

*The writing is done ...
now on to the next phase!*



Red Penguin
BOOKS

POST- PUBLICATION GUIDEBOOK



LET'S CONNECT!

Visit us on the web:
RedPenguinBooks.com
RedPenguinProductions.com
RedPenguinClasses.com

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YOU WROTE YOUR BOOK ...

... NOW ITS TIME TO CONNECT WITH YOUR READERS!

Marketing a book is never easy, and so we've put together this post-publication guidebook to help you along the way.

Within these pages, you'll find:

A Book Marketing Checklist - action steps to get you moving ahead, from the first stages after publication to more advanced possibilities.

A Timeline to Book Marketing - a 6-week program to ignite your book sales.

Amazon Author Central - the why and how to get set up for more sales on Amazon.

Online Book Marketing Class - hours and hours of video instruction with Stephanie on Book Marketing.

Getting Into Libraries - a guide to connecting with libraries and librarians.

"On The Air" - show opportunities available for Red Penguin authors.

Book Marketing Services - when you are ready for the next level



Facebook.com/RedPenguinBooks



Instagram.com/Stephanie.RedPenguinBooks



linkedin.com/in/stephanielarkin



pinterest.com/StephanieLarkinBooks

Book Marketing Checklist

#1 - Getting Started

- Pump up your **Book Description** on Amazon / marketing materials
 - have 3 people read it for suggestions
 - read others in your genre for ideas
 - make enticing and give people reasons to want to buy the book
- Set up your **Author Central** page on Amazon
 - sign up at author.amazon.com
 - add your photo and bio
 - link your books

#2 - Next Steps

- **Social Media**
 - Choose one platform for starters and set up your author page. It could be Facebook, Instagram, or LinkedIn.
 - Commit to posting twice per week, and responding to other people's posts five times as much as you post.
 - Make connections/friends.
- **Website**
 - Purchase your domain name (GoDaddy.com/Wix.com)
 - Set up a website on your own or with assistance
 - Feature your books, links to purchase, and a link to sign up for your mailing list
 - Post all events and news on your website as they occur.

#3 - Moving Forward

- **Speaking Engagements**
 - Create a contact list of potential places/organizations/groups
 - Write (to customize) a letter of introduction - to send to each - about your bio and proposed talk
 - Send and follow up.
- **Newsletter**
 - Sign up for a free MailChimp.com account
 - Add a website signup form to your website, along with a "free" gift for signing up
 - Send a newsletter each month
- **Teamwork**
 - Create a small group of like-minded authors to cross-promote
 - Each author will promote the others in the social media and newsletters, thus increasing your reach exponentially

#4 - Paid Options

- Only after all other steps for free book promotions has been utilized.
- Paid options include:
 - Amazon Ad Campaigns
 - Facebook/Instagram paid ad campaigns
 - Hiring a publicist/public relations professional
 - And more!

Timeline to Book Marketing

Week #1 – Focus on your Sales Page

For most authors this means their Amazon book landing page, so we want it to be "pumped up" and genre appropriate.

Pump up your **Book Description** on Amazon / marketing materials

- have 3 people read it for suggestions
- read others in your genre for ideas
- make enticing and give people reasons to want to buy the book

Set up your **Author Central** page on Amazon

- sign up at author.amazon.com
- add your photo and bio
- link your books

Week #2 – Building – and Nurturing – your Audience

Having your own email list of fans is paramount in building excitement and sales toward future book launches,.

Set up an **Email List** and Automated Sign Up

- Sign up for a free MailChimp.com account
- Create an email signup form, along with a "free" gift for signing up
- Add current contacts to your list

Create a **Newsletter** to keep in touch

- Whether you write regularly (best idea!) or sporadically, you will want to keep in touch with your audience.
 - Create a newsletter template to make correspondence easy and automatic.

Week #3 – Swing into Social Media

Social Media

- Choose one platform for starters and set up your author page. It could be Facebook, Instagram, or LinkedIn.
- Commit to posting twice per week, and responding to other people's posts five times as much as you post.
- Make connections/friends.

Timeline to Book Marketing

Week #4 – Promotions and Reviews

Now that you have a list - and a newsletter - let's build that audience with **Bookfunnel**

- Set up a new account on Bookfunnel
- Create pages for different promotions
- Create QR codes and shortlinks where needed
- Join book promotions and cross promotions to build your audience

Be sure to encourage - and promote - more **Book Reviews**

- Set up a new account on Bookfunnel
- Create pages for different promotions
- Create QR codes and shortlinks where needed
- Join book promotions and cross promotions to build your audience

Week #5 – Create your "hub" – your own website

Your **Website** is the one place where you can control exactly what is posted, and can serve as the "hub" to all of your links, purchases pages, events and videos.

- Purchase your domain name (GoDaddy.com/Wix.com)
- Set up a website on your own or with assistance
- Feature your books, links to purchase, and a link to sign up for your mailing list
- Post all events and news on your website as they occur.

Week #6 – In-person sales and events

Speaking Engagements

- Create a contact list of potential places/organizations/groups
- Write (to customize) a letter of introduction - to send to each - about your bio and proposed talk
- Send and follow up.

Selling in-person

- Setting up an appealing sales table
- Consider bundles and up-sells
- Collecting credit cards in-person

THE BENEFITS OF AMAZON AUTHOR CENTRAL

As an author, your primary goal is to connect with readers, build your brand, and maximize your book sales. Amazon Author Central is the key to achieving these goals and more. Here's why signing up for an Amazon Author Central account is an invaluable step for every author:

1. Enhance Your Online Presence

With an Amazon Author Central account, you can create a compelling author page showcasing your bio, photos, videos, and links to your social media profiles. This personalized page becomes your hub on the world's largest online bookstore, making it easier for readers to find and connect with you.

2. Consolidate Your Bibliography

Amazon Author Central allows you to list all your books in one place, providing a comprehensive catalog for readers to explore. Whether you have one book or a series, your author page will keep your works organized and easily accessible, encouraging more purchases.

3. Increase Your Visibility

By linking your Author Central account to your books, you improve your visibility on Amazon. This enhanced presence helps you appear in search results, recommendations, and related book lists, driving more traffic to your page and increasing potential sales.

