

Workbook to Use With
Guerrilla Marketing for Writers

Stuart Gustafson

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PURPOSE

The purpose of this workbook is to list the “100 weapons for selling your work” in the copyrighted book *Guerrilla Marketing for Writers* by Jay Conrad Levinson, Rick Frishman, and Michael Larsen. All the weapons are listed in a one-table-per weapon format, along with a few bonus weapons. Then you, as the author, determine which weapons to employ in the marketing of your books by documenting the use of each of those weapons on its own page. Once this is all completed – use as many or as few of the weapons as desired – this document then becomes a powerful piece in your ongoing promotion.

NOTE 1: This workbook has not been authorized by the authors of *Guerrilla Marketing for Writers*, and no endorsement has been solicited or granted from them.

NOTE 2: This workbook consists of a vital portion of the material from *Guerrilla Marketing for Writers*, but it is imperative that you obtain a copy of it because there is so much more material in it that can help you as you develop your marketing plans.

BONUS: If the author is a new author, the completion of this workbook will be a powerful message to potential agents and publishers that the author has indeed thought about how to promote his or her book. This will give the new author a major advantage over 99% of the other new authors who are trying to break into the field.

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Weapon # 4	Word of Mouth	Use?
<p>Weapon Explanation: The goal of everything done to promote books by unknown writers is done to generate a critical mass of people who love them. Publishers use 3 approaches:</p> <ol style="list-style-type: none">1. The most likely way for a book to reach the best-seller list is if an author's previous book was on it. Future books benefit from the sales momentum of previous books.2. Large first printing and a lay-down date on which booksellers can begin to sell them. The purpose of a large first-printing is to trigger an explosion of sales that will catapult the book onto the best-seller list.3. Without previous success, word of mouth is the only way to create a best seller by a new writer. <p>Get book ASAP to people who will read it and write a rave review. These are the people who will help build the initial sales momentum for the book.</p>		
<p>Weapon Use in Books:</p>		

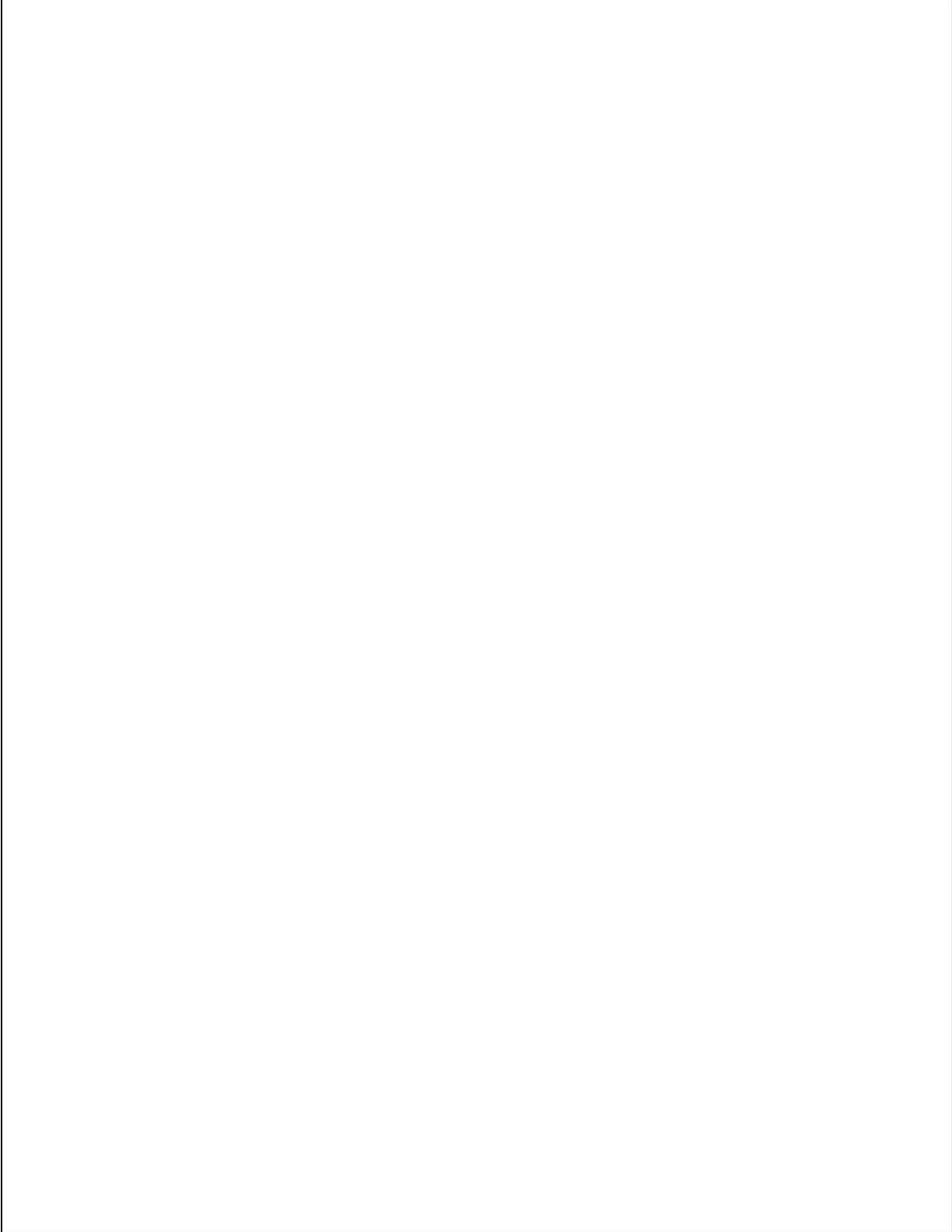
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Weapon # 8	Publicity	Use?
<p>Weapon Explanation: Free print publicity is considered to be twenty times more powerful than paid advertising.</p> <p>The eleven key essentials to gaining publicity are:</p> <ol style="list-style-type: none">1. Books that deliver;2. Knowing how the media work;3. Media contacts;4. Knowing how to approach the media;5. Knowing how the people you contact prefer to be approached;6. Skill at being interviewed;7. The creativity to make your book newsworthy every time you approach the media;8. Professional, continually updated publicity materials;9. Accepting the reality that at least at the beginning of your career, you will receive far more no's than yes's and that the media are not rejecting <u>you</u>, just your book and just for the moment;10. Follow-ups;11. Making your contacts glad they helped you by expressing your gratitude. <p>Media people are swamped. Hosts make a living by trading publicity for an informative, entertaining show. Print media want their stories to have the same qualities.</p> <p>Your goal is to promote yourself and your book. Authors who can light up switchboards may be asked to stay longer than the time allotted for the interview, and they will be paid the compliment that matters most: being asked to return.</p> <p>The trajectory of author appearances in the media goes from small to large. You'll need a lot of out-of-town tryouts before you can provide audiotapes and videotapes that prove you're ready for center ring (SG: prime time/big league shows).</p> <p>Although focus is generally on consumer publicity, don't overlook trade media, such as <i>Publisher's Weekly</i> and <i>Library Journal</i>.</p>		
<p>Weapon Use in Books:</p>		

