



An **AUTHOR'S GUIDE** to Online Marketing and Publicity

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1

How online marketing and publicity can work for you

The Internet has become an incredibly powerful tool for both authors and readers. For readers, it is often the first place they go when they want to learn something. Whether through a Google search, by going directly to an online bookseller, or querying their friends on Facebook or followers on Twitter, book buyers are online and looking for just what you have to offer. Readers of all kinds are joining online communities—reading websites, checking their favorite blogs, listening to podcasts, following Twitter feeds, and watching author-created videos. They are online and they want to connect with you. It is an opportunity not to be missed.

For authors, it is a way to connect with readers at the very moment that they are searching for information about the topic on which you're an expert. The Internet has given authors a completely new way in which to build a following, connect with like-minded readers, and get in front of your audience at just the moment they're looking for you. You should take advantage of all the tools provided by the online booksellers, from ensuring that there are positive user reviews wherever a reader might find your title to creating a simple video and posting it on your book's online product page. You can build a fan page on Facebook, invite your friends and colleagues to join, and build excitement for the launch of your book. Or, go a step further and involve readers as you write your manuscript, sharing content on your blog and asking for feedback.

How we can help. In this document, we will give you the simple how-tos that will allow you to harness the power of the Internet to help make your book a success. We start on the following page with an author checklist that will help you to prioritize your efforts, and follow that with the tools that you need to get started. We focus on simple steps and free solutions, most that take just a small investment of your time. At the end, you'll find a list of resources that includes many examples of how your fellow Wiley authors have successfully presented themselves online.

Begin now to think about building a community and promoting your book. This is the time to start. Your editor is available to answer questions and make sure that you have the tools you need.

Let's get started!



2 Author checklist

The basics

- Ask friends and colleagues to write and post reviews to online booksellers!
Make sure that there are four positive user reviews on each of the key websites
- Beginning four months pre-publication, check product page on the online booksellers and make sure the content is complete
- Develop list of contacts
 - Email addresses for all contacts
 - Street address for anyone who should receive a copy of the book, including reviewers and those who might write blurbs
 - At publication, send an email blast to list of contacts
- Complete the Wiley author questionnaire and submit to your editor. Pay particular attention to the section on media contacts
- Add information about the book to email auto signature
- Add “author of” to the byline of any articles that you publish

More effort, but worth the work

- Use the tools that the online booksellers offer
- Try *at least one* of the social networking tools below. If it's helping to build your community, try another!
 - Develop your profile on LinkedIn and find connections who are also a part of that network
 - Blogs
 - Start reading blogs that are related to the subject area of your book
 - Become involved by commenting and, where appropriate, linking back to your own site
 - Develop a Facebook fan page
 - Send an email to your list of contacts asking them to become “fans”
 - Include a link to your fan page in your email auto signature
 - Send your editor a link to your fan page
 - Join Twitter and begin to develop a following
 - Let your contacts know that they can follow you on Twitter
 - Include your handle in your email auto signature
 - Send your editor your Twitter handle



2 Author checklist

- Leverage professional and academic connections
 - Article or mention in alumni magazines
 - Feature on professional websites
 - Bulk sales of title from a society

Taking it to the next level

- Develop a website or blog
 - Share your URL with your editor
 - Include a link to your website or blog in your email auto signature
- Create an original article based on the book around news topics of the day and share with your editor. Publicity may then be able to use this as a hook
- Be sure to “talk” about your book wherever speaking, writing, or when being interviewed
- If you hire a publicist, make sure Wiley is aware, so that we can coordinate activities
- Video
 - Create a 1-3 minute promotional video
 - Post to your blog and/or website
 - Post to YouTube
 - Send your editor the link to the video on YouTube so that they can share with the online booksellers



3 What to do before your book publishes

Check your book product page on the online booksellers early and often. If

you only do one thing, let it be this. Beginning four months in advance of publication, when your book should be available for pre-order on the online booksellers, check your title's product page and make sure that it's as robust as possible. You'll find specific details in the ["How to drive sales to online booksellers"](#) section of this guide, and we encourage you to take advantage of all the tools available. At a minimum, be sure that you ask your friends and colleagues to review your book, leave a comment welcoming potential readers, make sure that the page is complete and that all information is correct, and let your editor know if the page needs to be updated.

Develop an online presence and start building a community that is passionate about your topic or area of expertise:

We realize that your days are full of writing and manuscript development, but it is absolutely worth it to carve out 15-30 minutes each day to begin developing, or expanding, as the case may be, your online community. We suggest you begin this process as soon after signing as possible, and definitely by six months pre-publication.

For your book to be as successful as possible, you want to be able to tap into a group of readers who are interested in what you have to say and how you say it. It's these readers who will happily rush to the bookstore—or to their favorite online bookseller—once your title has published. And, just as importantly, they'll tell their friends about your book and your reach will expand even further.

- > **Develop your list of contacts.** Compile a list of everyone you know, along with their email addresses: clients, colleagues, the kind people on your holiday card mailing list, fellow alumni... you get the picture—anyone and everyone who has a connection to you. ***This list can become one of your most valuable assets, and you should continue to grow it at every opportunity.*** These are the people who will help to spread the word about your book in the most personal and powerful way. They know and respect you and will be happy to buy your book and, as importantly, spread the word.

As you're in the process of writing your book, send an email and let them know that it's in the works. Give them links to your website, blog, and Facebook fan page and encourage them to view your video on YouTube or follow you on Twitter (more information on all of these tools to come.) Include a link to something you've written and feel particularly interested in. This will peak their interest and engage them in this tremendous undertaking of yours. And of course, ask them to spread the word. This will help you to grow your list of followers and increase your platform.



3 What to do before your book publishes

If you know that you'll be sending an email to a significant number of people and driving them to booksellers, let your editor or marketer know. This can help us to get additional attention for your title.