4. Access to Valuable Sales Data

Gain insights into your book sales with detailed reports available through Author Central. Track your sales trends, understand your audience's purchasing behavior, and make informed decisions about your marketing strategies and future projects.

5. Leverage Customer Reviews

Customer reviews play a crucial role in book sales. Author Central allows you to engage with your readers by responding to their reviews, showing that you value their feedback. Positive interactions can foster a loyal reader base and encourage more reviews, boosting your book's credibility.

6. Update Your Book Details

Ensure your book listings are always accurate and up-to-date. With Author Central, you can update your book descriptions, editorial reviews, and other key details at any time, ensuring your readers have the most current information.

7. Promote Your Events and Appearances

Share your upcoming events, book signings, and speaking engagements directly on your author page. Keeping your readers informed about where they can meet you in person helps build a stronger connection and promotes your activities.

8. Showcase Your Achievements

Highlight your accolades, awards, and milestones on your author page. Let your readers see your achievements, which can help establish your credibility and authority as an author.

9. Free and Easy to Use

Best of all, Amazon Author Central is a free service available to all authors with books listed on Amazon. The platform is user-friendly, making it easy for you to set up and manage your author page with minimal effort.

SETTING UP AMAZON AUTHOR CENTRAL

A STEP-BY-STEP GUIDE

Step 1: Sign Up for Amazon Author Central

1. Go to the Amazon Author Central website:
 - Visit author.amazon.com.
2. Choose your region:
 - Select the appropriate regional site (Amazon.com, Amazon.co.uk, Amazon.de, etc.) based on where your primary audience is located.
3. Create an account or sign in:
 - If you already have an Amazon account, sign in using your credentials.
 - If you don't have an Amazon account, click "Join Now" and follow the prompts to create one.

Step 2: Claim Your Books

1. Search for your books:
 - Once logged in, click on "Books" in the top menu.
 - Use the search bar to find your books by entering your author name or book titles.
2. Claim your books:
 - When you find your books, click the "This is my book" button next to each title.
 - Amazon may ask for additional information to verify that you are the author.
3. Confirm your authorship:
 - You may receive an email from Amazon asking for confirmation. Follow the instructions in the email to verify your identity and authorship.

Step 3: Create Your Author Page

1. Add author details:
 - Click on "Profile" in the top menu.
 - Fill in your author bio. Include engaging and relevant information about your writing journey, achievements, and personal interests.
2. Upload your photo:
 - Add a professional author photo by clicking "Add Photo."
 - Choose a high-quality image that represents you well to your readers.
3. Add multimedia content:
 - You can add videos by clicking "Add Video." Upload book trailers, interviews, or any other relevant videos that can help readers connect with you and your work.
4. Link your blog or website:
 - If you have a blog or personal website, link it by clicking "Add Blog" and entering the RSS feed URL. This will automatically update your author page with your latest blog posts.
5. Add social media links:
 - Include links to your social media profiles (Twitter, Facebook, etc.) so readers can follow you across different platforms.

SETTING UP AMAZON AUTHOR CENTRAL

PAGE 2

Step 4: Manage Your Books

1. Update book details:
 - Click on “Books” in the top menu.
 - Select each book and update the description, editorial reviews, and other details to ensure the information is current and accurate.
2. Add additional content:
 - You can add extra content like images, related books, and more by clicking on the “Add Content” button under each book listing.

Step 5: Promote Your Author Page

1. Share your Author Central page:
 - Promote your Amazon Author Central page by sharing the link on your social media profiles, website, and in your email signature.
2. Engage with readers:
 - Respond to reader reviews and questions on your book listings to build a strong connection with your audience.

Step 6: Monitor and Update Regularly

1. Check your sales data:
 - Use the “Reports” section to track your book sales and understand your audience better.
2. Keep your profile current:
 - Regularly update your author bio, photos, videos, and book details to ensure your page remains engaging and relevant.

By following these steps, you'll create a dynamic Amazon Author Central page that helps you reach more readers, showcase your work, and build your author brand. Sign up today and take control of your online presence!

LEARN MORE ... ONLINE!

Red Penguin authors are all given access to the online course “Marketing Your Book” developed to take you step-by-step through many important topics, including:

- Selecting lucrative Amazon book categories
- Winning titles and book covers
- Deciphering your Amazon sales page
- Optimizing your book description
- Getting book reviews
- Producing promotional materials
- Creating a 3-D book image
- Leveraging your media kit
- Maximizing your author website
- Growing and nurturing your email list
- Intro to social media for authors



Visit RedPenguinClasses and click LOGIN – when you are logging in, use your email address as both your username and password for complimentary access to this online class.

GETTING INTO LIBRARIES

Getting your new book into libraries involves a combination of outreach, marketing, and distribution efforts. Here are the steps we are doing to increase the chances of your book being available in libraries:

ISBN and Cataloging:

- Your book has an International Standard Book Number (ISBN), as libraries use this to catalog and identify books.
- Your book is cataloged with the Library of Congress Classification.

Distribution to Library Suppliers:

- Your book will be available to book distributors and wholesalers that supply books to libraries through Baker & Taylor and the Ingram Content Group.

While these steps make your book available and accessible to libraries, it does take additional effort to get them to notice your book (as the systems have literally tens of thousands of books) such as:

- Contact local libraries and inform them about your book. Provide them with a copy of your book, a press release, and any other relevant information. (we can send announcements to any that are nearby so that you can be available in person.)
- Attend library events, book fairs, or author readings to connect with librarians and promote your book.
- Use social media platforms to engage with librarians and promote your book. You can "friend" librarians, join librarian "groups" online, or use other means to target libraries with your social media outreach plans.
- Provide libraries with special discounts or incentives to purchase multiple copies of your book.
- Consider donating a copy of your book to local libraries. This can increase awareness and lead to more purchases.

Remember that persistence is key, and building relationships within the library community takes time.

BOOK ROYALTIES

Red Penguin authors are able to view their sales reports online, without having to wait for quarterly reports.

We work with a company called TitleVerso to make our authors' sales reports easily accessible and to provide our authors with personal access to important book sales information.

Simply visit <https://authornexus.com> enter your email address, and click "Password Reset." Once logged in, you will see your book sales for 2024 - up through the previous month. This month's reports will be added as soon as they are available, generally around the 2nd of each month.