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Weapon # 16	Your Promotion Plan: The Final Version	Use?
<p>Weapon Explanation: For maximum effect you will need a promotion plan that is as long and as strong as you can make it. List in descending order of importance what you will do to promote your book during its four-to-six week launch window and as long after as you can foresee.</p> <p>Integrate the information in the first version of your plan with the budget you set, using the following list as a template for writing your promotion plans:</p> <ul style="list-style-type: none"> * “The author will match the publisher’s out-of-pocket consumer promotion budget up to \$X.” * When the book is published, the author will present talks in the following X cities: . . .” Include a list of as many cities as you will go to, starting with the major markets. * “After the publication tour, the author will continue to give X talks, classes, seminars, presentations a year.” Give the number that you are honestly committed to make each year. * “The author will sell X copies of the book a year.” Give a round number for the books you will sell a year, assuming that 25 percent of your listeners will buy a book. <p>If you are not able to put concrete numbers in those sentences above, you might not be ready for mainstream publishing. Here are some things you can do to promote your book and strengthen your promotion plan; there are more in the book (SG: these are not limited to just the self-promoters or self-publishers – they can be done in conjunction with a promotion from a major publisher) –</p> <ul style="list-style-type: none"> * Establish a strategic alliance with a business or nonprofit organization that will commit to buying a large quantity of your books, sending you around the country as a spokesman, or lending its name to the book. * Include the line, “The author will prepare a media kit containing . . .” then list all the items that will be in your media kit. * Give round numbers for the lists of print, broadcast and electronic media, and opinion-makers to whom you will send the media kit. * Indicate how often you (or your publicist) will contact the media about interviews, including how it will be done. * Add, “The author’s goal will be to do X phoners a day.” Give your goal for the number of phone interviews you will do a day and how you will obtain them. * Mention your website and how you will use it. * Give the name of the periodical, online or print, that has agreed to publish a column of yours that will give your ideas and your books as much exposure as possible. * (SG: list the one or two authors or publishers who will pay you to include a testimonial or ad for their books at the end of your book.) <p>Start immediately to obtain an introduction and cover quotes for your book by developing your publishing and field networks. Go to author events and writer’s conferences. Get to know the people who know the people you want to reach; ask them to intercede on your behalf.</p>		
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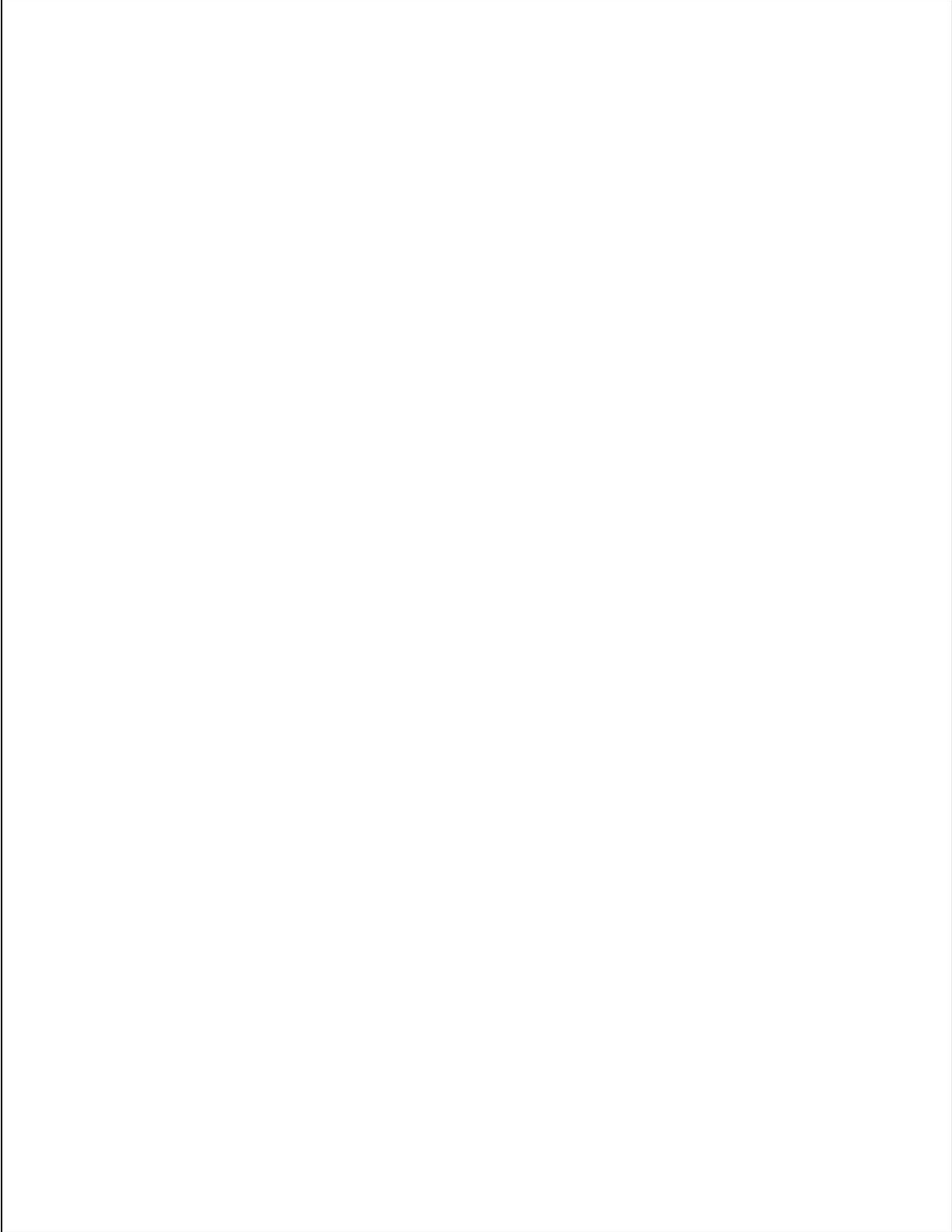
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Weapon # 20	Your Print Interviews	Use?
<p>Weapon Explanation: There are no small shows, only small authors. Always do your best in your interviews (television, radio or print). Each one gives you more experience as you build up for the big time.</p> <p>Trade and consumer newspapers and magazines, e-zines and online publications can feature you and your work with</p> <ul style="list-style-type: none">* reviews;* excerpts from your book before or after publication;* articles by you* articles about you or your subject that quote you* stories on your special events* articles about other subjects that include you and your books* your letters to the editor* your op-ed pieces <p>Use photos that include action or tie directly to you and the book (replace a standard head shot with a photo of you talking to someone who is the subject of your book, for example).</p>		
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Weapon # 24	Your Web Site	Use?
<p>Weapon Explanation: Your web site is the only continuously operating weapon you have for promoting your book. Your site promotes you twenty-four hours a day, 365 days a year in 180 countries (SG: <u>That is a lot of potential exposure!</u>).</p> <p>Here are some of ideas (there are many more in the book) you can include on your website:</p> <ul style="list-style-type: none">* your contact information* your media kit* a list of upcoming appearances (SG: as well as past ones to show where you have been and on what shows you have appeared)* a description of your products and services* the video of a talk or video (audio for radio, of course)* reviews of your books and quotes from them* a regular column, newsletter, or tip that will bring visitors back to your site* contests* the opportunity to buy your books from you or links to online booksellers <p>You can also use your website to build relationships with your readers by giving them reasons to come back to your site. Encourage your readers to suggest</p> <ul style="list-style-type: none">* improvements* ideas for new books* opportunities for you to speak* links from other sites to yours* stories on how your books helped them <p>Your book and your website will have a lot of competition so you will need irresistible offers to bring visitors to your site, and then provide them with information, enjoyment, and other benefits that make them eager to return and tell their friends about the site.