> **Use social networks to expand your reach.** Social networks allow people with similar interests to connect and communicate with one another. As editors, marketers, and publicists, we've seen authors use these tools to great advantage, connecting with readers by joining online communities and positioning themselves as experts. Doing this early in the publication cycle will then give you a built-in group of fans who will be excited to read what you have to say, both online and, of course, in print, in the form of your published book. Below we'll tell you how to use these communities to your best advantage, another simple and easy tool to add to your arsenal.

> **Facebook.** [Facebook](#) has become a very popular way for people of all ages to connect with each other. And with over 400 million users, no, it's not just for teenagers anymore. In fact, they are seeing the most significant growth in the 35–54-year-old age range.

You'll first need to sign up for a [Facebook](#) account. Then invite anyone you know to become your "friend." Once you've done this, you can then create a fan page either for yourself or your book and invite all of your Facebook friends to join. Make the page an exciting place to visit; include a photo of you and the image of your book jacket; tell visitors what you're working on. Many readers are fascinated by the process of writing a book, and they'll be very interested to have this kind of inside information. Share an excerpt of a passage or chapter that you feel proud of and invite them to tell their friends about it. Of course, provide links to your website or blog if you've created one. *Note: Please remember to ask your editor for permission to post an excerpt to your Facebook page.*



> For more in-depth information about Facebook, check out [Facebook Marketing For Dummies](#).

> Examples of [author fan pages on Facebook](#)

> **Twitter.** [Twitter](#) is a very popular emerging social network with nearly 75 million registered users. It is in the news and on the lips of many, and as marketers and publicists, we've seen what a powerful tool it can be for savvy authors. The key thing that sets Twitter apart from other social networks is that your message—called a "tweet"—is limited to 140 characters, making it just right for quick thoughts, sharing links to interesting information, and passing along, or re-tweeting, messages from others that you think are worth sharing.



3 What to do before your book publishes

Getting started is easy and free. Go to [Twitter](#) and sign up for an account. Use some form of your name as your Twitter handle. Your name is your brand, and it's important to expose people to it as often as possible. Your handle will be the @ sign plus your name (@AuthorsName). Once you've signed up, you'll need to find followers. The first place to start is with your contacts; you can search for them using Twitter's "find people." You can also use the keyword search to find people interested in your subject area. Follow them and hopefully they will follow you.

We recommend that you first listen to the conversations happening around key topics of interest, begin to engage with followers, and when you're ready, you can start tweeting. When you begin to tweet, answer the question "what are you doing," link to an article that you think your readers would be interested in, and tell them why it's relevant. If you post a new chapter or piece of content to your blog or website, tweet about it and include a link back to the site. Search for your subject area and interact with those who are talking about it. Your expertise will give you instant credibility, and they're likely to follow you and re-tweet what you've written. Be sure to let your editor and marketer know your Twitter handle so that they can follow you.



For more in-depth information about Twitter, you can read "[Twitter Tips, Tricks, and Tweets](#)"

[Click here](#) for a list of people, including many of your fellow authors, who are doing a great job of using Twitter.

> **LinkedIn.** [LinkedIn](#) is a site that allows you to connect with your professional contacts. With over 60 million members, they can, in their words, "help you make better use of your professional network and help the people you trust in return... to make you more productive and successful." The first step is to build your profile on the site: a quick process that should take no more than thirty minutes. You'll then build your list of contacts, extending invitations to colleagues and friends, past and present. Look at the profiles of colleagues and see if they belong to groups that are of interest to you. You can then post questions to these groups and also send them back to your online home, whether it be a website or blog, if you have an answer to another member's question. LinkedIn can be a great way to manage your contacts and is a very worthwhile professional tool.



3 What to do before your book publishes

> **Blogs.** Participating on other's blogs can be a very powerful tool, regardless of whether or not you've chosen to write your own blog. Use a blog search engine like [Technorati](#) to find blogs in your area of expertise. Once you've found blogs that feel relevant and compelling, become part of the conversation; comment on a post that interests you and add something that readers of the blog might want to know; include a link to related content; link to your blog or website if you've written something that's germane to that particular conversation. This is a compelling way of becoming part of a community. If you are bringing something valuable to the conversation, people will begin to follow you and will be more interested in what you publish.

Also, please let your editor know which blogs you think would love to hear about your book. We will add them to our list for publicity and marketing outreach.



Here are some great examples of [blogs from other Wiley authors](#).

> **Video.** Watching short videos online has become a regular part of our web-browsing activities. Whether providing general information or a how-to on a specific topic, video can be a compelling way to learn, bringing a subject to life in an entirely new way.

You can easily create your own promotional video using a camcorder—we find the [Flip Video camera](#) to be particularly simple to use. We've received a great deal of feedback from the online booksellers about what makes a compelling video from a sales perspective. Your main goal is converting browsing customers to buyers by providing information that will help them make the decision to buy the book. The aim is to be helpful to customers to boost conversion rate. We hope the following suggestions will be of help:

- > The most important quality in a video is that it is compelling and interesting. Humor can be effective, but it's not always appropriate.
- > Video should be approximately one to three minutes long. Brevity is key! If you have a longer video, consider breaking it out into one-minute segments on different topics. This can easily be handled at the editing process.
- > Think of the video as the movie trailer for your book—give them something, but leave them wanting more.



3 What to do before your book publishes

- > The video **MUST** be tied in with the book in some way—demonstrate a project, give behind-the-scenes information, show a character or topic that was widely discussed in the book. Make it personal for the user. Showing the jacket at some point (beginning or end) is a good thing.
- > Less is more. Look to draw out no more than one to two interesting concepts from the book. No one wants to hear why an author decided to write a book or everything that's in the book.
- > Where possible give practical tips on something that the user can do as a result of reading your book. No speeches.
- > **NO** external links are allowed. Ever. Your video will not make it to any of the major accounts if it has links back to your website or blog.
- > The types of videos listed below can all work for a book—think about which type most closely relates to your book
 - > Tell an interesting story from the book—for example, maybe there's a great story behind why the book is titled the way it is—let people know.
 - > Establish credibility by sharing helpful advice from the book.
 - > Engage the customer by providing them with information they couldn't find simply by reading the product description.
 - > Videos that incorporate photos or other visuals are very effective at keeping the customer's attention.
 - > "How-to" videos are a great way to give a customer practical help while encouraging them to buy the book to get even more help.