Royalty checks will be issued 2 quarters "in arrears" - thus the royalty checks for Q1-2024, which includes January, February and March of 2024, were sent on September 30, 2024. This delay is due to the extended period of time between the book purchase from an online retailer and the online retailer actually sending the payment to us, your publisher. That extended time is often over 4 months from the time of sale, which is why we are unable to send royalty checks until the retailers actually pay for the sales. As the royalty checks will be months behind your book sales, it was more imperative than ever that our authors could view their book sales at any time by visiting [AuthorNexus.com](https://authornexus.com)

Book royalties will be sent provided the minimum threshold of \$25 has been reached. If it has not been reached in any particular quarter, the remaining amount will be applied to the next quarter's sales.



ShopBooksDirect.com has been developed so that authors would benefit in several ways, including:

1-Receiving more money for book sales since Amazon or Barnes & Noble is not taking a huge chunk of the profits, generally anywhere between 30 and 70% for books sold on Amazon/B&N

2-Receiving actual customer information, as people who purchased from ShopBooksDirect.com could then be added to your own mailing list and other communications

3-Having the ability to sell other items if desired, including book bundles, services like author visits, or non-book items that align with your books, such as toys and such.

While ShopBooksDirect.com is available for authors around the world, Red Penguin authors receive a ShopBookDirect.com bookshop for their books absolutely free.

You may be wondering what, if anything, you need to do about your ShopBooksDirect.com bookshop. The simple answer is that you don't need to do anything at all if you don't choose to. I would certainly encourage all authors to use their ShopBooksDirect.com web address when sending buyers to a specific location. For example, if you are sending out an email to potential buyers encouraging them to purchase your book, it would be better for you to send them to your personal page at ShopBooksDirect.com rather than to the page on Amazon or Barnes & Noble that has your book. Why? If you send them to your ShopBooksDirect.com page, you will earn more money and also learn who exactly is purchasing your books. When someone goes to your Amazon page, you will automatically be losing between 30 and 70% of the profits, plus you will never know who purchased your book.



Every author has a page at shop books direct, and the address is shop booksdirect.com/author/yourname. If you go to shopbooksdirect.com and type in your book title or name, you will find your page. That is the address that you want to be sharing with potential buyers going forward so that you get the maximum profits and buy information

Any money that you earn for purchases made at shop correct will be distributed when royalty checks are distributed. This is because accounts at shop books direct or set up for payments to come to Red Penguin books, and to be distributed along with book royalty payments. However, you do have the option of logging into shop direct and changing over the PayPal and or stripe information to your own accounts, if you do this, The money earned from sales at Sri logo directly to you without delay. However, by making that change, he will also be redirecting sales information to you, as it is currently directed to me at Red Penguin books. Thus, if someone orders a digital or audio book from you at shop books direct, they will automatically receive their book from the website. However, if they purchase a print book and the order goes to you, you will need to fulfill that order, just as if the order comes to us, we will fulfill that order.



There are three ways that you can fulfill print orders:

1-If you have books at home, you can ship them out yourself. This is a great way to send autographed books or include any other items (bookmarks/etc) you may want to include in the envelope.

2-You can set up print fulfillment with us at Red Penguin Books. We have arrangements with many authors where we store and ship out their books for a fee.

3-If you don't have books at home, you can simply place the order at Amazon or Barnes & Noble and ship out the book from there. While that does cut into your profits over sending it yourself, at least you still receive the buyer information to add to your newsletter or otherwise connect with them. Also, if they had purchased a digital book instead of a print book, you would have the buyer information in addition to the higher profits.

So, whether you log into ShopBooksDirect.com, change over the payment information, and utilize it as your own personal online shop where you can even sell non-books items there as well if you wish, is completely up to you. You don't have to, in which case we at Red Penguin Books will continue to process orders as we have been doing so already, or you could change it over so that you get your payments more quickly. Just be aware that if you do change things over, that you will need to make some sort of arrangements for shipping out print books or ordering them from Amazon/B&N as orders arrive.

I hope this clarifies things for you. Of course, if you have any questions, just let me know.

BOOK RETURNS

At Red Penguin Books, we wish to always offer authors the widest exposure of their books possible. If an author would like their books to be available to bookstores, the bookstores require that the books be returnable - otherwise, they will not even consider stocking the author's books.

So, to be considered for a bookstore, we must arrange for the book to be returnable in the distributor's system. Returned books do carry an additional cost, as they were printed but not sold.

If a book marked for returns is returned, you will be charged for the current wholesale cost of each book returned, plus a \$3.00 per book shipping and handling charge. Those returns are sent here to Red Penguin Books, and they are certainly available for you to have. Thus, paying for returns is essentially paying for the cost of printing (plus shipping and handling), and since the books are here at Red Penguin Books, you are welcome to pick them up for your own personal use or leave them here and we will use your "stock" to send out when books are sold or if you need books sent for various reasons.

All returned books will be credited against book royalties (as you can see in your AuthorNexus), and if the number of returns exceeds the available royalties, a bill will be sent to the author. Additionally, please let me know if you would like to pick up your returned books for personal use, have us ship the returned books to you (which will be billed at media mail rates), or store them here to use for fulfilling book orders - either personal orders you place or orders placed through Shop Books Direct.



AUTHOR SUCCESS STORIES

Your Book is Published ... Now What?

Every day, I am in awe of the incredible, creative, and unique ways our authors connect with their audiences. From book fairs to beer halls, they are discovering new and innovative methods to meet their prospective readers while enjoying the adventure.

While I'm always excited to brainstorm with our authors and help plan their post-publication journeys, hearing it directly from other successful authors is far more inspiring.

That's why we've asked several authors to share their stories, game plans, and lessons learned along the way. Prepare to be inspired, energized, and ready to embark on your own adventure ... as an author!

Write the book. Now Sell It.

By Mary Ellen Saladino

Writing a book isn't easy, but congratulations, you did it! You achieved what most people only dream of. And after years of hard work bringing your "baby" into the world, the next challenge is selling it. Sell it to your friends, family, neighbors, your dental hygienist while she's cleaning your teeth, between rinses of course, the public, the world. In other words, anyone who will listen.