</p> <p>Some of the keys (there are more in the book) to an effective site are</p> <ul style="list-style-type: none">* being unique and better than your competitors' sites* take what works best for you offline and make it work even better online* continually monitoring other sites, especially authors, for ideas on improving your site* continually updating your information so it is fresh every time someone returns* provide a hassle-free guarantee for your books, products, and services* use as many types of media as you can		
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Weapon # 28	Your Publisher's Publicity Questionnaire	Use?
<p>Weapon Explanation: Your publisher's publicity questionnaire will help determine what your publisher will do to promote your book, so it's worth all the time you lavish on it. This questionnaire is your opportunity to describe everything you will do to promote your book. Even if you included a promotion plan when you sent in your proposal, the publicist probably has not seen it; so spend time completing this questionnaire.</p>		
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Weapon # 32	Your Annual Awards	Use?
<p>Weapon Explanation: The Academy Awards are the prizes for the winners of the world's most glamorous contest – movies. Adapting the idea for your field will increase your stature and provide publicity for you every year.</p> <p>If there are people in your field who deserve recognition but aren't getting it, why not help them and yourself? You can plan a contest yourself or with colleagues. To find the volunteer help needed to run the contest, give the process credibility and put on the awards ceremony, and partner with a nonprofit organization.</p> <p>The potential to use the vent as a fundraiser and a source of publicity will attract needy nonprofits such as academic and charitable organizations, A business, group of businesses or a nonprofit association with business members are also possible sponsors for an awards event, as are chambers of commerce and local governments.</p> <p>You can be one of the judges, the emcee and the coordinator of the event. The more you're willing to do, the more you'll be able to shape the event.</p>		
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Weapon # 36	Your Self-writing Sequels	Use?
<p>Weapon Explanation: By encouraging visitors to your site to discuss their experiences with your books and share their ideas and questions, you are giving them the opportunity to collaborate with you n your next book.</p> <p>Giving talks and teaching classes is at least as effective as readers posting information online. If an idea excites you, you are eager to share your ideas about it.</p> <p>And helping authors to write their next book is an incentive, as is being acknowledged in the book and receiving a free autographed copy.</p> <p>If you're writing a series of novels with recurring characters, ask your readers to suggest plot ideas or interesting settings or new directions for a character or sequel to take.</p>		
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Weapon # 40	Your Discussion Groups	Use?
<p>Weapon Explanation: Discussion groups or newsgroups are real-time forums, mailing lists that enable members to exchange views. Use your comments and signature to make group members aware of your books. For the best results, do more telling than selling. Monitor two or three discussion groups in your field. E-mail a contribution once a week. In the unlikely event that you don't find the discussion group you need, start one.</p>		
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Weapon # 44	New Editions of Your Books	Use?
<p>Weapon Explanation: Publishers set a number for how many copies a book has to sell to warrant keeping it in stock. When a book's sales dip below a certain number with no apparent hope for them to rise, a publisher has three choices:</p> <ul style="list-style-type: none">* let the book go out of print* have it available through print-on-demand systems that print books to order* publish a new edition. <p>For authors, this is a no-brainer decision, Changing just 10 percent of your book will enable it to be considered a new edition. This means your book will be in your publisher's catalog like a new book, the reps will sell it again, and you will get another chance to promote it.</p>		
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Weapon # 48	The Covers of Your Books	Use?
