Jean Walters



Be Outrageous: Do the Impossible: Others have and you can too! is a book about developing belief and confidence in yourself. It provides

exercises and instructions on how to listen to your inner voice of intuition, truth, and passion that will lead you to a life of magnificence. Steps to inflame your passion and guide you to your right work are outlined. Read more at spiritualtransformation.com.

VOLUNTEER AT GATEWAY CON

June 16–18, the SLPA will have a table at Gateway Con, the new and exciting writing conference and convention hosted by the St. Louis Writers Guild. Limited timeslots are still available for members to volunteer at the SLPA table. Don't miss this fantastic, unique opportunity to represent the St. Louis Publishers Association while selling books and networking at a groundbreaking conference! To learn more, contact Warren Martin at president@stlouispublishers.org.

MEMBERSHIP
\$60 in 2017

SLPA 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.



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