Writing is a solitary occupation, and some writers are introverted. So, although it is the perfect job for them, marketing requires a more outgoing personality. For most of my life I was very shy and afraid to speak especially in front of a group. Forget about oral reports in school. So, when I had to read chapters aloud for critiques in my writing group, I almost gave up. But I needed to hear their critiques and desperately needed their input. So, I forced myself to read through my rapid heartbeat, shaky voice and sweaty palms. But it got easier every time, and now I look forward to book signings and guest speaker presentations.

Now armed with courage and self-confidence, you will need some tools. And by that, I mean marketing tools. Business cards, bookmarks, signs, banners, physical books to sell, as well as an author website, newsletter and a social media presence. You will also need a budget.

If you can afford it, paying someone to build your website is an option. It could get expensive so, you may want to try to do it yourself. I subscribed to a program called Canva to create my author website. Being inexperienced at first, my first design is pretty basic. But at least I have something to start with, and I can always edit it later. I secured my domain name with Go Daddy. I also subscribed to Mail Chimp to create my newsletter, store my mailing list and schedule distribution. There are free versions of the above-mentioned programs, but they are limited. Depending on your needs, you might consider a subscription. Finally, get a separate business phone#, email address and PO box. Just remember to keep all your receipts for tax time.

The next step is to get yourself booked. Start with your friends. Ask if they belong to a club, any club, that needs a guest speaker. My first presentation was at an (AL) assisted living facility. A former co-worker and Facebook friend is the activities director at a local AL. When she saw my post about launching my book, she invited me to speak at their book club meeting. The residents were a very grateful audience. Some members had already purchased a digital copy, but my friend ordered 10 physical copies for me to sign for the residents. These facilities are desperate for activities and entertainment. So, contact the activities director of any AL facility and volunteer your services. They will be happy to have you and it's a great way to sell a few books and get the word out that you are available for bookings. I live in Florida where there are many ALs and just as many 55+ gated communities.





Inquire at small local shops and restaurants about setting up a table during their busy time. Then advertise the details in a local paper. It's a win-win situation bringing more traffic to the store if people come to see you. That's what recently happened to me. I already had books on consignment at a popular store in a nearby town. They were selling well, and when I asked the owner if I could set up a table outside for a "Meet the Author/ Book Signing" she agreed. She even had an employee set up an umbrella over my table to shade me from the Florida sun. She also has a newsletter and Facebook page for the store and advertised several days before the event. Just make sure you understand the terms of sale with the owner if you do this. Even though we split 50/50 for books sold in the store, we agreed that any profit from sales during my appearance were 100% mine.

And it was at that event that I met a lovely group of ladies who came just to see me, and I was asked to be the guest speaker at their next book club meeting. Of course, I agreed and quickly handed out my business card. I received an email about 1 week later and we booked a date.



Most Book Expos, as they're often called, are indoors. For outdoor venues like craft fairs, you may want to invest in a canopy or umbrella. Either way make sure your table stands out with colored table coverings, flowers, stacks of your book, candy, business cards, and bookmarks to give away. But even the best-looking display won't sell your book unless you get up at talk. Greet people, as they stroll by in a friendly way. Ask them what they like to read, or if they are enjoying the show. Then give them your elevator speech. And if they stop long enough to listen, you may have a sale. There are people who still pay with cash at these types of shows but be prepared for those who don't. I purchased and subscribed to The Square. This little device works with just a tap of a credit card to make transactions a breeze. Some of these shows are yearly events. So, if you reserve a space once, you should be on their mailing list if you choose to return next year. Try Googling "book fairs in my area" for more locations and dates. Again, there are fees for the space or table. Keep track of all your expenses and mileage for taxes.

Contact your local newspaper or magazines to advertise. I am fortunate to have my own column in a regional magazine. The editor generously published my book launch and any appearances or news I might have in the future. In closing, none of what I explained here happened overnight. My book was released in 2022, and it's taken this long for me to get my sales strategy act together. And I still consider myself a marketing novice because there is so much more to learn about self-promotion. So, don't get discouraged. Your book is worth it, and if after all this you have the time, keep writing.



Mary Ellen Saladino is the author of "The Love Letter Ghost."

Stephanie Selles

"The Lesser of 2(00) Evils"

****Note - author Stephanie Selles has the unique position of promoting her book even before her book is released, proving that it is never too early to get started!*

I recently had the profound pleasure and unprecedented experience of empowerment, participating in an (artists&authors) expo where I got to mingle and promote my upcoming book/soon-to-be-released memoir/book

"The Lesser Of 2(00) Evils:

24+ months of & from within 24/7 Depersonalization/Derealization

A Memoir (of Long Covid?) "

It was truly a magical, memorable and seminal day/moment (in time) for me as this was my 1st ever time showing myself/presenting myself, to the public as an up-and-coming author!



One of the most endearing aspects of the day, I feel was all the (effortless/organic/natural) camaraderie/kinship felt between the artist & authors, alike participating at/in the expo. From a/the morning (portion) consisting of intently listening to one another speak about themselves and their works, on the (big/sizable) panel in/of a lecture/seminar hall/room met with such affirmation and validation through/in/of simultaneous reactions of applause...oo'hs and awe's/ahh's to the then more intimate 1-1 dialog that transpired (back)/ *that was to transpire*/ *that would transpire* back at each other's individual (promotion) tables later... like when one of my fellow expo participants came right up to my table the very moment we were all dismissed from the conference room/lecture hall...I had barely even sat (back) down (yet) at/behind my (designated/assigned) table and settled-in (yet) when (the) heavy emotive eyes and (a) soft but assertive voice said "you are so brave." It was evident she pained for me gravely. My book hadn't even been released yet and already compassion and validation was pouring in/forth. I will never forget the way they/that person looked at me and (with pain in their eyes) told me I was brave (with pain in their eyes) and how (being on the receiving end of) that raw emotionally-intimate sentiment expressed, was the very first ever thing to happen to me when I got back to my table/made my way back to my table/ *after I'd made my way back to my table* , following the 2minute and 46seconds, dissertation I had given on that panel.