<p>Weapon Explanation: People <u>do</u> judge books by their covers. A book cover is a blend of art and commerce; the title, promotional copy, quotes, and artwork must captivate bookstore browsers in the two seconds that take to pass judgment on the book.</p> <p>One of the industry's clichés is that a good cover is the cover of a successful book. You want the covers of your books to sell them as effectively as possible, especially if you will be writing a series of books, because the basic design of your first books will determine the overall look of the series.</p> <p>Depending on your promotion budget and how well your covers turn out, you can reproduce them in different sizes for different uses:</p> <ul style="list-style-type: none">* a postcard and a cover for your media/speaker's kit, a giveaway or a promo piece to place inside your other books in stores* business cards, letterhead and other print materials* posters including the dates of your appearances with a star next to the appearance closest to the poster's location		
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Weapon # 52	Raffle Prizes	Use?
<p>Weapon Explanation: If you belong to or are giving a talk to a group that holds a fundraising raffle at its meetings, donate a copy of your book. If you are not going to be giving a talk about your book, ask if you may speak for a minute about your book just before they raffle it. Then make sure you've mastered your elevator speech.</p> <p>Offer to personalize your book, even if the winner is going to give it to someone else.</p> <p>Ask your networks if they know of any raffles that need prizes.</p> <p>(SG: If the group that is holding the raffle has a newsletter, and they are announcing the raffle in the newsletter, ask them to mention the name of your book everyplace they mention the raffle.)</p>		
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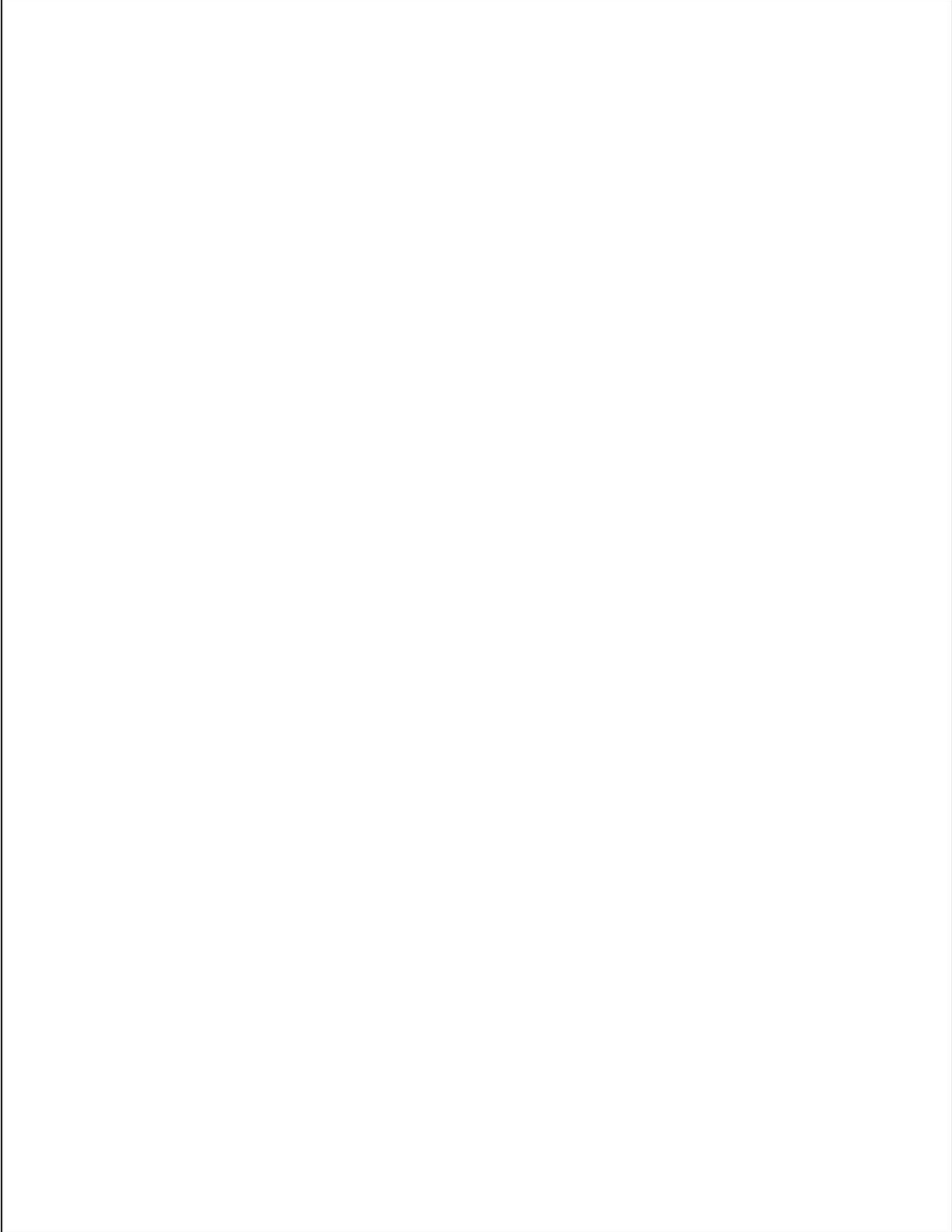
Weapon # 56	A Newsletter or 'Zine	Use?
<p>Weapon Explanation: Being an authority (which you are as a published author) enables you to start a newsletter or 'zine in your field. Thanks to the wonders of technology, you can email your newsletter to subscribers. 'Zines have illustrations, so publish it on your web site until it is as fast to email them as it is to email text.</p> <p>You also have to decide on the most product use of your time. If you can use your newsletter or 'zine to promote your products and services, then send them out for free if it is not too much trouble to maintain a list. If you feel your newsletter or 'zine contains sufficient valuable information that you can charge for the, try sending a few out to your networks with a cutoff date to subscribe for a fee or to stop receiving them. You can base your decision to charge depending on the response you receive from your first few mailings.</p> <p>Consider soliciting inputs from others – this can broaden the view and scope of your newsletter or 'zine. Use your newsletter to promote your products and services, perhaps with a discount for mentioning that they read about it in your newsletter (that will let you know if people are reading it). If subscribers would rather have a hard copy, make the newsletter very professional looking, and charge enough t cover your printing and mailing costs.</p> <p>Even if you are charging for your newsletter (hard copy or soft copy), there are probably a few key people in your field who deserve to receive a free copy.</p>		
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Weapon # 60	Your Book Reviews	Use?
<p>Weapon Explanation: Book reviews are a way for you to be underpaid. But as you write more of them, you will become proficient at turning out the best in the shortest amount of time. The reason to write book reviews is not for the small fee, but because they will help you</p> <ul style="list-style-type: none">* keep your name and the title of your books in front of book buyers* build your stature as a writer and an authority in the field* earn you the gratitude of a writer who may one day want to give you a quote or review your books* establish a relationship with book review editors* understand the reviewing process that your own books will be subjected to, and to learn the discipline of quickly writing a brief but balanced review* show potential readers how discerning you are and how well you write* obtain speaking and writing opportunities, if only for more reviews* build your library with free books* gain the attention of editors and agents of the books you review* stay on top of new work in your field <p>Get to know as many book reviewers as you can. They may review your books, a possibility enhanced by sending them a copy with a personal note.</p> <p>If you are able to get some good reviews of your books, underline the good parts and add them to your media kit and web site. If they're laudatory enough, make sure your publisher adds them to the cover or first page of your next book (or edition to the same book).</p>		
Weapon Use in Books:		

