



In the Beginning

Marketing Yourself and Your Work—On
the Internet and Everywhere Else

Melanie Rigney
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It's Not Rocket Science

- Nobody who isn't a writer takes any of this as seriously as we do
- Most people who aren't writers think that writers are cool—or a little weird



It's Not About the Writing

- EVERYTHING in life is about relationships
- It's all about the reader—and how you're going to improve his or her life
- Approach marketing one reader at a time



It's All About Goals

- Why are you writing this book/article?
- Who will buy it?
- Why will they buy it?
- Where will they buy it?
- How will it benefit the reader?



If You're Passionate about Your Writing and You Know It...

- Start a blog.
- Enter your work in legitimate, nonpaying markets and free contests.
- If you're done writing your book, send out chapters to friends and relevant experts for peer review via e-mail.
- Offer to blurb your friends' books.
- Build your mailing list.



If You're Passionate about Your Writing and You Know It...

- Help out at arts and literary festivals, church fundraisers, phone banks for public television and radio and the like.
- Keep track of what you do so you know what works.
- Know when to send your work out into the world.



Stuff That Won't Cost Much

- Keep at least one article or proposal in circulation at all times.
- Once it's sold, sell it again.
- Get business cards.
- Buy Sally Stuart's *Christian Writers' Market Guide* (Shaw).
- Buy *Jeff Herman's Guide to Book Publishers, Editors, and Literary Agents* (Writer Inc.).
- Subscribe to WritersMarket.com.
- Join Toastmasters International.



Walk the Walk

Get a Web site.

Subscribe to PublishersMarketplace.com.

Print a brochure that lists your published works, your speaking and writing availability, and your contact information.

Get a box at your local UPS Store, Mail Boxes Etc., or similar facility.

Subscribe to John Kremer's *Book Marketing Update*.



Leave room for some magic!

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