A most beautiful amalgamation of this expo/event was how/that All of us kindred-spirit artists and authors had (unexpectedly/unpredictably) effortlessly co-created a/the foundation for new-fangled/new-found friendships and bonds to transcend in tandem/concurrence with connection with/*to* oneself and (ones) passion and confidence for their/ones own art (and artistry), to ascend, (long after the official/professional group photo was taken, tables were dismantled and we had all left the arena. The synergy (that) (had) unfurled all in a 3 hour day was something truly grounding, lasting and (I believe), deeply meaningful for all, (across the board).

Ever Earnestly,
S.D. SELLES



Mirror, Mirror (on the wall) whose the faintest of them all: A simulation of but 1 of 2(oo) evils

When I set up my book promotion booths/table, you/one can come to expect an element of unconventionality I bring in /that “I bring to the table” (quite literally) as I believe there is a concept important/imperative/critical/vital towards conveying and communicating all that I mean to and (all that I) need to; feigning/fabricating/creating/*crafting*, a first-hand experience for everybody (who walks up) .

There is a beautiful reciprocity of aiding happening ... as to give help toward people both mentally and emotionally comprehending/understanding/connecting with what my 24/7 is like is to (in kind/be one in the same as/with) receive(ing) help (towards) not feeling so alone/misunderstood/Alienated/estranged/etc (all the time) .

I created an interactive and immersive opportunity... Dissociative DPDR: The Experience. The reenactment/simulation aims to create a sense of the subjective experiential of the DPDR sufferer/impacted . The simulation consists of a small scale model/replica of my nightly dental care routine/instruments; medicine cabinet mirror, toothbrush and toothpaste. These 3 items are then quadrupled/multiplied and laid out as/into 4 individual stations that everyone from *informed* readers to curious passerbys can pick up the items and manipulate them so as to see/feel/experience for themselves aka “1st hand”, how my visual comprehension/perception, is stunted even (when) , in front of the (supposed) “looking glass”)



A window cleaner squirt bottle of blue acquiesce chemicals stands tall/prominent on the table label trampled with/by/ stamped out by my (own) “what’s the point of cleaning (it) when you aren’t in it anyway “ message masking tape-plastered over the words of its/the intended purpose . The approach of/that/in that is adhesion of aggression to emulate/match the spike of aggravation and dejection, (aspect/reaction) I feel about my (24+ months of 24/7 DPDR) every time I clean the smattering of tooth-paste spatter off the (supposed looking)glass/bathroom mirror, only to find that I’m not in it anyway .

of candor and earnesty,
S.D. SELLES

Donna Armer

author of "The Red Starfish," "Moringa ~ Tree of Life," and "Solo in Solento"

The first place I want to market my books is my hometown. There are three independent bookstores here. I place my books with all of them plus the Pat Conroy Literary Center and any shops (gift, furniture, clothing, hardware, etc.) that are willing to sell my books on consignment.

The most important event I do is to hold a book launch in my hometown. These have been very successful for me. I'm fortunate to live in a town that has a literary center. I hold my book launches there and the locals come out in force to purchase my book when it's first released. This does require marketing (flyers, posters, bookmarks, etc.) and there is a cost associated with it if you serve food and wine which I do.

Media kits are sent to as many bookstores, newspapers, libraries, etc. that are within driving distance plus some that are not. Those that are not would be other places I've previously lived or where I attended university.

Bookclubs (and there are many of them wherever you live) are groups that are great for promoting and selling your books. Most libraries have bookclubs. I've been called back to most bookclubs each time I publish another book. I've zoomed with bookclubs as far away as Scotland and Australia and many all over the US.

Another good way to promote your book is to donate copies to your local library and to fundraisers for good causes. Any fundraisers to do with literacy, I will donate a copy of my book and some other goodies. My local library gets 4 copies for their 4 branches. Also there are book groups on social media. I participate in the their giveaways and ask for reviews.

Blogs are a good resource. I have a travelogue and send out all my book announcements to that list. I ask them to forward my book information to their friends as well as share my social media posts. I post blurbs about my book and upcoming events.

Photos of book launch October 7, 2023

You can see some of my marketing material behind me.



Book launch The Red Starfish October 7, 2023. Over 100 people attended. There was lots of food (made by friends) and wine and volunteers kept everything going.



Make your readers feel special. Create personal notes when you sign your books, take photos with your readers, spend time listening to their comments.



Readers Dozen Book Club - I've been invited to speak to this book club three times (one for each of my books). In the last two years I've been invited to attend their Christmas parties. They always prepare a meal for me. It's one of my favorite bookclub groups.



Look for unusual places to have a book signing. This is a furniture store. I've had two events here.



And I was fortunate to have my first book translated into Italian and I was invited to do a book tour in Italy. Take advantage of whatever comes your way.

Otranto, Italy



Michael Vecchione

First Deputy District Attorney and Chief of Rackets (ret.), Brooklyn District Attorney's office; author of Fallen Angel-True Crime Fantasy series; Homicide is My Business-Luigi the Zip, A Hitman's Quest for Honor; Crooked Brooklyn-Taking Down Corrupt Judges, Dirty Politicians, Killers, and Body Snatchers.

My approach:

-Two words that best describe the approach I take to promote my books are determination and relentless.

-When I began my writing career I learned very quickly that in order to maximize exposure to my works I had to supplement what the publishers were doing to promote my books, with self generated publicity. I was determined to do whatever I could to expose my work to the greatest number of readers and buyers possible. That meant getting the word out not only in the area where I live, but across the country.

