

*Sisters
in
Crime*™

HOTSHOTS!

HEART OF TEXAS Chapter
www.hotxsinc.org



New e-Book Tutorials from Writer's Digest

Even though it may not feel like it at times, right now is a great time to be a writer. More avenues and opportunities exist--especially as e-publishing and e-books grow in popularity. I'm sure many of you have--or at least know someone that has--an e-reader. I can tell you from personal experience that it's much more convenient to take my e-reader on a trip (with hundreds of books loaded!) than it is to try and carry along the numerous physical books I'd like to read.

If you haven't explored e-publishing, right now is a perfect time to do so! I'd encourage you to start by watching this week's new and featured tutorial, *How to Get Published and Thrive: A Writer's Guide to E-Publishing*. To further your inspiration and e-publishing knowledge, I urge you to also watch Jane Friedman's tutorial, *Do Your E-Book Right (and Start Making Money)*.

WD Tutorials members can watch all tutorials at their convenience, as often as they'd like. If you aren't a WD Tutorials member, you can still watch preview clips of all available tutorials. You will pick up helpful tips by merely watching the preview clips.

I'd highly recommend taking out (or gifting!) a WD Tutorials membership if you haven't already. 95+ tutorials are available to you, at least one new tutorial is added weekly, and many new tutorials are in development. Please feel free to preview the many tutorials immediately available to you through the WD Tutorials site!

Wishing you only the best!

Julie Oblander

Online Education Manager

Writer's Digest Tutorials

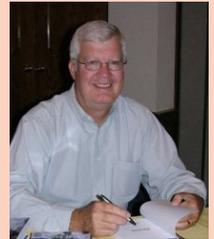
<http://tutorials.writersdigest.com/home.aspx> ♥✂

UPCOMING PROGRAMS

January 13, 2013

Bob Doerr was an Air Force criminal investigator and counterintelligence officer.

During his career, he traveled and worked with a number of different police and security agencies around the world.



Location-

The Lion and the Rose Pub
Westlake Village
701 South Capital of Texas Highway
West Lake Hills, TX 78746
(512) 335-5466

The Barbara Jordan Media Awards

seek to spotlight writers who portray people with disabilities in a respectful, positive manner. It is our belief that journalists and authors help shape our culture and our perceptions; well-produced, creative stories showing a person with a disability as a *person first* benefits us all.

Deadline for submissions is **January 15, 2013** for stories produced, published and/or distributed in Texas in 2012. For more information, past and current winners, and Submission Guidelines and Entry Forms, please visit the website at:

<http://bit.ly/barbarajordanawards>

February 10, 2013

Actors Julia and Van Tracy will present a program on "Bringing Characters to Life". They will base their presentation on characters from "Dream Shifters" by 2012 Sage Award winner Joan Upton Hall.

The Sisters in Crime Heart of Texas Chapter, meets monthly on the second Sunday of the month.

33 Tips about General Marketing Strategies

The most expensive part of publishing is a mistake. If you can avoid the most common traps into which unsuccessful publishers fall you increase your chance of success significantly. You may be on the right path to publishing success, but heading in the wrong direction. These tips will be your GPS to becoming more profitable.

