

Making a Splash, Even if You're Waiting to Sell – Promotion Secrets from the AT2 Sisterhood

National RWA Conference, San Francisco 2008

Just because you haven't sold yet doesn't mean you shouldn't get your career off the ground!

While in the American Title contest (American Idol for books sponsored each year by Dorchester Publishing and Romantic Times Bookreview Magazine), we went from zero to sixty in a learning curve for new authors. The challenge was we didn't have books out in the book stores. We were surprised to learn just how much you can do before your book ever sells, to make sure you're ready to leap forward once your first book does sell.

Ways to promote even without a book to sell

Here's the truth. You want to sell your book. But what can you do to get your career in the best possible position it can be, BEFORE you sell? Lots!

Writing Articles

- Who needs your articles?
- What do I have to say?
- How do I get started?

Doing Interviews with other writers with books to sell

Group Activities

Giving Workshops

Attending Conferences

Creating Mailing Lists

Networking

Gina Black, Ruth Kaufman, Theresa Meyers, Gerri Russell and Michele Ann Young
AT2 Sisters Blog: titlewave.blogspot.com
Group Contact: Theresa Meyers, 360-895-0879, bluemooncomm@aol.com

Make a Splash, Even if You're Waiting to Sell (Meyers)

Online

Contests

How to create a brand and image

What look do you want

The importance of an author website

Do it yourself or get a designer?

How to use contests as leverage

Evaluating contest for career impact

What to do with your contest finals and wins

How to get cover quotes for a book that's not sold

How to find who to ask

What to say and what NOT to say

What to do with your quotes

The ins and outs of quick do-it-yourself websites and online promotion

Getting a Yahoo group together

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Blogging

How to set up a web tour

Should you do MySpace?

Creating an online newsletter

How to set a promotion budget

What's your time worth?

Who can do it for you?

Finding people who can do the work

ONLY YOU CAN WRITE THE BOOK!

Pulling it All Together

What to put in your query letter

How to show your author brand to it's best advantage

Updating

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