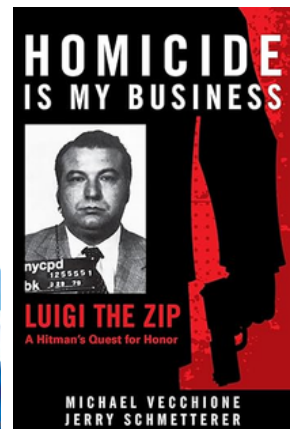
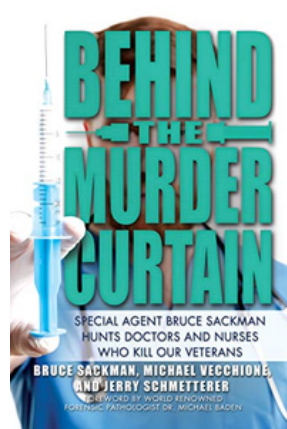
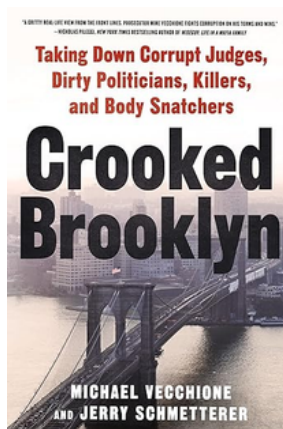
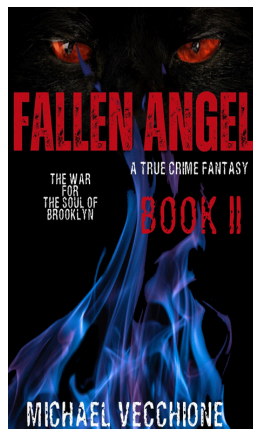
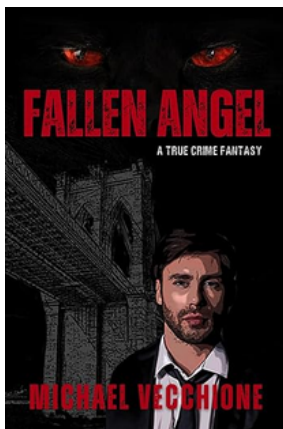
-To accomplish my goal I turned to social media. It's easy to navigate and post, it's far reaching, and it's free!

-I have joined every platform that I can and I post the cover photos of my books, reviews of my books, comments by readers, and anything else I find that's related to them. I appear regularly on several podcasts, and I post my interview as soon as I receive the link from the podcaster. Interesting interviews get you called back for more.

-I'm relentless in that I post something virtually every day, until I feel I've gotten the exposure I want. Then I take a break for a week, or two, or three, before I do it all over again with a new approach to the advertising.

-Around holidays when gifting is important, or at the beginning of summer with beach reading, and winter when the cold will keep readers indoors, I structure my postings accordingly.

-One other method of promotion that I am fortunate to have at my disposal is the 'library talk.' I was recruited by a service that provides speakers to libraries to address their members on a variety of topics and to expose them to newly published books. I would suggest an author do research to learn if libraries in their home area have speaker programs and make it known to the librarian that you are available to participate in such a program. As a bonus, most libraries allow the speaker to sell their books after the talk.





CATCH OUR RED PENGUIN AUTHORS AT EVENTS EVERYWHERE



POST- PUBLICATION SERVICES

The journey continues ...

Whether your book was originally published with Red Penguin Books or self published, we offer various post-publication services to all interested authors.

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Promoting your book isn't something that occurs for a finite time, and we are here for the long haul!

BOOK TRANSLATION SERVICES

We are thrilled to provide comprehensive translation services to help our authors expand the reach of their books globally. Our services include:

Book Translation Services

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- We translate your book from English into the language of your choice, including the cover art, all text, photo captions, and additional materials.
- Once translated, your book will be reformatted to closely match its original layout, ensuring consistency across languages.
- You will receive a digital proof for final review, allowing you to request any additional changes before publication.

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- With the translation complete, we'll move on to finalizing your book with its cover, images, front and back matter (introduction, epilogue, etc.), and any final edits.
- Each version of your book (eBook and print) will receive a unique International Standard Book Number (ISBN).
- We'll set your book up for seamless fulfillment through major "print-on-demand" distributors and Amazon, allowing automatic order processing with no need for manual shipping.
- Your book will also be registered with leading online booksellers and national distributors for maximum visibility.

Distribution & Promotion

Maximized Visibility & Control

- Your book and author profiles will be featured on Red Penguin Books with purchase links for easy order placement.
- You'll also have a presence on ShopBooksDirect, offering greater profits, control, and customer engagement than traditional retail outlets.
- We'll provide a professional press kit, ready for distribution to media outlets, influencers, and event coordinators. This kit will include your book cover, summary, author bio, and contact information, along with links for purchasing and downloading copies for reviewers.

The fee for translations services for a Red Penguin published book up to 60,000 words is \$1,350.

AUDIOBOOKS

Our audiobook production services offer a seamless and professional process that includes:

- Fully edited audio files that meet industry standards
- Worldwide publication and distribution on platforms such as Spotify, Audible, Amazon, Google Play, Kobo, and Apple
- Audiobook cover image, description, and keywords for optimal visibility and discoverability
- All Mp3 files provided for your personal archive

Narration Options:

Author-Narrated Audiobook

This is my personal favorite, as it allows the author to connect directly with the listener. I will send you a high-quality condenser microphone and guide you through the recording process via Zoom. Don't worry—the recording software is quite forgiving of small mistakes! Once you've completed the recordings, our audio producer will edit and optimize the files before publishing. You can record at your own pace—there's no need to do it all in one sitting.

Professional Narrator

For those who prefer not to record themselves, we have professional narrators available. While this option requires a larger investment, it saves you time. While I love hearing the author's voice, I completely understand the demands on your time.

AI-Narrated Audiobook

The most cost-effective option is AI narration. Though there is some debate surrounding AI-generated audiobooks, the quality is solid. Currently, Amazon does not allow AI-narrated audiobooks unless their own software is used—a decision driven more by profit than quality.

Podcast Option

Given the rising popularity of podcasts, we offer the option to release your audiobook as a weekly podcast, where appropriate. This allows you to attract a broader audience across platforms.

- Your podcast will be distributed on all major platforms, including iTunes, Spotify, Google Play, and more.
- We will also create a dedicated webpage on Red Penguin Books featuring an embedded audio player, making it easy to link and share episodes.
- If desired, the podcast player can be embedded directly onto your own website for seamless streaming.
- Any additional revenue from advertisers or sponsors connected to your podcast will be shared along with your audiobook royalties.