Weapon # 64	Book Signings	Use?
<p>Weapon Explanation: If you and your publisher agree on the value of book signings, your publisher will usually arrange for them at least in your area. If you are giving yourself a national tour, your publisher may be willing to set up book signings in the cities you travel to. But the day will come when you have to arrange bookstore events yourself. So your ability to work with booksellers will help sustain the sales momentum needed for booksellers to keep stocking your books.</p> <p>Book signings can promote your books while providing a valuable opportunity to build relationships with booksellers and readers. Once you figure out how to make bookstore events productive and you establish a network of stores around the country anxious to book you, you can integrate signings into your travels whether or not you have a book coming out. In addition to talks or readings followed by signings, bookstores may offer classes you can teach. They will be sources of income as well as publicity, and they give you the opportunity to support the booksellers you want to support you.</p> <p>The bad news is that the average number of books sold at a book signing is four. You need to figure out how to make sure your number is much higher than that!</p> <p>Publishers choose the most promising books to be eligible for co-op money. If booksellers order enough copies of your books, they can take advantage of this co-op money to help advertise your books and to help with out-of-pocket books-signing expenses: signs, refreshments and space in their calendars, which are mailed to the media and to customers.</p> <p>Start with your local area, and start even before you are ready. Go to book signing events by other authors. See what goes on, and talk to the events coordinator to find out how many books must be sold to make it worthwhile for them to host the event. Tell them about your book, your schedule, etc., and elicit a response. If it is favorable, then add them to your list of people to contact when you are ready to do a book signing.</p> <p>Ask booksellers;</p> <ul style="list-style-type: none"> * What days of the week and weeks of the month generate the largest sales, especially for books like yours * What kinds of books attract the most people? * What kinds of promotions are the most effective in reaching people? * What do audiences enjoy the most: readings, how-to information, slide shows or talk shows? <p>[There are many more items in the GM book in this section for how to make your event successful. Be sure to read this section before <u>every</u> book signing.]</p>		
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Weapon # 68	Cooperation With Your Peers	Use?
<p>Weapon Explanation: Cooperation has replaced competition in the lexicon of guerillas. Look for an organization of writers who are in the same genre as you; see how belonging and participating in that organization can provide mutual benefit for you and the others. Make a list of ways that you and other writes can help each other. Cooperation is another example of how guerillas are limited only by their time, energy, and imagination.</p>		
<p>Weapon Use in Books:</p>		