Once you've developed your video, we suggest that you upload it to [YouTube](#). You'll need a YouTube account, but the [upload process](#) is both simple and free. Then you can link to it from your website or blog, Twitter or Facebook. Also share it with your editor and marketer. They may be able to have it featured on the online booksellers and your "buy the book" page on Wiley.com.



3 What to do before your book publishes

We recommend that you use the following requirements when creating your video:

- > Resolution should be 640 x 480.
- > Format should be Windows Media (wmv) or QuickTime (.mov or mp4).
- > Video must have a data rate of at least 1000 kbps.
- > If it is an option, export your video to the “high” or “best” setting.
- > Choose the “H.264” option if given the choice to compress your video.

Finally, for your protection as well as ours, please complete our [permissions checklist](#) and follow the [legal guidelines for video](#)



- > Examples of [author videos](#)
- > [Sources for royalty-free music](#) that can be used in your video
- > [For additional information](#) on everything from how to make a great video to technical specifications, click here.

> **Flickr.** If images are key to what you do—crafts, cooking, and digital photography are a few examples—[Flickr](#), a popular photo sharing site, can be a great way to share your work with your potential audience. Many of our authors use Flickr albums on their blogs as a way to build a community around their book and get viewers excited about their upcoming titles.

Wiley author [Anna Maria Horner](#) has done a wonderful job of highlighting her work through her blog and on Flickr.

> **Build a website.** If you don't yet have your own website, consider investing in one. This can be a powerful and very simple way for you to communicate with your readers and spread the word. [The Authors Guild](#) offers very inexpensive and simple website building and hosting. Alternately you can hire an outside designer to build your website. A great way of finding appropriate web designers is to visit the sites of other authors you admire in your category. You should be able to find their web designer's name at the bottom of each page of the website.

Please also consider [FiledBy](#), the largest online directory of author sites anywhere. Every published author in every subject category has a pre-assembled site that can be claimed and enhanced for free. And now, there are sites for anyone who's contributed to the publication of a book: illustrators, photographers, artists, editors, translators, and other listed creators. More than 3 million author sites are linked to 8 million book



3 What to do before your book publishes

pages. It's a place for authors and contributors to promote themselves and their work, for readers to search and discover new works, and for everyone to connect and discuss authors and books. FiledBy helps authors by providing the web tools to host, link to, organize, and keep up to date all the various marketing activities of a successful author.

Your website should include the following information:

- > Title, publisher, ISBN, and in-store date.
- > Link to your “buy the book page” on Wiley.com (www.wiley.com/buy/ISBN). This page will take readers to your product page on our key online retailers and should be live six months before your book's publication date.
- > Your author bio. Your readers really do want to know about you and will be thrilled to learn more.
- > How they can reach you. This is a key opportunity to encourage their feedback.
- > An excerpt from your upcoming book. Note: Please remember to ask your editor for permission to post an excerpt.
- > Ask if they'd like to be added to your mailing list.
- > You can set up a free email account with Gmail, Yahoo!, or Hotmail so that you can keep this email separate from your personal or business correspondence.
 - > Blurbs and endorsements
 - > Positive reviews
 - > Jacket cover image
 - > Author photo
 - > Schedule of upcoming events



See some of your fellow [Wiley authors' websites](#)

- > **Start writing a blog.** If you're passionate about your subject and are willing to write about it regularly (no less than three times per week), a blog can be a fantastic—and free—way of building an audience for both you and your work. You can start your blog with [Blogger](#). It's free, and sign-up is very simple. Below are the steps to help you get started.



3 What to do before your book publishes

> **Set up your blog.** Visit the Blogger homepage and set up a free account to create your blog. Next, select a name for your blog—it should be short and easy to remember. We would suggest your using your name so that the blog can expand to include future books you may publish. Finally, select a design template from the list of choices.

Once this is done, click “create post.” Type your entry just like you would an email. You can choose different fonts and sizes of text, or add pictures, lists, and links to websites. Click on the preview button to see if you like the way your entry looks. If not, you can edit it until you are satisfied. Once you are happy with the results, click “publish.”

> **Write in blogging style and observe blogging etiquette.** Update your blog frequently—once a day (or more) is ideal, but three times a week is a minimum—and people will return on a regular basis to read it. When you write your posts, keep in mind that in the blogosphere people have shorter attention spans than they do offline. Keep posts relatively short and aim for essentials, snippets, and short useful examples. Strive to create blog copy that is “compelling, interesting will invite” further conversations.

This is an opportunity to tell your readers what you’re writing about. Share portions of your work and invite comments. Ask them what they’d like to hear more about. This kind of involvement will make them feel attached to you and your work, building an audience that will stay with you from book to book.

This author did a very effective job of using her [blog](#) to let her readers know that her new book was coming out. Note the backlinks to her previous mini-teases, and link to Amazon for her current book with Wiley (a great way to promote any previously published works simultaneously).

Involve your audience. Pose questions and comment on people’s comments. A blog is meant to be a community. Respond directly to people’s comments—either in the comments or in a new blog post. This will engage readers so they’ll come back more often.

Above all else remember that your blog should be an extension of you—let who you are be reflected in your writing style.



3 What to do before your book publishes

> **Target your audience and build upon it.** Once you've been posting regularly for a couple of weeks, tell your friends, colleagues and contacts about your blog and ask them to tell their friends, colleagues, and contacts. Send an email to your email address book or database introducing the blog and linking to it.

