




Dan Poynter's
Selling Books Abroad
 Through Remote Marketing





with Dan Poynter, CSP.
 Mr. Publishing 

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Thank You

- ☞ For inviting me to talk about my favorite subject: your books.
- ☞ And making your books available to people in other countries.




Now, go and make a difference . . . and a living with your book.

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Poll

Help me to tailor this presentation to your needs



What stage are you in your book project?
 (If you have more than one project, you will raise your hand more than once.)

1. Thinking & Planning
2. Writing
3. Production (setting type or going to press)
4. Promotion (the book is out)

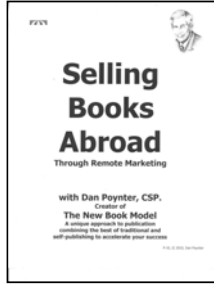
Writers Publishers, professional speakers?
 (other questions)

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What is in Your Handout?

- ☞ Slides
 - ☞ Take notes on a separate sheet
 - ☞ "Surprise slides" not included

Handout is also available free from <http://ParaPub.com>



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Your Advantages

- ☞ Authors and speakers have Content
- ☞ You can reach people who love your subject with the Internet
 - ☞ They are sources of information for your book
 - ☞ They are potential buyers for your books
- ☞ Buyers can use search engines to find your subject, your book and you.

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Editorial Commitment

- ☞ "Mid-Atlantic/Mid-Pacific English"
 - ☞ Spelling (Color, Colour)
 - ☞ References (Diapers, Nappies)
 - ☞ Measurements
 - ☞ Geographical references

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No More National Borders

- 📖 The World is your potential market
- 📖 Selling information not hard goods
 - 📖 Distribute via the Internet
 - 📖 No cost to ship
 - 📖 No import duty
 - 📖 Instant delivery

S. Australian

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eBooks

- 📖 Electronic Books. (eBooks)
 - 📖 72 dpi JPEG Photos; Drawings GIF files
 - 📖 Downloadable
 - 📖 From your Web site
 - 📖 From other Web sites
 - 📖 Amazon.com, B&N.com, Fictionwise, OfficeMax, BookLocker, Palm, MobiPocket, Yahoo!, Powells, et.al.
 - 📖 Portable eBook Readers. .PDF & .LIT files.

Other sites: They handle the commerce and the customer service.

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Audiobooks

- 📖 Record book
 - 📖 Mic
 - 📖 Audacity (Free recording/editing program)
 - 📖 <http://audacity.sourceforge.net/>
 - 📖 Hard disk



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Portable Audio Recording

- 📖 Record presentations
 - 📖 Olympus WS311M recorder
 - 📖 \$160. USD
 - 📖 See Radio Shack & Amazon



The U.S. Book Market

- 📖 Consumers of 30% of all the books in the world
- 📖 Large Market. 300 million people.
 - 📖 Imports \$700 million in books
 - 📖 Mostly in English
 - 📖 Other languages are growing
- 📖 The same way we do
 - 📖 But remotely


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The "Low-Hanging" Fruit US, Canada & UK

- 📖 Consumers of 47% of all books
 - 📖 Speak/read English
 - 📖 Approach them first

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LightningSource
an INGRAM Content company
More at lightningsource.com

- ☞ Use LightningSource. <http://www.LightningSource.com>
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 - ☞ Access the contracts
 - ☞ Sign and send the pBook, eBook contracts for US and UK
 - ☞ Upload your text and cover .pdf files.

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Conduits to Know

- ☞ eBooks: <http://www.Smashwords.com>
 - ☞ Converts to ten formats at no charge. Takes just 15% of sales.
- ☞ Ingram pBooks & eBooks via:
 - ☞ <http://www.LightningSource.com>
 - ☞ 55% of books sold in the US move through an Ingram warehouse.
 - ☞ Amazon via POD printer
 - ☞ <http://www.CreateSpace.com>
 - ☞ See the International page

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Plan for Publishers Outside the US

- ☞ pBook. Printed book
 - ☞ CreateSpace > Amazon
- ☞ eBook. Electronic book
 - ☞ Smashwords.com
 - ☞ Amazon, Barnes & Noble.com, Sony eBook
- ☞ aBook. Audiobook
 - ☞ Record Yourself
 - ☞ CreateSpace > Amazon
- ☞ When sales take off
 - ☞ Approach publishers of same category books in US & UK, or
 - ☞ Print and distribute in the US and UK **ParaPub.com**

You . . .