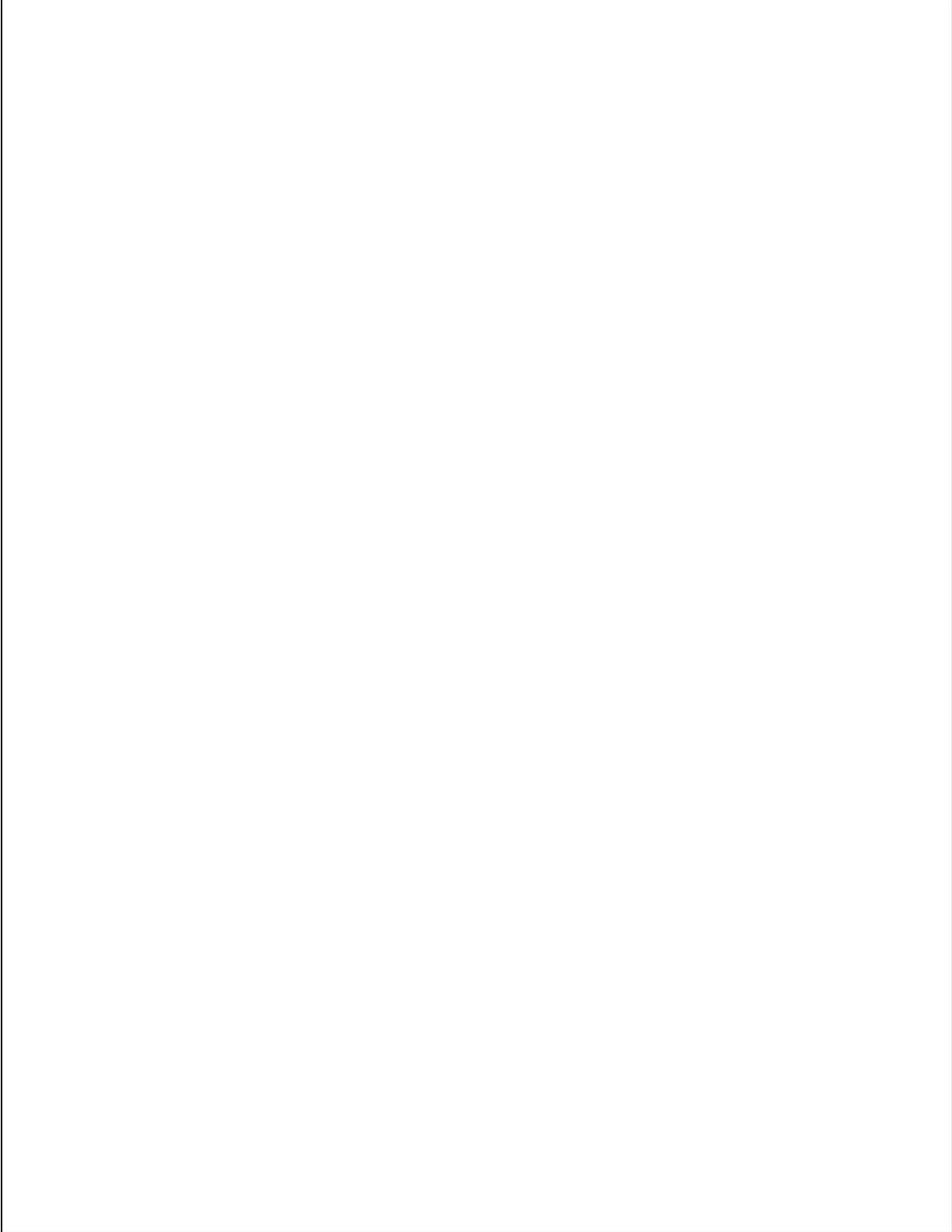
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Weapon # 72	Bartering Stories for Space	Use?
<p>Weapon Explanation: Magazine may be willing to trade unused advertising space for articles or short stories. The space they offer may sell for more than the going rate they pay for material. If the response to your work is strong enough, one piece may lead to calls from other magazines and assignments for articles. If you're trading short stories, trading them for ads may lead to the publication of a collection.</p>		
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Weapon # 76	Trade Shows	Use?
<p>Weapon Explanation: Trades shows are conventions for the “trade,” not for consumers. The most important one in the publishing field is the annual Book Expo America (BEA) held Friday through Monday in late May or early June. <i>Literary Market Place</i> has the yearly BEA dates. The primary purpose of the show has traditionally been to make booksellers aware of the publishers’ fall lists. However, between the decreasing number of independent booksellers who now generate less than 20 percent of book sales and the fact that sales reps have already sold the fall list by the time BEA takes place, the convention is in the process of reinventing itself. But your understanding of publishing will not be complete until you have been to BEA. It’s the only opportunity to see almost all of trade publishing in one place. Observing how publishers promote their books to the trade will be an eye-opening experience.</p> <p>Things you can do at BEA are</p> <ul style="list-style-type: none">* tell a table of booksellers about your book* meet other authors, publicists, people in the media, subsidiary rights buyers, and your publisher’s sales and marketing staff* shake hands with “blue badges” – booksellers who are treated like royalty* keep tabs on what is going on in the industry* learn more about how publishing works and forge friendships that can last a lifetime* enable your publisher’s sales and marketing staff to make your books stand out by matching the books with you, the author behind the table <p>There is more information in GM about BEA, how to “get invited,” etc. Read about BEA and talk with your publisher about the benefits of your attending it. Also, check <i>LMP</i> for regional booksellers’ meetings, which are mini-BEA’s.</p>		
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Weapon # 80	Your Passion for Books	Use?
<p>Weapon Explanation: Loving books is what makes readers become writers. Your recommended reading lists in the back of your books and on your web site give you the chance to share your favorite books with the world.</p> <p>Create lists of books you love and sell those books on your web site through an associate's program with an online bookseller. An annotated reading list of your favorite books that tell visitors why you love them will</p> <ul style="list-style-type: none">* generate more sales than just using your bibliographies* gladden the hearts and enrich the pocketbooks of authors whose books you recommend* add to your credibility as an expert* endear you to those who believe you are what you read and who love the same books you do* tempt visitors to read your books to trace the influence of your favorite authors on your work and best of all, encourage people to start lists of their own favorite books. <p>Add new books to the top of the lists to give ardent readers reasons to return.</p> <p>Find other ways to use the lists, such as part of your media kit, your handout, or as the basis for a webcast book club or book-of-the-month club, and in your email signature.</p>		
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Weapon # 84	Your Courage	Use?
<p>Weapon Explanation: Writing a book takes courage, but your belief in your future and the value of your books will sustain you. When fear makes you question your ability to write your books, get them published or promote them, think about the readers who will benefit most from your books. Pick one of them, real or imagined, and write for that reader.</p> <p>Two things worth remembering about courage:</p> <ol style="list-style-type: none">1. It's contagious. You can get it from the role models who inspire you, and you can pass it on to those who need it.2. Courage is like a muscle. The more you use it, the more of it you'll have when you need it. <p>Make a habit of reading about people who performed courageous acts. (You are probably better off than they were.)</p>		
<p>Weapon Use in Books:</p>		