Look around the Internet for related blogs and read and post to them. Commenting and becoming part of the blog community will cause others visit your blog and do the same. Building a network with other people in the blogosphere is the best way to get readers for your own blog.

Once you begin blogging, be sure to sign up for [Amazon's Author Central](#). This is a program that will allow you to feed your blog directly onto your author page on Amazon.com—a very powerful way to share compelling content with possible customers.

> **Optimize your blog.** Add your blog to blog search engines like Technorati.com. There are dozens of blog search engines out there and more being added every day. Create a good, concise description for your blog, as well as relevant keywords. Also, tag your posts—this is easy to do on the “create post” page. Just enter the relevant keywords in the box separated by commas—this will make your blog easier to search.

> **Our Top Blogging Tips:**

- > Create a short and easy-to-remember name for your blog.
- > Link to all major online retailers by using your custom “buy the book” landing page (www.wiley.com/buy/ISBN). The page should be live six months in advance of your book's publication date.
- > Write at least three times per week.
- > Have a distinct voice.
- > Use social networking tools (Twitter, Facebook, etc.) to let others know what you're blogging about and provide links back to your blog.
- > Put an RSS subscription icon on every page.
- > Respond to comments.
- > Use pictures whenever possible.
- > Link to other websites and blogs.
- > Join blog networks and list your blog in directories.
- > Use tags.



3 What to do before your book publishes

Finally, for your protection as well as ours, please review the [What Our Lawyers Would Like You to Know](#) section of this document.



For more in-depth information about setting up, publishing—and drawing readers to your blog—check out [Blogging For Dummies](#).

Examples of [author blogs](#)

Leverage your professional and academic relationships. Utilizing the resources of your company as a means of reaching your professional community is a smart and effective way of marketing online. If you have a relationship with an academic or corporate website or association, ask them to promote your title wherever possible and provide them with a link to your “buy the book” page. Other opportunities would be an article or mention in your alumni magazine, a placement on the website of a professional organization to which you belong, or a bulk buy of your book to give to members of a society.

Below are some best practices for utilizing your company or firm's website:

- > Explore placement of the book cover somewhere on your firm's website, with possible sample chapter, list of local book signing or speaking engagements and a link to your “buy the book” page (www.wiley.com/buy/ISBN). Please also ask any contributors to your work to do the same. They are an important resource and may have corporate or academic contacts that will be incredibly useful in the marketing of your book.
Note: Please remember to ask your editor for permission to post a sample chapter.
- > Ask your firm to send out a newsletter or email to all office locations with an employee discount. Your editor can work with you to provide a discount code for Wiley.com.
- > Touch base with whomever is managing the social networking (Facebook, Twitter, LinkedIn, etc.) activities for your company and ask them to mention your book, both pre-publication and at launch.
- > Use your company portal or intranet to promote your book. We've worked with authors who have very effectively used this opportunity to have Q&A sessions and company-wide WebEx presentations. In some instances, these online initiatives have led to offline sales opportunities like corporate bulk sales for training purposes, client gifts, etc.



Examples of [how authors are successfully leveraging their corporate websites](#) can be found in our Resources section



3 What to do before your book publishes

Four simple things you can do to help promote your book online:

- > Add information on your book to your email auto signature. Add sales information about your book to your email auto signature. This should include the book's title, ISBN, in-store date, and link your website, blog, or "buy the book" page. If you're on Twitter or have a fan page on Facebook, include the link to that as well. Your book should be available online six months prior to publication. Here's an example:

Your Name

Author of _____

In-store date

www.wiley.com/buy/ISBN

- > Add "author of" to all bylines. Whenever you write articles, make sure the byline includes your title information.
- > Let us know about media contacts. Let your editor know about any media who've said they'll have you on when the book comes out and develop a list of media blurbers with your editor, remembering that if they give you a blurb pre-publication they may not be able to interview you/cover you later.
- > Link to global booksellers. If you have a sizable client, customer, or employee base outside the United States, it would be great to also include links to the prominent online booksellers in those countries. For example, for Canada, you would include links to your book's product page on Amazon.ca and Indigo.ca. Please contact your marketer if you'd like us to supply you with specific foreign online booksellers.



4 What to do when your book publishes

Let your community know that the book that they've been waiting for is finally in print. You are now a published author and finally have your printed book in hand. Now is the time to build on all of the work that you've been doing over the past months and rally your followers, friends, colleagues, and family to both spread the word and to go to the bookstore—online or off—and buy your book!

> **Let your online network know that your book has published**

- > Ask them again to spread the word about your book and invite their friends to join your Facebook fan page, follow you on Twitter, read your blog, or visit your website.
- > If you haven't already, add your book cover and book description to your website and/or blog.
- > Let your network know about upcoming events. They are just the people to rally every time you have a signing, are a featured speaker, or have any sort of media appearance.

If you do one thing, let this be it... encourage your contacts to write a review of your book and post it on the online booksellers. This is a powerful and free way to market your book and can absolutely have an impact on your sales. Research has shown that online shoppers look at the reader reviews and that they very much affect their decision to buy a particular title.

- > **As soon as your book publishes, send an email to your list of contacts encouraging them to buy your book.** The email doesn't have to be complicated and can be as simple as the following:

Hello from NYC,

I hope that all is well with you. I wanted to send you a quick heads-up that I've published my first book with Wiley. It's titled " _____ " and is about _____.

You can read an excerpt on my website authorname.com

You can buy a copy at your local bookstore, or online at www.wiley.com/buy/ISBN

Thanks. I'd love to hear what you think about it and please spread the word!