AUDIOBOOKS - PAGE 2

All Audiobook Packages Include:

- Fully edited audio files to meet industry standards
- Worldwide publication and distribution on platforms like Amazon, Audible, Google Play, Kobo, and Apple (Note: Amazon does not allow AI-narrated audiobooks)
- Custom audiobook cover image, description, and keywords for optimal discoverability
- Unique ISBN assignment for your audiobook, separate from the eBook and print editions
- MP3 files provided for your personal use once the audiobook is complete
- Global availability through registration with Findaway, making your audiobook accessible to libraries, bookstores, and listeners worldwide
- Author webpage on Red Penguin Books with purchase links and audiobook ordering options
- Downloadable press kit and access to your author webpage, where you can update upcoming events, book links, photos, videos, and more at any time

Pricing for Audiobook Production

1. Professional Narration

Our professional narrators will handle the entire audiobook recording process, saving you time while ensuring a polished, high-quality production.

- Base Charge: \$1,200 for the first 10,000 words
- Additional Words: \$50 per 1,000 words above the first 10,000 words

2. Author-Narrated Audiobook

Record your own audiobook with guidance and support from us. We'll provide the equipment and assist with the technical process to ensure a smooth experience.

- Base Charge: \$850 for the first 10,000 words
- Additional Words: \$35 per 1,000 words above the first 10,000 words

3. AI-Narrated Audiobook

Our AI narration service provides a cost-effective solution for creating your audiobook, perfect for those on a budget while still offering great quality.

- Base Charge: \$650 for the first 10,000 words
- Additional Words: \$20 per 1,000 words above the first 10,000 words

DO YOU NEED AN AUTHOR WEBSITE?

When you have your own author website, you have complete control over its design, its content, and how you will use it to attract an audience and increase sales of your book.

Just \$50 per month for hosting, maintenance, and unlimited updates.

If you would like an eCommerce set-up – so that you can process orders and credit card payments directly on your site!— the one-time set-up charge is just \$299 – upgrade at any time.

What a deal—for a low one-time fee, you can:

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- send along the information you would like to include, including picture, text, PDFs/downloads and links
- your site will be set-up to your specifications in just 2 weeks!
- your website is easy to edit, so you can log in at anytime to post your blog, add events or feature your latest book

After that, your monthly fee covers:

- 24/7 hosting, so that your website is always available
- maintenance, in case there is an issue that needs tending
- updates—just send along any new information, pictures, etc., and we'll take care of it. You can easily post yourself OR send your updates to us—it is that simple!

Your site will include:

- Book purchase links to all online retail sites
- Events - from flyers and registrations to photos afterward
- Blog posts - to continue your engagement with your readers
- Email capture form to create a listing of your subscribers' email addresses, and integration with MailChimp, a marketing platform and email marketing service, for building an audience

Photos, videos, custom forms ... whatever you need!

Call today and have your website ready before you know it!

PRINT FULFILLMENT AT RED PENGUIN BOOKS

There are many printing companies that offer fulfillment services, and if you are planning a large-scale fulfillment of your books to Amazon buyers and others worldwide, I would recommend connecting with Accutrack, Brightstar, or another excellent fulfillment service. Companies like these offer a wide range of services for authors and other retailers. However, these services generally come with steep set-up fees and monthly storage fees costing hundreds – if not thousands – of dollars, in addition to shipping and handling costs.

At Red Penguin Books, we offer print fulfillment for authors at the same per-piece handling rate as others, without the costly start-up fees or steep monthly inventory rates. However, our services are limited to fulfilling orders placed on author websites/our websites, along with authors contacting us directly for personal order fulfillment.

The fees for fulfillment of print books with Red Penguin Books are as follows:

- **Start-up cost** – \$0 – You are welcome to mail/deliver books to our location yourself, or if you prefer, we can order books at low author rates for you (we will need all print files to facilitate your order, with a minimum order of 50 books).
- **Monthly storage/inventory** – \$15 per month for your first title/format, \$10 per month for each additional title/format. (Most fulfillment companies charge from \$150 and up per month for storage) – free for Red Penguin published authors
- **Shipping** – the cost of shipping supplies (cardboard mailers/boxes) plus the cost of media mail (generally between \$4-\$6/this is the standard price for all fulfillment companies).
- **Handling** – \$1.50 handling charge per order, plus \$0.50 per item (this is the standard price for all fulfillment companies).

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Because Every Author Needs a Marketing Game Plan

All Red Penguin authors receive FREE access to our exclusive online book marketing course! This includes:

- Step-by-step videos
- Actionable worksheets
- A clear, strategic game plan to market your book

We've compiled the best book marketing strategies to help you successfully promote your book—without feeling overwhelmed.

Cost: FREE for Red Penguin authors!
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Includes a book marketing checklist – including free websites and resources, along with a 6-week book marketing strategy!

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Want ongoing support and expert guidance? Join our Online Marketing Group, where we meet twice per month for live instruction, feedback, and monthly strategies tailored to your book marketing journey.

Live group sessions twice per month

Guest speakers

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Resources, videos, and expert feedback

Cost: \$27 per month OR save with a yearly membership for just \$279. Refer a friend and get rewarded! For every new member you refer, you'll receive \$50 cash back as our way of saying thanks. Refer multiple people and stack your rewards—there's no limit!*

Perfect for authors who want to take action and stay accountable!

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- Book reviews and blurbs - why, how, and what to do with them.
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- Having something tangible to share with others: Discover the power of physical marketing materials like bookmarks, postcards, and sample chapters to leave a lasting impression.
- Conquering writer's block: Explore practical techniques and mindset shifts to overcome creative slumps and keep your writing flowing.
- Selling books direct: Learn the benefits of direct-to-reader sales, from higher profits to building stronger connections with your audience.
- Giving away samples: Discover how offering free chapters or excerpts can entice readers to buy the full book.
- Partnering with others: Leverage the power of collaboration by teaming up with fellow authors, local businesses, or influencers.
- Domain names and websites: Learn how to choose a memorable and relevant domain name, set up a professional author website, and optimize it for both functionality and aesthetics.
- Creating with Canva: Master the basics of designing eye-catching graphics and promotional materials using Canva. F
- Being a podcast guest: Discover how to position yourself as an expert or intriguing guest for podcasts, craft a compelling pitch, and make the most of every interview to promote your book.
- What is your book pitch?: Develop a concise and captivating pitch that succinctly captures the essence of your book and hooks your audience.

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A 6-Week Custom Marketing Plan—Executed for You

Too busy to manage book marketing yourself? Let our team set up and execute your marketing plan so you can focus on what you do best—writing and connecting with readers.

