

The Dragon's Scribe

J.L. Henker, Author – Quarterly Newsletter



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Women in Publishing Summit – March 2020 Highlights

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Bookmarks, magnets & more...

WIP Summit 2020:

This annual conference brings together a unique and diverse community of women to share their expertise in all aspects of the business of writing. I've shared notes from a couple of my favorite sessions.

View the [keynote address](#) by Robin Cutler, President of LMBPM Publishing and CEO of www.howtopublishbooks.com discussing the current state of the publishing industry.

Routes to Publishing

Presented by Jennifer Wilkov

www.YourBooksYourHook.com

- Decide how you're going to publish first. Will you use an agent or not? (If you're unpublished, go for an agent first).
- Can you get self-published books into bookstores? Not if you publish through Amazon. If you do use Amazon, use Ingram Spark for library distribution.
- Looking for an agent: if you've already published and didn't sell a lot, they will be able to see your sales records. If this is your situation, market what you've already published like crazy.

Routes to Publishing – Cont.

- Focus on Amazon Best Sellers List. Get on top 100 books in your genre. Make sure to get a screen shot. You need to sell 50-100 books in a single 48 hours to become an Amazon Best Seller.
- Set goals for what you want with your book and make an Action Plan.

Jennifer offers a free initial consultation to evaluate your writing project and find out how her services can support you.

Here's the request form:

<https://yourbookisyourhook.com/consulting-application/>

Be sure to tell her I sent you!

The "Your Book Is Your Hook!" Talk Show Podcast - Listen every week *wherever you get your podcasts!*

Some Random Resources:

[Feedspot Blog Categories](#) – Top categories, locations, etc.

[Midwest Book Reviews](#) – Resources for readers, writers and publishers.

<http://newshelves.com/libraries/> - Market to libraries. Sign up for their newsletter.

Dave Chesson's [Kindlepreneur Facebook Account](#) for marketing/publishing tips.

[Mindmaps](#) – Create fluid, mind-blowing charts to map your creative ideas, marketing strategy and sales strategies.

[Authors Guild](#) – Members receive a wealth of services and support including legal help.

[Stardust Book Services](#) – Pre-publication services including mapmaking.

Book Funnel for Book Promos Presented by Damon Courtney www.bookfunnel.com

Book Funnel's founder, Damon, created his service to help indie authors deliver their eBooks directly to their readers.



Good news. This can be used for promotions of all kinds to build your mailing list.

Offer a freebie to prospective readers if they sign up for your email list.

- Short story
- Prequel
- Author tips and guides
- Extended chapters
- Other free content

You have the option of eBook or PDF. You can download for free on [Draft2Digital](#).

Before you publish your first book, offer a novella (from background stories or an offshoot of a main character).

Participate in [group promos](#) which doesn't require a huge mailing list to start.

Record a short segment of your work (3-5 minutes) for download.

You will need a professional book cover to use in conjunction with promos. Your first impression is all-important. Some resources: [Book Cover Zone](#) and <https://selfpubbookcovers.com/>

They offer a 30-day free trial and a very reasonable \$20 yearly plan for new authors.

Attend this [free webinar](#) with Damon to find out more and [How to Give Away Free Books & Why You Should](#).

Author Assistance

Presented by Ashley Loboeki and Samantha Williams of Aurora Publicity

<https://www.aurorapublicity.com>



Doing your research:

- Where are your readers?
- What is being published in your genre?
- Look at top 100 book covers (should be easily readable even as thumbnail)
- Find designers/editors/formatters (you will need a separate editor after Betas)

Categories and keywords are essential. Be strategic: use keyword phrases in title, sub title and description.

[Publisher Rocket](#) is one service that helps with selecting strongest categories and key words.

Easiest to get to Amazon #1 in a narrow category. Once you reach that you get indexed into larger categories.

Check here for [genre specific author promos](#).

Check out:

<https://www.facebook.com/groups/authorsresource> (Designed to be a resource for authors trying to find all the moving parts that are needed to publish your book).



Finding the Right Small Press

Presented by Fern Brady, CEO, Inklings Publishing

www.inklingspublishing.com

[Hot Mess Podcasts](#)

A small press is one that publishes less than 10 titles a year. Traditional publisher that doesn't require you to have an agent to access.

Benefits:

- No gatekeepers – more diverse voices
- Author support, more options, they pay to publish, get to work with staff directly.
- Drawbacks: small budgets, hardback and audio may not be available right away.

How to vet small publishers:

- Who runs the company?
- What do they publish? How often?
- Where are they located and where do they distribute? If they're local you can sit down in person; it's easier to promote to local bookstores and coffee shops.
- How long from first draft to publication?
- What is their mission?

Red Flags:

- They ask you to pay for anything
- Won't let you contact authors they've published
- How do they make money? If it's for services offered, they're not a publisher.

Before you decide:

- Check out tone on social media
- Consider personality (is it a good fit for you)
- Speak with other authors they've published

Where to find small press publishers: Check resources at [Reedsy](#); author organizations; writer resource sites; *Poets & Writers Magazine*; ask other authors.

Free Content for subscribers:

- Dragon Bookmark**
- Dragon Magnet**
- Download Free Tip Sheet:
[Writing Battles from the Inside Out](#)
(Password: DragonsRule!)
- A Personal Reading by me with the Heart of Faerie Oracle Cards
(One random subscriber picked each month)

**US/Canada Shipping Only (email me)



Website: <https://jlhenker.com>

Twitter: @jlhenker

Facebook: <https://www.facebook.com/jlhenker> Facebook Group:

[Dragonshire – A Community of Dragon Lovers](#)