Your Name

Author of _____

In-store date

www.wiley.com/buy/ISBN



4 What to do when your book publishes

- > **Please let your editor know 3–4 weeks in advance of when you plan on sending out the email.** Booksellers love to know when authors send out email blasts, and we want to both share the good news with them and make sure that they'll have plenty of stock on hand. Please include your editor on your distribution list.
- > **Gently ask your friends and colleagues to spread the word about your book.** If they are huge fans and really support you, ask if they'd be willing to send an email to their own distribution list. If they are willing to send an email on your behalf, try to coordinate the timing of this with the sending of your own email so that this push will have the greatest impact.
- > **Compile a list of upcoming media appearances, speaking engagements, published articles, and video and share them with your editor.** We want to make the most of these promotions, and knowing about them is the first step. We'll then insure that key retailers are prepared and have your book in stock

Extend your publisher's PR campaign. You can be a tremendous help as we try to get the word out about your book. Here are some of our top suggestions for publicizing your titles:

- > Be sure to let your editor know if you have any specific media contacts who know you personally, or if you feel your book ties into a breaking news topic.
- > Send in any relevant articles related to your book or any videos you have created, so they can be posted to Wiley's Global Press Room.
- > Ask your editor what to expect from your in-house PR campaign, but keep in mind that you don't need an in-house publicist to send out a press release. Just tell your story to your intended audience, post the press release online, and link to your website or blog so that they can learn more about you, read an excerpt, and buy the book.
- > Visit [PR Web](#) for more information or see their resources section for more "do-it-yourself PR" options.
- > If you are interested in hiring a PR firm that specializes in online promotion and publicity, please ask your editor. Wiley has recommendations of PR firms to suit all budgets.



5 How to drive sales to online booksellers

Online booksellers have become a critical part of the bookselling landscape and, for the author, provide some fantastic marketing opportunities. For many readers, these websites are the first place they'll look for information on a title. For others, they'll begin their search for an author, title, or topic with a search engine and be immediately directed to any one of a number of global retailers. We recommend that you take advantage of these sites as they are incredibly powerful and can have a significant impact on sales.

> What you should do on all online booksellers

- 1. Write reviews.** We cannot over-emphasize the importance of your product page having positive customer reviews and encourage you to ask your contacts to write reviews for your book. ***Customer reviews help convert browsers to buyers.*** As we mentioned earlier, this is a powerful and free way to market your book and can absolutely have an impact on your sales. Research has shown that online shoppers look at the reader reviews and that they very much effect their decision to buy a particular title.
- 2. Check your content.** The content of your product page is key to the selling of your book. If something is missing (cover image or review) or if something is incorrect (publication date or price), please let your editor know. You are truly our eyes and ears, and your help in making sure your pages are correct is very important.
- 3. Create a promotional video.** The online booksellers have told us that video on a product page increases sales of that product and they are hungry for this sort of content. As discussed earlier, video is easy to create and can have real impact. Focus on giving the viewer something new that they wouldn't know just from reading your book: make them feel like they are getting something extra. Your editor can then work with the booksellers to have these videos posted.
- 4. Whenever possible use your buy the book page (www.wiley.com/buy/ISBN) on Wiley.com.** This URL links to all key retailers and is a very important account management tool. If you have published more than one book with Wiley please you can work with your editor to have a custom page with all of your titles developed.



5 How to drive sales to online booksellers

Following are tips for taking advantage of some features specific to our key online retailers:

UNITED STATES

Amazon.com

1. Amazon Author Central. Amazon Author Pages are dedicated to offering customers a new way to browse and shop favorite authors, discover new books, and more. If you're an author with a book listed in Amazon's catalog, you are eligible to join [Author Central](#), a free service provided by Amazon where you can share information about yourself and your work and request an Author Page. Author pages are found by clicking on the author's name on the book detail page or if you search for the author's name through the Amazon.com Books Store. Each Author Page includes a bibliography, and you are given the opportunity to add your biography and photo. Additional features are the option of linking to your blog and having your blog posts included on your page, as well as a discussion board that you can participate in. Click [here](#) to get started.

An exciting update to Author Central is that authors can now upload video directly to their page. If the author is already approved, the video will upload within 24 hours. Additional information about this feature can be found [here](#).

- 2. Click on "Was this review helpful?"** This is the simplest way to get a bad review for your title moved to the bottom of the list or a good review to the top. You can also comment on other reader reviews using the "Comment" link next to "Was this review helpful?"
- 3. Tagging**—(hit "tt" on the detail page and the tag box will appear) Amazon is using the tagging function in many different ways. The most direct benefit is that tags help titles appear in searches and are sometimes featured in search results campaigns. For an example, search the term "cooking" and you'll see a box above the search results titled "More Products Tagged 'Cooking'".
- 4. Share Your Own Customer Images:** This is your chance to help millions of fellow customers learn more about how a product looks,



5 How to drive sales to online booksellers

behaves, and performs. Think of customer uploaded image as reviews in pictures. You can use this tool to feature key interior spreads, finished projects, or cool photos taken using techniques learned from the book. These images will appear directly below the book jacket.

IndieBound.org, the online home of independent bookstores across the United States

> **Send readers to indie bookstores in person.**

Link readers to the Indie Bookstore Finder map to connect them to the indies in their area.

There are many online retailers that sell books, and we encourage you to you work with as many as possible, as that can be a key factor in the success of your book. Some of the larger ones in the Unites States that also have brick-and-mortar retail stores include **Barnes & Noble.com**, **BooksAMillion.com**, and **Borders.com**.

UNITED KINGDOM

Amazon.co.uk

- 1. Create Listmania lists.** The Listmania function on Amazon.co.uk allows experts in any given field to create a list of “must-read” books for other Amazon customers. By creating a Listmania list, you can include your own book alongside other important books on your chosen subject, thereby increasing the visibility of your title on Amazon.
- 2. Comment on your own book on Amazon.** On your book’s product page on Amazon.co.uk is a ‘Feedback’ section which includes a link to “I am the author, and I want to comment on this book”. This is your opportunity to tell Amazon’s customers about your book in your own words. Use this section to tell customers what your book’s product description doesn’t.
- 3. Click on “Was this review helpful?”** (See Amazon.com above.)
- 4. Share Your Own Customer Images.** (See Amazon.com above.)