This service includes:

- Social media & newsletter setup
- Professionally crafted social media posts (1st month fully created for you)
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And much more!

Cost: \$1,247 for the full 6-week service

Ideal for authors who want a hands-free, done-for-you marketing strategy!

All for YOU!

- Meeting to establish which social media platforms are best for you to focus upon: We'll start with a one-on-one consultation to discuss your goals, audience, and existing online presence. Together, we'll determine which social media platforms will be most effective for promoting your book and engaging your target readers.
- 1-3 Social media accounts customized with text and graphics promoting your book: We'll set up and/or optimize up to three social media profiles for your book promotion, including creating branded profile and cover images, writing engaging bios, and crafting initial posts to set the tone for your campaign.
- 1 month's worth of social media posts/3 per week: We'll develop a full month's worth of content, including text, graphics, and calls to action, all designed to build excitement, connect with readers, and drive book sales.
- Templates for future posts, along with a posting calendar: You'll receive easy-to-use templates for ongoing content creation, as well as a detailed posting calendar to ensure consistent, strategic engagement with your audience.
- Development of a book pitch for interviews: We will craft a compelling and concise pitch to use when reaching out to podcasts, radio shows, blogs, and other media outlets for interviews and features.
- Email list established, along with hyperlinks for more email addresses to be added: We'll create an easy-to-manage email list on MailChimp, complete with opt-in forms and hyperlinks to encourage sign-ups from readers and fans.
- Custom email newsletter template created and branded to you: Your newsletter will stand out with a visually appealing and branded template that reflects your book's theme and your personal style.
- 2 email newsletters sent out to your audience: We'll draft, design, and distribute two newsletters to keep your readers informed and excited, including book announcements, behind-the-scenes insights, or exclusive content.

BEYOND THE BOOK: PODCAST TOUR

Podcast Appearances to Promote YOUR Book

Would you love to be a guest on podcasts, spreading awareness of your message and promoting your book? Let us schedule a podcast tour with a minimum of 5 interviews, plus a one-on-one meeting to go over interview tips, setting up your filming location, and focusing your answers to best promote you and your book.

Cost: \$947 for a minimum of 5 podcast appearances

We will:

- **Identify Your Target Audience:** Determine the ideal reader demographic for your book to find podcasts that cater to them.
- **Curate a List of Relevant Podcasts:** Research and compile a list of podcasts that align with your book's genre, themes, and target audience.
- **Craft a Compelling Pitch:** Write a personalized, attention-grabbing pitch for each podcast host, highlighting why you would be a great guest and how their listeners will benefit.
- **Schedule Podcast Appearances:** Reach out to podcast hosts and secure interview spots, coordinating scheduling and confirming logistics.
- **Develop Talking Points:** Prepare key messages and talking points to ensure consistent, engaging, and persuasive interviews.
- **Practice Interview Techniques:** Offer coaching on how to effectively share your story and discuss your book to maximize listener interest.
- **Promote Each Episode:** Once your interview airs, we'll share it across social media platforms, email newsletters, and your website to maximize reach.

By leveraging the power of podcast interviews, we will create a buzz around your book, reach new readers, and boost your credibility as an author. Let's get your story out there!

SELL DIRECT TO READERS

ShopBooksDirect.com is a powerful platform designed to help authors sell their books directly to readers, maximizing profits, control, and audience engagement. Instead of relying on third-party retailers that take a significant portion of your earnings, this service empowers you to build stronger reader relationships, increase your revenue, and grow your author brand—all while maintaining complete control over pricing, promotions, and customer interactions.

Why Sell on ShopBooksDirect.com?

- Higher Profits – Keep more of your earnings instead of giving up large retailer commissions.
- Full Control – Set your own pricing, run promotions, and manage your inventory with ease.
- Direct Reader Engagement – Collect customer emails and build a loyal fanbase.
- Offer Exclusive Bonuses – Sell signed copies, special editions, or personalized books to boost sales.
- Stronger Brand Presence – Establish yourself as the go-to source for your books.
- Flexible Fulfillment – Choose to ship books yourself or use print-on-demand options.

With ShopBooksDirect.com, you're not just selling books—you're building a sustainable author business. Take control of your book sales and connect with readers like never before! Like Shopify - but easier setup at a lower cost.

Cost: FREE for Red Penguin authors!

Or \$25 per month/or save with an annual membership for just \$249

FACEBOOK & GOOGLE ADS

Pay-per-click ads to promote YOUR book!

Getting your book in front of the right readers can feel like an uphill battle, but with expertly managed Facebook and Google Ads, it doesn't have to be. We create targeted ad campaigns specifically designed for authors to work toward building your audience and boost book sales.

Choosing between Facebook and Google Ads depends on your book goals and intended audience. **Facebook Ads** are ideal for creating awareness, building an author platform, and engaging with readers on a more personal level. These ads are highly visual and can be targeted based on demographics, interests, and behaviors, making them perfect for fiction and memoir authors looking to build a loyal following.

Google Ads are powerful for reaching readers who are actively searching for books or related content. These text-based ads appear at the top of search results, capturing potential buyers at the moment of intent. They are particularly effective for nonfiction books or niche genres where readers are seeking specific information or solutions.

INCLUDES:

- Campaign Strategy meeting to develop a customized ad strategy tailored to the book's genre, audience, and goals, including a recommendation on whether to focus on Facebook, Google, or both.
- Target Audience Research to identify ideal readers, using demographic, interest, and behavior data for Facebook, and keyword analysis for Google.
- Ad account creation & setup (if they don't have one), including Pixel installation & tracking setup (Facebook Pixel, Google Analytics, conversion tracking)
- Ad Creation of 2-3 genre-specific ads including copy and design visuals for Facebook, or compelling text-based ads for Google.
- Launch and manage campaigns, optimizing for clicks, engagement, and conversions.
- Performance Tracking and Reporting, including reports with insights into impressions, clicks, engagement, and sales.

Set-up fee/Ongoing Maintenance

One-time set-up fee \$497 for ad account creation, audience research, and initial ad creatives launched

Continual maintenance, including 2-3 new ads created each month, weekly performance reports and retargeting/promotional strategies as needed - \$147 per month

(prices do not include actual ad spend of \$5-\$20 per day or more as desired)