Weapon # 88	Your Smiles	Use?
<p>Weapon Explanation: How many free things are more beautiful and easier to give than a smile? Smiling in your first contact with someone can make a lasting impression.</p> <p>Fascinating facts about smiles:</p> <ul style="list-style-type: none">* A smile produces automatic physiological responses in both the smiler and the smilee. It makes both of them feel better about themselves and each other.* Callers can tell if the person at the other end of the telephone line is smiling.* One of the hazards of living in cloudy northern climates is that you may become smile-challenged. There really is such a thing as a sunny disposition. That's why you will find more smiling faces on the Mediterranean than the Baltic. <p>Your smile may be the only thing a new acquaintance remembers. Because of the importance of first impressions, it may become the enduring image someone has of you. So if people are worth meeting, do it with a smile on your face. If you don't know whether they are, pretend they are, and they will usually justify your expectations.</p> <p>The more successful you become, the more calls you will receive. So make the warmth of your hello and goodbye capture your pleasure in spending time with your callers.</p> <p>If someone smiles at you, smile back. If someone doesn't, smile anyway and watch what happens.</p>		
<p>Weapon Use in Books:</p>		

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Weapon # 92	Your Stationery	Use?
<p>Weapon Explanation: Your letterhead may be your first contact with agents, editors, the media, opinion-makers and people who book speakers. Media people especially are so inundated with mail that, like the rest of us, they throw away envelopes that don't look promising. Your envelopes and labels will include less information than your other printed materials. But they may be the only thing on which the recipients of your mail base their response to it. A well-designed letterhead will not redeem a poorly written letter, but it will convey with silent eloquence a sense of your identity, character, professionalism, and ultimately, your books. So make that lasting first impression impressive.</p> <p>Read the book – page 206 – for a listing of the possible items to include in your letterhead.</p> <p>After you decide what information to include, a number of creative decisions await you including</p> <ul style="list-style-type: none">* the typeface* the size of the lettering* what color(s) of ink to use* the paper stock* the best way to integrate the information into a unified, aesthetically pleasing design that communicates your identity as effectively as possible <p>Suggestion: create a link between your book cover and your letterhead by using same typeface, colors, etc.</p>		
<p>Weapon Use in Books:</p>		