BookDepository.co.uk, **Play.com**, and **Waterstones.co.uk** are other key online booksellers in the U.K., and we encourage you to undertake the activities in [what you should do on all online booksellers](#) for them as well.



5 How to drive sales to online booksellers

CANADA

[Amazon.ca](#)

- > Amazon.ca is a key online bookseller in Canada, and we encourage you to undertake the activities in [what you should do on all online booksellers](#) on their site. User reviews are always important, as is clicking on “Was this review helpful?”. Also, we encourage you to let your editor know if there are any problems with your product page.

[Chapters.indigo.ca](#)

- > Join the Chapters.indigo.ca [Community](#) and begin a conversation with other book lovers. The Community section of the site allows you to build a profile and gather a following of fellow members who have an interest in your area of expertise or book. If you've created a video, this can also be posted to your Community page.

AUSTRALIA AND NEW ZEALAND

[Booktopia.com.au](#)

- > **Bookmark & Share tool.** On each book detail page, you'll find a tool that allows users to “share” the book with their online networks including, via email, Facebook and MySpace. This function powered by Google, and you should take advantage of it to spread word of your book to your online network.

[Seekbooks.com.au](#)

- > **Bookmark & Share tool.** On each book detail page, you'll find a tool that allows users to “share” the book with their online networks including, via email, Facebook and MySpace. This function powered by Google, and you should take advantage of it to spread word of your book to your online network.

[Fishpond.com.au](#), [Fishpond.co.nz](#), [TheNile.com.au](#), and [TheNile.co.nz](#) are also key online booksellers in Australia and New Zealand, and we encourage you to undertake the activities in [what you should do on all online booksellers](#) for them as well. Also, let your editor know if you have a large email base as they may be able to set up a special promotional page and discount for you on TheNile.



5 How to drive sales to online booksellers

Note: You can become an affiliate of most online booksellers, meaning that they will pay you a commission each time a user clicks through a link on your site and buys a title in their bookstore. These links can also be included in your Wiley.com “buy the book” page (www.wiley.com/buy/ISBN).



6 Resources

Author blogs and websites. Visit these examples of great Wiley author blogs and websites. They are robust, engaging, and provide a great platform for their authors.

- > [SEARCH ENGINE OPTIMIZATION ALL-IN-ONE FOR DUMMIES](#), Bruce Clay
- > [BLENDER FOR DUMMIES](#), Jason van Gumster
- > [GOOGLE SKETCHUP 7 FOR DUMMIES](#), Aidan Chopra
- > [DEFINING TWILIGHT SERIES](#), Brian Leaf
- > [SAVING GRACIE](#), Carol Bradley
- > [FREE RANGE KIDS](#), Lenore Skenazy
- > [PASTA SFOGLIA](#), Ron and Colleen Suhanosky
- > [NEW AMERICAN TABLE](#), Marcus Samuelsson
- > [SAVE BIG](#), Elisabeth Leamy
- > [THE DEVIL'S CASINO](#), Vicky Ward
- > [EFFECTIVE GROUP COACHING](#), Jennifer Britton
- > [GET SEEN](#), Steve Garfield
- > [FACEBOOK MARKETING FOR DUMMIES](#), Paul Dunay
- > [TWITTER MARKETING FOR DUMMIES](#), Kyle Lacy
- > [THE NEW RULES OF MARKETING AND PR](#), David Meerman Scott
This website is also a great resource for learning to promote your book online.
- > [SEAMS TO ME and HANDMADE BEGINNINGS](#), Anna Maria Horner
- > [ENTERTAINING SIMPLE](#), Matthew Mead

These authors did a particularly good job of leveraging their firm's websites, making book promotion an extension of their online presence:

- > [SUSTAINABLE URBANISM](#), Doug Farr
- > [LAND BOUNDARY BOOKS](#), Don Wilson
- > [COMMON SENSE CONSTRUCTION LAW](#), Thomas J. Kelleher, Jr.,
Smith, Currie & Hancock



6 Resources

Facebook Fan pages. These authors have done a terrific job of building community through Facebook.

- > Marsha Collier's [*eBay For Dummies fan page*](#)
- > Paul Dunay's [*Facebook Marketing For Dummies fan page*](#)
- > Lisa Sabin Wilson's [*WordPress For Dummies fan page*](#)
- > Lisa Sabin Wilson's [*BuddyPress For Dummies fan page*](#)
- > Elisabeth Leamy's [*Save Big fan page*](#)
- > Frank Ching's [*Architectural Graphics fan page*](#)
- > Brian Leaf's [*Defining Twilight fan page*](#)
- > Chris Brogan's [*Trust Agents fan page*](#)

Learn how to do a podcast from your home. Visit [Blog Talk Radio](#) for more information.

Learn more about Twitter. Joel Comm, author of *Twitter Power* has a [blog](#) with useful information about online marketing and promotion.

Twitter feeds worth following. We think that these people do a great job of using Twitter and suggest you may want to follow them as you learn your way around:

- | | |
|----------------|----------------|
| @Chrisbrogan | @Anncurry |
| @MarshaCollier | @Shama |
| @kyleplacy | @dmscott |
| @Pistachio | @NewMediaJim |
| @MicheleBorba | @garyvee |
| @FreeRangeKids | @marshacollier |
| @LeVitus | @brianreich |
| @JoelComm | @guykawasaki |



6 Resources

Learn more about social networking from a fellow Wiley author. Lon Safko, author of *The Social Media Bible*, has a website with many terrific resources, most available for free, and available for download. Find them by going to the [Resources link](#) on his website

What you can do every day. We love this [list](#). It's a very clear list of things that you can do to build your online community. It was developed by Wiley author Chris Brogan and is a fantastic resource.

Author videos. We think that these authors have used video to great effect and think that they serve as good models should you decide to create your own author video.

