**FCWC 2023**

**How to Sell 1000 Books in Three Months Handout**

**By Susan U. Neal (**[**SusanUNeal.com**](http://susanuneal.com/)**)**

1. **Book Idea**

Pray, Brainstorm

Does your book idea fall within your mission statement

1. **Target Market**

Determine the size of your readership—it should be large but specific

Christian or not Christian

I determined my target audience from this CDC statistic, “half of Americans live with a chronic illness and 40 percent are obese”

1. **Reader Benefit**

Does your book idea meet a need in the market (by the market’s demand)

For example: gluten-free or keto movement or information for parents regarding children's’ safety when using electronic devices. Sometimes you write to the market.

Does your reader benefit from your book—whether self-help or entertainment

If yes, hook them on the back cover and the first few pages of your book

1. **Personal Passionate Story**

Do you incorporate your emotions and experiences into your prose

Write out of your passion—have you suffered from ….

Do your villains portray difficult people from your past

Romans 8:28 And we know that God causes everything to work together for the good of those who love God and are called according to his purpose for them (NLT).

1. **Writing Craft**

Do you belong to a writers group? If not, join one. I recommend Word-Weavers.com

Proverbs 27:17 As iron sharpens iron, so one person sharpens another (NIV).

Do you read books on writing? I recommend *Proofreading Secrets of Best-Selling Authors* by Kathy Ide

Do you read or listen to books in your genre

1. **Top-Notch Editor**

Do you work with a developmental editor while writing your book

JanisWhipple@gmail.com-–she lost 25 pounds and 7 Steps won the Selah

Another set of eyes provide great insight

Ecclesiastes 4:12 A cord of three strands is not quickly broken (NLT)—prose, writing group, and an editor

1. **Appealing Book Cover**

Visually appealing

Can you easily read the title on the thumbnail version

The title and subtitle should portray the topic of your and include keywords

1. **Determine Keywords and Amazon Categories**

Use Publisher Rocket to determine keywords/categories (Course: Improve Your Book’s Amazon Rank by Expanding Categories & Strengthening Keywords at [CIPA.Podia.com](http://cipa.podia.com/))

Or Susan Neal can determine your categories and keywords. See her rates at <https://susanuneal.com/book-categories-and-keyword>

Add keywords to the book’s title and description

1. **Book Reviews**

Create a book review team to post reviews as soon as book is published

Ask for reviews when—give someone a book, receive positive feedback from reader, etc.

Send them clean Amazon book review links (see article)

Obtain 50 Amazon reviews

1. **Create a Media Kit**

One sheet that includes the book cover, description, bio, headshot, book review comment, and interview questions and answers or create a media kit page on your website

Send your media kit to media when you query

1. **Email Subscriber List**

Create an enticing free gift to obtain email subscribers

Purchase an easy to remember domain name

Segment your list based on topic

Create a series of beneficial emails for subscribers

1. **Book Launch—Birth of Your Book**

Birthing a book is similar to birthing a child—raise it for as long as it is published

1. **Marketing Plan**

Ads; Articles and guest blog posts; Radio and podcast shows

Bookstores; social media; Contests

1. **Marketing Ads**

We live in a pay to play digital world

Set up an advertising campaign on Amazon (Vincent Davis created the course AMS Zero to Hero available on the Blue Ridge Writer Connections; Kindlepreneur offers a free course at <https://courses.kindlepreneur.com/courses/AMS>)

Receive $500 CIPA discount on Amazon Marketing with Warrior Book Marketing

Can no longer target Christians on Facebook ads

1. **Publish Articles and Guest Blog Posts**

Set goals for the number of articles and guest blog posts you will publish per month

You could write a regular column for a great blog like Edie Melson’s *The Write Conversation* or *Almost an Author* by Cyle Young

How do you find opportunities to write articles and blogs: *The Christian Writers Market Guide*, *Writers Market 2019*, and through meeting editors and conferees at conferences

Check domain authority of blogs before submitting <https://moz.com/domain-analysis> (40–50 good, 50+ great)

1. **Website Traffic, Blogging, & Google**

To rank on Google, publish guest blog posts and online magazine articles (backlinks to your website) from high domain authority sites