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Weapon # 96	Your Slogan	Use?
<p>Weapon Explanation: A slogan is a phrase or sentence that captures the essence of your identity, of what you aspire to be – of your mission – and how you want your readers to feel about you. Large companies spend a lot of money every year to keep their slogan in front of you (“Fly the friendly skies ...” is just one example).</p> <p>One criterion for an effect theme and logo is that they will remain effective as long as you need them. So think through what you want in your theme – the best of who you are and the benefit you provide. Then try it out on your networks before you commit yourself to it.</p>		
<p>Weapon Use in Books:</p>		

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Weapon # 100	Your Promotion Calendar	Use?
<p>Weapon Explanation: Every day of the year is a special day, week, or month for saluting a person, event, cause, or activity. There are thousands of opportunities into which you can tie the promotion of your book.</p> <p>People may be more responsive to your books at certain times of the year. Look at a calendar and decide what times of the year will work best for promoting your books and what kind of promotion will be most effective. <u>Create a promotion plan that concentrates your efforts during the most productive times of the year for your books</u>, adjusting it every year in response to its effectiveness. By the end of the third year, you will have a year's worth of what we call "slam dunks."</p> <p>Then all you have to do is stay alert for ways to fine-tune what you're doing and to add new opportunities. This is the best way we know of to take the stress out of wondering what to do next.</p>		
<p>Weapon Use in Books:</p>		

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Weapon # bonus 4	Start an Organization	Use?
Weapon Explanation: If our book takes off because it excites an underserved group, consider starting an organization. Thanks to technology, this is easier to do than ever. Being president or publicist will help your publicize your books. Early warning: learn how to delegate or you may be buried in commitments and immobilized by clinging vines.		
Weapon Use in Books:		

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I hope this 25% excerpt provides the enthusiasm to obtain the full workbook.

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