> Brands & General Interest

- > [FREE RANGE KIDS](#) , Lenore Skenazy
- > [DEFINING TWILIGHT](#), Brian Leaf
- > [FLIRTING FOR DUMMIES](#), Elizabeth Clark
- > [ASK ARTHUR FROMMER](#), Arthur Frommer
- > [1959: THE YEAR EVERYTHING CHANGED](#), Fred Kaplan

> Business

- > [MADOFF WITH THE MONEY](#), Jerry Oppenheimer
- > [AWESOMELY SIMPLE](#), John Spence

> Technology

- > [PORTRAIT AND CANDID PHOTOGRAPHY WORKSHOP](#), Erin Manning
(great how-to, tips video)

> Culinary

- > [HOW TO COOK EVERYTHING](#), Mark Bittman
- > [KNEADLESSLY SIMPLE](#), Nancy Baggett
- > [NEW CLASSIC FAMILY DINNERS](#), Mark Peel
- > [NEW CLASSIC FAMILY DINNERS](#) (second video), Mark Peel



6 Resources

Royalty-free music. These sites are good resources for finding royalty-free music to use in your author video.

- > [TheBeatSuite](#)
- > [Digital Juice](#)
- > [Music 2 Hues](#)
- > [Stockmusic.net](#)

Send out a press release. You don't need a publicist to send out a press release! Just tell your story to your intended audience, post the press release to the web, and link to your website so they can learn more about you, read an excerpt, and buy the book. [Visit PRWeb](#) to find out how.

Author-organized webinars

Brian Knight, one of our Wrox authors, has put together a [two-week webinar](#) series focusing on SQL Server and Business Intelligence. Each of the attendees receives a sample chapter of the book featured in the session with links to the buy the book page (www.wiley.com/buy/ISBN)



7 Video Resources

Making a Great Video

- > One of the best investments you can make is in a good microphone so that your audio is clear. **A lapel microphone will ensure the best audio capture.**
- > Camera should be on a boom or a tripod, shot should be stable with little or no movement unless intentional.
- > There should be no background noise and limited echo. Sounds should be in stereo and consistent throughout.
- > Even if using only one camera angle, a minimum of two shots should be used if possible.
- > Be consistent—if the shoot is happening over multiple days wear the same outfit.
- > Edits between scenes should be kept very tight.
- > Graphics or music should be included to keep viewer interest.
- > Titling should be absent of any grammatical errors.
- > Subject should be well lit.
- > Camera shots of speakers/subjects should be “tight” on the subject. Keep in mind that most videos online are relatively small.

In Advance of the Shoot

Think about these questions before you start

- > What do I want the film to be? What does it have to achieve?
- > Should it be an interview or should I talk directly to the camera?
- > Who is my audience—a specific account, my website, broader distribution?
- > Is there any support material such as pictures or moving footage to which I can refer.
Please remember that you may need to get legal clearance for these!
- > How long is the finished film going to run?
- > How many finished pieces do I need to create?
 - > Follow a path through the information you want the viewer to hear/see.
 - > Put together bullet points, a story idea before you film. This will help you remember your material and break the material up into manageable segments.
 - > If you are going to shoot at a location, make sure it adds to the message of the film.



7 Video Resources

Tips for the Day of the Shoot

- > **Relax, be yourself!**
- > Film in a quiet, relaxed location with a clean, attractive background. Add some sort of props like a flower arrangement, or lamp. Avoid mirrors or darkened windows that reflect.
- > Wear appropriate clothing. Select solid colors in the center of the color spectrum—not too dark or light. Jewel tones such as emerald green, royal blue, and deep gray work well. **AVOID** white, black, yellow, or bright red. Do not wear patterns that have small stripes, dots, or checks. The video process can make these vibrate. **Your clothing should not distract from your message, but enhance it.**
- > If you will be wearing a clip-on microphone try to wear a scarf, jacket, tie or cardigan so that it can be clipped to you securely.
- > Mobile phones should be **OFF**. This includes the vibrate option as the signal could be picked up when recording.
- > No dangly jewelry or noisy metallic jewelry on wrists or ears.
- > Pay no attention to the camera.
- > **Be aware of your posture!** Sit up straight, keep legs together, and arms resting comfortably. Arms at your sides with hands in lap or along the arms of a chair look very natural. No pointing at the camera. Never turn your back to the camera.
- > When you look at the camera try to think of it as if it were someone you knew well. Think of this as a viewer on the other side of the camera that is connecting with you.
- > Relaxed, friendly, natural eye contact is best. Enjoy yourself!

Technical Specs

- > QuickTime, WMV files, AVI, or Real Player files are always preferred
- > VHS, BetaSP, self-contained DVDs, or VOB files
- > FLV files if video is embedded; can be extracted from an FLV if not embedded, but with a generational loss (notable users of FLV include Google and Yahoo)
- > Resolution (size of video) should be 320 x 240 or greater, if possible
- > Source resolution cannot be smaller than ultimate output. Ex: a 240 x 180 video cannot be increased to be shown at 320 x 240 without quality degradation.
- > Frame rate, or fps, should be 15 or higher



7 Video Resources

- > Bit rate for 320 x 240 streaming video should be at least 1000 kbps
- > Acceptable audio formats are m4a, mp3, AIFF, WAV, or WMA
- > Depending on the end user connectivity or the size of the target audience, web specifications can change greatly; when in doubt, always request the highest quality possible and the size can be reduced

NOTE: If video has fuzzy graphics, is jumpy, has poor audio, or has a general pixelation, chances are that the causes are from compression and not from poor acquisition. Depending on the server hosting, many videos must be compressed to the point that it greatly affects quality. However, if the production quality is high (ex: it is a clip from a network broadcast), there should be a better quality version available.



7 Video Resources

AUTHOR VIDEO PERMISSIONS CHECKLIST

Please review the following questions and provide the requested information.

This document concerns the video for the work _____.