Boost website’s domain authority (speed, dedicated hosting plan, https site, keywords)

Blogging drives traffic to your website

Perform blogging search engine optimization techniques to increase your website’s visitor rate (keywords, meta description; engaging title, attractive photo, etc.) (another CIPA Course: Blogging to Drive Traffic to Your Website at CIPA.Podia.com)

Create annual document includes links to all your blogs, articles, and podcast interviews

1. **Develop Industry Relationships through Conferences**

Conferences are not just for learning but to cultivate industry relationships

Pitching an article face-to-face at a conference has always gotten me a published article

Other conferees may have blogs, podcasts, book critiques, and author interviews.

You have no idea how a fellow conferee could boost your career or become a friend

1. **Podcast and Radio Tour**

A tour increases your exposure to a whole new audience without paying for advertising

How do you find shows—conferees, professional association, RadioGuestList.com

List of 125 Podcast and Radio Shows (CIPA.Podia.com)

Before you query: listen to the show, determine audience size, write a review

Send a query letter with your media kit attached via Dropbox

1. **Social Media**

Use social media scheduling program. I use PostPlanner.com--you can repost

Post valuable content for your target audience

You can find bloggers, radio and podcast show hosts through social media

Create a Facebook group to serve your readers

1. **Bookstores**

Host a book event at bookstores. Get to know the managers so they will carry your books

Attend the CPE and participate in the Book Signing Party

Visit bookstores on way to conferences. Drop off book along with a one sheet

1. **Contests**

Enter your published book in as many reputable contests as possible

After you win an award be sure to send out media releases to local and regional newspapers. Two newspapers published articles after *Christian Study Guide for 7 Steps to Get Off Sugar and Carbs* won the Directors Choice Award

Add the contest emblem to the front cover of your book (*7 Steps)*

After my *7 Steps* book won the Selah award it sold over 400 copies per month for 8 mo.

CIPA Guide: Book Contest List of over 50 reputable contests

1. **Audio Book**

Audiobooks are the fasted growing segment in publishing

If your book is selling well, it is worth the investment to create an audiobook

Go to ACX.com create a profile, choose a narrator, and sign a contract

1. **Hard Cover, Large Print, Mega Book, or Spanish Translation**

Have you ever thought of creating a hard cover or large print book?

For self-published it is easy to reformat your book and add a new cover

Healthy Living Series: 3 Books in 1 includes 7 Steps, Study Guide, and Journal

Would your book be sellable in Spanish speaking countries? Suzanne Bell with *The Bridges Project* translates book. Email: thebridgesproject.puentes@gmail.com

Discount for Audiobook production for CIPA members

1. **Next Steps**

After you streamlined your marketing tactics, start writing your next book

Work with a professional editor to get the first three chapters and book proposal polished.

Continue to work on marketing as you write your manuscript

1. **Summary**

Publishers expect an author to market their book

A writing career is like a juggling act

Enjoy it and do it to further HIS kingdom

The key to success in the writing industry is perseverance despite rejection

**Connect with Susan Neal online at** [**SusanUNeal.com**](http://susanuneal.com/)

* Author of 8 healthy living books
* #1 Amazon best seller [*7Steps to Get Off Sugar and Carbohydrates*](https://amzn.to/3hyXAVE)
* Most recent publication [*Eat God’s Food: A Kids Guide to Healthy Eating*](https://amzn.to/35ROxer)
* [Course: 7 Steps to Reclaim Your Health and Optimal Weight](https://cipa.podia.com/7-steps-to-reclaim-your-health-and-optimal-weight)
* AWSA Certified Writer Coach ([SusanUNeal.com/author-coaching-packages-with-susan-neal](https://susanuneal.com/author-coaching-packages-with-susan-neal))
* Certified Health & Wellness Coach (<https://susanuneal.com/health-coaching>) with the American Assoc. of Christian Counselors
* Director of Christian Indie Publishing Association (CIPA)—provides over 40+ discounts, 11 courses, 20+ guides for authors at [ChristianPublishers.net](http://christianpublishers.net/)
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