- 1. There is no “one way” to market a book.**
There is no formula for book-publishing success. Learn what works best for you and your circumstances, create your plan and then give it your best effort.
- 2. Understand marketing.** Marketing is a process that begins with recognizing the needs of your potential customers, and then moves to developing, pricing distributing and promoting products and services to build profits by creating and expanding demand.
- 3. Know your target reader.** No book is saleable to “everybody who likes (your topic).” Use a PAR (Problem-Action-Result) statement to define the typical reader as carefully as possible in terms of gender, income, age, education and shopping preferences. This will help you focus your marketing activities.
- 4. Book marketing is as simple as PIE.** Plan before you Implement and then Evaluate your results to make corrections as necessary.
- 5. Remember the Four Ps.** Your plan should describe how you will produce a high-quality Product, Price it profitably, the Place in which you will sell it and how you will Promote it. The way in which you combine and execute these decisions will determine your success.
- 6. Think of the word plan as a verb.** The objective of planning is not a large document, but a course of action. Evaluate and update your plans regularly to make sure your actions are leading you toward your goals.
- 7. Be aware of the life cycle.** Just like humans, books move through stages of growth and require a separate strategy for each stage.
- 8. Have realistic expectations.** It is unlikely that you will sell large quantities of your first book without significant work. Allow your efforts to work over time.
- 9. Write your objectives.** It will help you focus on what you have to do to reach them. Is your objective to maximize sales, revenue or profits? Each objective requires different strategies.
- 10. Utilize your time instead of trying to manage it.** Make every minute count toward the attainment of your goals. If in doubt about what to do next, ask yourself, “What is the best use of my time right now?”
- 11. Action is not synonymous with accomplishment.** Just because you are busy marketing does not mean you are getting closer to your goal.
- 12. Plan what you will do each day.** Divide a sheet of paper in two columns, one headed “Do” and one headed “Call.” Then list what you need to do and who to call each day. List three goals for each day. Best use of time now
- 13. Strive to be professionally different.** Have a unique point of difference. When all companies offer the same products and services to the same customers by performing the same kinds of activities at similar prices,

no company will prosper.

14. **Seek profits, not just sales.** Before you enter any publishing or marketing campaign know your costs, your break-even point and the volume of books you must sell to reach it. What must you do to attain that level of sales?
15. **Seek multiple revenues streams.** Do not count solely on book sales for your total revenue. Use your expertise to consult or hold seminars for additional income.
16. **Spend wisely.** Not all promotion is equal. Consider the productivity of a promotional tool before investing in it.
17. **Find out why sales are down.** Seasonal fluctuations may not be the problem. Should you improve your content? Cover design? Plan? Implementation of your plan? Discover the cause of poor sales and fix the problem.
18. **Use the Internet properly.** It is a marketing tool, a conduit to reach niches and masses economically. It is a sales tool and a networking device.
19. **Negativity happens.** Returns, rejection, complaints and miscellaneous problems conspire to erode your enthusiasm and make it more difficult to remain passionate about your book. Find the aspects you can control and work with them. Stay upbeat.
20. **Have a long-term perspective.** Look to the future and continue investing time and other resources to achieve your ultimate goals.
21. **Work on vs. in your business.** Do not get so involved in day-to-day activity that you lose the long-term perspective.
22. **Do not neglect your backlist.** Instead of trying to publish more titles, sell more of what you have. In non-retail marketing all books are frontlist in the sense that buyers seek content that will help them reach their objectives.
23. **Hire to your weaknesses.** Work your strengths, then use experts functionally and strategically to fill in where you are weak.
24. **Take the initiative.** "I must do something" always beats "something must be done."
25. **Act productively.** Your customers expect more from you today than they did yesterday, and you must work diligently to meet their expectations.
26. **Act intelligently.** Intelligent action is based on the understanding that knowledge is different from wisdom. Knowledge is information, but intelligence is the prudent application of knowledge earned through experience.
27. **Act creatively.** Creativity helps you discover and implement imaginative ways of applying your wisdom.
28. **Act boldly.** You may encounter opposition in your journey to special-sales success because some people are wary of untested concepts. New ideas are neither right nor wrong—they are simply different.
29. **Act passionately.** Problems conspire to erode your enthusiasm and make it more difficult to remain passionate. Yet the axiom for success in any business is to do what you love and love what you do.
30. **Act persistently.** Persistence is tenacity in the face of obstacles, determination to succeed, perseverance in conducting marketing activities in spite of resistance, rejection and returns
31. **Act efficiently.** To sell 10,000 books through retailers you must sell one book to each of 10,000 people. Or you could sell 10,000 books to one corporate buyer. Which do you think is more profitable?
32. **Act effectively.** Do the right things. Make a list of what you like to do and want you do to run your business. The degree to which the two lists match determines your effectiveness.
33. **Act ethically.** If you have integrity, nothing else matters. If you do not have integrity, nothing else matters. ❌