- ☞ Are a leader in your field
- ☞ Your book will validate your expertise
- ☞ For example, I have written 7 books on parachutes & skydiving
- ☞ "Write what you know & do what you love"
- ☞ Be a "participant"


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Come With Me





Be a "Participant" in *Your* Field

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Who & Where is Your Buyer?

- ☞ You must be able to
 1. *Identify* your buyer
 2. *Locate* your buyer
- ☞ Specialty Stores or
 - ☞ Sections within department stores

The market must be easy to reach

Book on sleep
Do-it-Yourself home plumbing

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Example: Parachute Books

- ☞ 1 National association
- ☞ Magazines
 - ☞ 2 national
 - ☞ 68 Worldwide
- ☞ Several events
- ☞ Skydiving schools
- ☞ Parachute catalogs
- ☞ Parachute stores



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Book Promotion

- ☞ Review Copies
 - ☞ The most effective and least expensive form of book promotion
 - ☞ About \$4.50 each USD
 - ☞ Cheaper than an ad



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Online Promotion

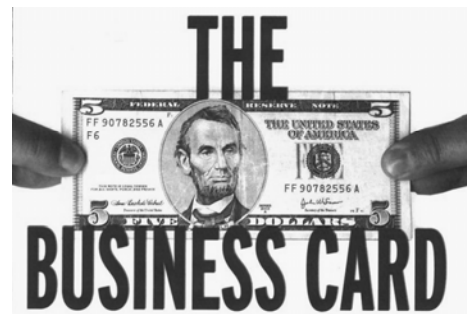
Go where potential clients gather

- ☞ Blogs
- ☞ Forums
- ☞ Websites
- ☞ Amazon annotations

Spend time Social Networking
Using Social Media

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Give Your Book to Opinion Molders & Thought Leaders



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Social Networking for Authors

- ☞ **Find** people as passionate about your subject as you are
 - ☞ Join groups: forums, Facebook, LinkedIn, Twitter, etc
 - ☞ Your new friends are the information sources for your book
- ☞ **Gather** ideas and details from them
 - ☞ Ask questions
 - ☞ Get known
- ☞ **Combine** their ideas and details with other research
 - ☞ distill it, focus it, write it down
- ☞ **Promote** via same groups
- ☞ **Sell** information back to them in book form

Your information sources are also your market



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Do Not *Start* a Blog



- ☞ Your blog will take time to build
- ☞ Contribute to other blogs in your subject
 - ☞ They already have the readers
 - ☞ Sign your posts with your name and URL
- ☞ Find blogs on your subject through
 - ☞ <http://www.google.com/alerts>
 - ☞ Google searches
- ☞ Same for (Blog Talk) Internet radio

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Articles



- ☞ Your Book Promotion Assets
 - ☞ Reservoir of material: Your book
 - ☞ Ability to write
 - ☞ The credibility of a published author
- ☞ Recycle your content. Put it to work.
 - Wring more value out of it

"Like Mrs. Field's toll-house cookies, provide samples from your book with articles."

--Judy Cullins, author & coach.

You have to ask for coverage.
You are an expert. You are helping the editor.