The video was filmed by _____. The individuals who filmed the video HAVE/HAVE NOT signed a videographer permission agreement in the form provided by Wiley.

The following individuals are featured in the video: _____.

All of these individuals ARE/ARE NOT over the age of 21. Each of these individuals HAS/HAS NOT signed a release in the form provided by Wiley.

The following music is played in the video: _____. I HAVE/HAVE NOT obtained permission to use this music in the video using a form provided by Wiley.

The following materials are quoted in the video: _____. I HAVE/HAVE NOT obtained permission to quote these materials using a form provided by Wiley.

The video features the following artwork: _____.

The video does not include any other artwork, including without limitation any book covers, album covers, photographs, posters, or other materials that are not listed in this letter. I HAVE/HAVE NOT obtained permission to use this artwork in the video using a form provided by Wiley.

The video features the following screenshots: _____.

I HAVE/HAVE NOT obtained permission to use these screenshots in the video using a form provided by Wiley.

The video features the following trademarks and logos: _____.

These trademarks and logos are shown in the following context:

_____. I HAVE/HAVE NOT obtained permission for the trademark or logo use using a form provided by Wiley.

If you have not obtained permissions for any of the above items, please provide a written explanation on a separate sheet of paper.

Please enclose any permission forms that have been revised or modified by the signatories for our review.

Author Name:

Date:

Wiley can provide you with [forms for each of these permissions](#).



7 Video Resources

LEGAL GUIDELINES FOR VIDEO

Legal Considerations for Use of Author Created Video:

- > Have [permission](#) from all the people appearing in the video and for use of all the content appearing in the video.
- > Authors or others who create videos are responsible for gathering these permissions and making them available to us before Wiley will upload any video onto the Internet or distribute it to any of our partners.
- > The following written permissions are required:
 - > Permission to display and distribute the video from the videographer (this may be the author)
 - > Permission from any individuals who appear or speak in the video
 - > Permission from the owners of any copyrighted content that appears or is played or recited on the video (including book covers, background music, photographs); and
 - > Permission from the owners of any trademarks if their trademarks or logos are prominently displayed in the video.

Wiley can provide you with forms for each of these permissions. The best thing to do is to get the permissions as you go. It will be difficult, if not impossible, to get them after the fact.

Events Filming

- > If you are filming a book reading or other public event, you don't need to get a written and signed permission from every individual in the room.
- > Get permission from the venue to post signs at all of the entrances to the event advising that those who enter the event are consenting to being filmed and waiving any privacy claims. Take a few photographs or some video footage of these signs for your records and ours.

What If You Can't Get Permission?

- > You should let Wiley know if there is something in the video for which you have not been able to get permission. We can always edit out any portions of the video that may give rise to a legal claim or blur out trademarks and individual's faces if necessary.



8

What our lawyers would like for you to know

Use of content from your book with Wiley: Please get permission from your editor before posting any content, cover or interior images, and endorsements from your book with Wiley on your blog or website.

Use of third-party content online: Content on the Internet is not in the public domain or freely available for your use. The same rules that apply to use of third-party content in your print publication with Wiley apply to use of that content on your website or in connection with your online activities. Please make sure that you secure permission to use any third-party content or images on your website and that you follow any third-party guidelines for use of those materials.

Terms of Use for your website: You can decide to make your original website content available for third parties to use freely or you can require third parties to come to you for permission to use that content. This is something you will inform your readers about in your website or blog Terms of Use. If you choose to retain ownership of your content and require readers to come to you for permission, you can put a copyright notice in your name at the bottom of your website and provide this information in your Terms of Use. If you wish to make some or all of the content on your website (but never the content from your publication with Wiley) available to your readers for re-use, one popular way to do this is through a Creative Commons license (www.creativecommons.com). GNU provides a similar license that is specific to software and documentation for software (www.gnu.org).

In addition to using the Terms of Use to manage the intellectual property in your own content, you can also use them to manage the intellectual property in content posted on your website by third parties. For example, if you are creating a wiki section on your site or a section where users can post comments and you want to be able to incorporate their postings into a future print or online publication, you need to make sure you have the right to do so. It's much easier to get this permission from a user at the time the user posts the material than after the fact. In order to do so, your Terms of Use need to state that any user who posts content on your website grants you a license to reuse the content without compensation and the user represents and warrants that the content is not infringing or defamatory. You can consult with your editor if this is something you would like to pursue in connection with a future Wiley publication.

The Terms of Use that reflect your decisions on the above issues should be easily accessible on your website.



8 What our lawyers would like for you to know

Privacy Issues: If you are collecting any type of personal information on your website, be it mailing addresses, phone number, or email addresses, you need to be cognizant of the many rules and regulations that govern your use of that information. First, you need to decide if you are going to use the information you collect and how you are going to use it. Then, you need to advise all website users of your intent by placing a Privacy Policy on your website that details the uses that may be made with user information. Last, you need to be sure that you are fully in compliance with the terms of your privacy policy at all times. The Better Business Bureau and other organizations have sample privacy policies on their websites that you can adapt for your own use.

Please note that if you are an author of materials directed to children under the age of 13, you are subject to the more restrictive provisions of the Child Online Privacy and Protection Act. Additional information can be found at <http://www.coppa.org/>.

Sweepstakes and Contests: Please be aware that sweepstakes and contests are subject to state laws that you need to be sure you comply with. Some states prohibit sweepstakes unless they are registered with state authorities. Others require registration if the prize is over a certain dollar amount. All states prohibit you from requiring sweepstakes entrants to buy something in order to enter the sweepstakes. Even the method by which you choose a winner is governed by state law. If you would like to do a sweepstakes and want to be sure you are in compliance with state laws, please feel free to ask your editor for assistance.

These guidelines are not meant to be comprehensive, and we are not responsible for giving legal advice to you. You should consult other resources, including your own legal counsel if appropriate, if you wish to explore any of these issues further.