Sell more books with information from book-marketing experts in Brian Jud's FREE bi-weekly ezine which you can find at www.bookmarketingworks.com

Konrath's Resolutions For Writers

Every December I do a post about resolutions for writers, and every year I add more of them. These date to 2007

Newbie Writer Resolutions

- *I will start/finish the damn book*
- *I will always have at least three stories on submission, while working on a fourth*
- *I will attend at least one writer's conference, and introduce myself to agents, editors, and other writers*
- *I will subscribe to the magazines I submit to*
- *I will join a critique group. If one doesn't exist, I will start one at the local bookstore or library*
- *I will finish every story I start*
- *I will listen to criticism*
- *I will create/update my website*
- *I will master the query process and search for an agent*
- *I'll quit procrastinating in the form of research, outlines, synopses, taking classes, reading how-to books, talking about writing, and actually write something*
- *I will refuse to get discouraged, because I know JA Konrath wrote 9 novels, received almost 500 rejections, and penned over 1 million words before he sold a thing--and I'm a lot more talented than that guy*

Professional Writer Resolutions

- *I will keep my website updated*
- *I will keep up with my blog and social networks*
- *I will schedule bookstore signings, and while at the bookstore I'll meet and greet the customers rather than sit dejected in the corner*
- *I will send out a newsletter, emphasizing what I have to offer rather than what I have for sale, and I won't send out more than four a year*
- *I will learn to speak in public, even if I think I already know how*
- *I will make selling my books my responsibility, not my publisher's*
- *I will stay in touch with my fans*
- *I will contact local libraries, and tell them I'm available for speaking engagements*
- *I will attend as many writing conferences as I can afford*
- *I will spend a large portion of my advance on self-promotion*
- *I will help out other writers*
- *I will not get jealous, will never compare myself to my peers, and will cleanse my soul of envy*
- *I will be accessible, amiable, and enthusiastic*
- *I will do one thing every day to self-promote*
- *I will always remember where I came from.*

I've lived long enough to see my advice become obsolete, and that gives me hope for the future.

Back when I began, this business was all about finding an agent, finding a publisher, then doing whatever you could to promote yourself.

This blog spoke at length about social media, and book tours, and partnering with your publisher.

Things have changed.

I have 10,000 followers on Twitter, but I only use it occasionally. Facebook? Haven't been on there in eight months. I witnessed the rise and fall of MySpace. I've opted out of Google+ because I saw no benefits. LinkedIn? I can't even remember my password.

I'll never do another book tour. I doubt I'll ever do

another official booksigning. I've stopped speaking in public, stopped attending events. Once it was important to meet fans and network with peers. Now I can do that just fine via email.

Partnering with your publisher? Why would you do that, when they offer so little? 17.5% ebook royalties with them, vs. 70% on your own.

I haven't blogged or Tweeted in months. I've been busy doing what writers should be doing: writing.

And guess what? My sales have remained constant.

Many times this year, I took industry practices to task. I saw stupidity, or unfairness, and I did my best to discredit it. I fought, tooth and nail, for what I believed, and wasted untold hours arguing with pinheads.

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Self-Publishing Sees Triple-Digit Growth in Just Five Years, Says Bowker®

Self-Publishing Sees Triple-Digit Growth in Just Five Years, Says Bowker® CreateSpace, Smashwords and Author Solutions dominate infrastructure landscape

New Providence, NJ - October 24, 2012 - The number of self-published books produced annually in the U.S. has nearly tripled, growing 287 percent since 2006, and now tallies more than 235,000 print and “e” titles, according to a new analysis of data from Bowker® Books In Print and Bowker® Identifier Services. The research explores the dramatic U.S. growth of an area once relegated to the fringes of publishing. It finds that while production increases are occurring in both print and e-book formats, the latter is driving the greatest percentage gains. It also shows that while self-publishing may seem like a cottage industry, it is dominated by large firms that offer publishing services to individual authors.