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email Announcements



- ☞ Broadcast to your house list & email address book
- ☞ Ask them to *forward* the announcement
- ☞ No spamming
- ☞ Paste addresses into bc box



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Your Own iPhone App

☞ By speaker name

Shep Hyken, see Shep Hyken
Dan Poynter, see Dan Poynter

Set up and hosted by ITX, Sean Flaherty, sflaherty@itx.net,
<http://www.mobileexpert.info/index.php?page=home-3>

☞ By book title

Scott Halford, see Be a Shortcut
Tony Alessandra, see Charisma
Tony Alessandra, see The New Art of Managing People
Marsha Petrie Sue, see The Reactor Factor
Shep Hyken, see Cult off the Customer
Shep Hyken, see Moments of Magic

Set up and hosted by Mark Carpenter,
mark@sixvoices.com, <http://sixvoices.com/>

45-million iPhones and iPod Touches



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SizzleReels



Books to Film, Rocky Lang

Rocky@BooksToFilm.tv, +1-818-203-8385 Pacific Time

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Contact Editors and Reporters

- ☞ Before an article is written
 - ☞ <http://www.helpareporter.com/>

- ☞ After something appears online

- ☞ <http://www.Google.com/Alerts>
- ☞ "Clipping service."

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I Give you Permission to

- ☞ Spend time online

- ☞ In your field



Business Cards



- ☞ Replace expensive brochures
- ☞ Avoid expensive postage
- ☞ Drive prospect to your Web site

N: NP

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For More Information on Book Writing, Publishing & Promoting

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Writing/Publishing PEG

- ☞ A Professional Experts Group for Book Authors & Publishers
 - ☞ NSA's largest and most active PEG
 - ☞ eZine, Teleseminars, meetings, etc.
- ☞ Fmi: <http://www.nsaspeaker.org/bod/leadership/pegs.html>



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Join the GSN and get

- ☞ GSN member-only networking events at national conventions.
- ☞ GSN *News Brief*, packed with international speaking tips and information.
- ☞ Dedicated Web site with resource links for the global speaker.
- ☞ Exclusive electronic networking directory.
- ☞ Electronic communication vehicle (list-serv).

To see if you qualify, go to <http://www.iffps.org/gbf.html>

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Speaking Eagles

Aviators Who Educate & Entertain

- ☞ An informal group (not a PEG) within the National Speakers Association
- ☞ Membership is open to professional speakers who engage in any form of aviation and those who speak to aviation groups.
- ☞ Contact: Howard Putnam, Former CEO Southwest Airlines.
 - ☞ +1-775-849-3571, Howarddp@aol.com

Hand out ribbons
Collect business cards for Howard

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Forums (Cheap Consulting)



- ☞ SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>
- ☞ PUB-FORUM. <http://www.pub-forum.net/>
- ☞ PUBLISH-L. <http://www.publish-l.com/>
- ☞ SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>
- ☞ Fiction_L. <http://www.webrary.org/rs/flmenu.html>
- ☞ Children's Books. <http://www.egroups.com/search?query=youngchildrensbooks>
- ☞ Children's Books. <http://groups.yahoo.com/group/CBpublishing/>
- ☞ IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>
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- ☞ POD Publishers http://finance.groups.yahoo.com/group/pod_publishers/
- ☞ Publishing Design <http://groups.yahoo.com/group/publishingdesign/>
- ☞ Book Signings/Mini Seminars. <http://groups.yahoo.com/group/booksigners/>
- ☞ Copy Law. <http://groups.yahoo.com/group/copyright-future/>

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More Help with your Project



If there is anything you did not understand today, contact me.
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Don't Have Time to Write Just Now?

- 📖 Then collect info for your book (and speeches)
- 📖 Magazine articles
- 📖 Photocopies of pages from books
- 📖 Interview transcripts
- 📖 Transcribe your speeches
- 📖 Photos
- 📖 Put them in a drawer
- 📖 Sign up for <http://www.Google.com/Alerts>

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Questions

- 📖 While we are finishing up and taking questions, please take a moment to tell me how you liked today's presentation, by
 - 📖 Filling out the *Evaluation Form/Questionnaire*
- and
- 📖 Signing up for the FREE *Publishing Poynters* ezine



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Publishing is Like Parachuting

Each is a game of odds

The object is to have fun
and

improve the odds as much as possible



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My name is
Dan Poynter

and

I want you to
give the world
a piece of your
mind.



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