“Self-publishing is now supported by a sophisticated and highly accessible support structure,” said Beat Barblan, Director of Identifier Services for Bowker, an affiliate of information powerhouse ProQuest. “It’s provided everyone who has a story to tell with a method for sharing it and leveled the playing field to an unprecedented

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Konrath

Which brings me to my resolution for 2013.

Get Over Yourself

I have turned off Google Alerts, and don’t Google my name or my pen names.

I don’t go on message boards.

I don’t read my book reviews.

I don’t care what people are saying about me, good or bad, in blogs or on Twitter or in the media.

There will always be people who don’t like you, and don’t like your books.

Ignore them.

Trust me, it is liberating to be free of the opinions of strangers. We all need to focus on our writing. Because the millions of readers out there don’t care about your blog. They aren’t searching for you on Twitter and avoiding your books based on the comments of others. They aren’t taking one star reviews seriously.

It’s very easy to obsess in this business. But I haven’t seen a single shred of evidence that obsession helps careers.

The thing that I have seen, over and over, is people finding success by writing good books.

I really think it is possible to make a very nice living by writing and not worrying about anything else.

We all want to believe we’re doing something good for our careers, so we abuse social media, buy ads, rigorously defend our good name, cultivate media contacts, make appearances, and celebrate our own very minor celebrity.

Let it all go. Spend your time working on your books. That’s the only thing that really matters, and the only thing you have control over.

I hope everyone reading this has a very successful 2013. Happy new year. 🍷

Joe Konrath writes thrillers, horror and the Chicago-based Jack Daniels mystery series. He can be found blogging at <http://jakonrath.blogspot.com>

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Self-publishing

degree. This is no longer just vanity presses at work – self-publishing is out of the dark corners and making its way into the mainstream. Notable success stories include a number of self-published authors landing their titles onto the prestigious New York Times bestseller list for ebook fiction.”

This is no longer just vanity presses at work self-publishing is out of the dark corners and making its way into the mainstream.

Bowker’s research into self-publishing was prompted by an earlier study that showed 2011’s 148,424 self-published print books represented about 43 percent of that year’s total traditional print output and contributed to the first significant expansion in print production since 2007. While print accounts for 63 percent of self-published books, e-books are gaining fast. E-book production in 2011 was 87,201, up 129 percent over 2010. Print grew 33 percent in the same period. While self-publishing is a DIY undertaking, Bowker’s analysis shows its infrastructure is made up of a handful of large firms. In 2011, CreateSpace dominated the print segment, supporting the creation of 58,412 titles (39 percent of self-published print books). Smashwords topped the e-book producers with 40,608 titles (nearly 47 percent of total self-published e-books). The combined divisions of Author Solutions (part of Penguin Group) produced a total of 47,094 titles and Lulu Enterprises checks in with 38,005 titles. The Bowker analysis shows that beyond these four

players, no company has more than 10 percent of market share.

Small presses, a category that is defined as publishers who have produced 10 or fewer books, accounted for 34,107 self-published titles -- 21,256 print and 12,851 e-books -- in 2011. Print book production by small presses increased more than 74 percent between 2006 and 2011 -- hearty growth that’s dwarfed by CreateSpace’s 1702 percent increase during the same period. While marketing their works remains the next great hurdle for self-published authors, Bowker research points to major influencers within their control. Bowker surveys of book consumer habits show that authors can effectively reach more readers with online excerpts, retailer recommendations and customer reviews.

Bowker is the official ISBN Agency for the United States and its territories. The Books In Print® database derives a valuable portion of its information from these ISBN assignments, providing the nation’s most

comprehensive view of book production. The Self-Publishing Report and other Bowker® Market Research studies that illuminate the business of books are available at www.bookconsumer.com ♥✕

“Self-publishing is now supported by a sophisticated and highly accessible support structure,”

Beat Barblan, Director of Identifier Services for Bowker,



NEWSLETTER DESIGN BY
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