



## **Sell Your Books!**

*Debbie Young*

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# **Sell Your Books!**

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## **Sell Your Books! Debbie Young**

Hurrah, you've published a book! Now all you need is some readers - other than your friends and relations. "But I'm a writer, not a salesman!" is the common cry of the new self-published author (from behind the boxes of books piled up in his spare bedroom). Not sure where to begin? This new handbook by an experienced writer and promoter will take you through all that you need to know to gain confidence and expertise in promoting your book. With abundant good humour and common-sense, it gives easy-to-follow instructions on everything from holding a local launch event to creating a worldwide author profile worldwide via the internet. This upbeat and supportive guide will be an invaluable addition to your writing reference library, to which you will return time and again. Whether you're new to the challenge of book promotion, or you just need some fresh ideas to shift your backlist, this new handbook will help you do what it says on the cover – **SELL YOUR BOOKS!**

## **Sell Your Books! Details**

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Author : Debbie Young

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## From Reader Review Sell Your Books! for online ebook

### **CJ Browne says**

Sometimes an author comes across a brilliant book about the writing process. Debbie Young's lovely guide to promoting your book is one such find. I have dipped into it almost daily after Revenge Ritual was published in August last year. It's been so very useful as I work my way through the all the necessary post publishing processes leading up to my book launch and beyond.

I can't praise this self-help manual highly enough. It contains all the information that you need to promote your book. If you don't have an agent or mainstream publisher, or even if you do, *Sell your books!* takes you through everything needed to make readers aware of your book and increase its sales. It has chapters on all the 'action stations' authors will have to tackle from planning a marketing campaign, identifying their target readership, attracting visitors to the essential-to-have website, using social media, approaching libraries and bookshops and attracting media interest.

Debbie Young's style is encouraging and comprehensive. I learnt a lot from this book but probably the best advice was around identifying my market. I knew internet promotion and sales would be important, hence the website. But reading '*Sell your books!*' helped me appreciate that for a local author with a novel set in Devon where I live, my primary market was the one on my doorstep where readers knew the area and wanted to know more about me. Not only has this local approach paid off in book sales but it has been brilliant meeting people who have read my book. '*Sell your books!*' will do what it says.

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### **Craig says**

This book is a great companion for anyone new to self publishing. There are countless handy hints and tips and I had more than one 'aha' moment whilst reading it. I particularly enjoyed the section around marketing and promotion - and there was me thinking writing the book was supposed to be the hard part!

I really enjoyed the interviews with self published authors and would love to see more of these in a second edition.

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### **Frances Thompson says**

How I wish I'd read this book two years ago... It would have saved me many hours (if not days) of research!

A gentle, but inspiring and stimulating introduction to the publishing market and the highs and lows of launching a book into that new world - be it self or traditionally published - Young has a knack of explaining things in a way that is completely readable and puts you at great ease. While other books for new authors can get quite specific about the ins and outs of Amazon algorithms and other peculiarities of an ever-changing market, *Sell Your Books!* is much more about the basics every author should know before they embark on their own publishing journey.

This book is both a comprehensive look at how a new author should approach the publishing industry and also a guide filled with lists of proactive steps and measures authors should consider (and take) in order to

give their book the best possible entry to market. I particularly found her advice for securing support, PR and engagement in an author's local area very useful, and that her advice was backed up with examples from existing authors (there's a whole section of "author case studies" at the end of the book). In terms of the book's layout and structure, I think it was pretty much spot on with quirky chapter titles, thought-provoking quotes opening each new section and a very logical order to things. Based on the author's knowledge and experience (she's an incremental part of the Alliance of Independent Authors which is where I found out about Debbie Young and this book), I'd be very interested to read a follow-up to *Sell Your Books!* as I sense the author has much more to share!

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### **Lucienne Boyce says**

This is a very practical and helpful handbook for indie writers, especially if you're daunted by the marketing side of things. Where to start? What to do? Where to put your energies? Debbie Young will help you decide on an action plan and get moving!

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### **Richard Denning says**

I am a self published author and - for the sake of transparency - I am one of the authors mentioned in this book.

WAIT - don't just assume I have given it a good rating because of this fact. I received a review copy and read the book in 3 days and did so because it was very readable and very accessible and summarized in 150 pages the essence of good book promotion.

Debbie Young has spent a long time pulling together all the various aspects of book promotion that a self published author needs to look at. I started on my own self publishing journey in October 2009. I made a LOT of mistakes in my journey and as a result wasted a lot of time and money. Now - 3 years on I can honestly say I WISH this book was available then.

Any criticism or comments? Well IMHO I think the chapter at the end on editing, typesetting and cover design really belongs at the very beginning. I wasted a LOT of time and effort producing poor quality designs and because at the start I had no editor my product suffered. I now have an editor and a book design artist and have learnt quite a bit about typesetting. So READ chapter 12 FIRST and get all those ducks in a line before you proceed.

I would also have liked to see an advanced chapter for those of us doing all this stuff already

Having said all that I found that the book prompted me to look at areas where I was not active enough and in January when I sit down to work out my plan for 2013 I will refer to this book.

So if you are a starting out self published author read this book. It will tell you all you need to know to begin book promotion

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## **David Conway says**

There are many books and websites offering to show authors and publishers how to publicise and sell their books. I have read five or six, and this is by far the best. Intelligent, practical, well written and full of that indispensable ingredient, common sense. If you're bewildered by the choice, I can wholeheartedly recommend this book.

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## **E.J. Lamprey says**

First and foremost, if I was bold and brave I would give the book 5 stars because it is a clear and practical guide to getting out there and selling books and if you are bold and brave you HAVE to have it in your library. If you're an Indie author determined to make the most of every opportunity (if you just knew how to identify them), ditto.

Because I'm not bold and brave it has me at least as terrified as thrilled and challenged, so anyone who tucks themselves away to write, and hopes this book will wave a magical wand and make wonderful things happen with minimum input from the shy writer, well, no wand. Just lots and lots of good advice like how to handle your first radio interview, and how to run a successful launch and sell **yourself** as much as your book (eep) and frankly terrifying stuff like that. However it is also packed with the kind of stuff you need to know to lead you, step by step, into the place where you suddenly find you really could be hosting a book launch and doing press releases and interviews. So a very solid 4 stars, and no more groping along in the dark for the new Indie author.

My sleek and beautiful copy is now bristling with post-its, this is definitely a book to get in print, not on Kindle, there's just too much good stuff to bookmark. My timid baby steps will start in January.

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## **David Ebsworth says**

As a new and aspiring author, I realised that I only needed TWO self-help books. One was Stephen King's remarkable *On Writing*. And the other? Well, the other one didn't exist. Until now!

Debbie Young's equally remarkable *Sell Your Books!* picks up where King sadly left off - a handbook about promoting and marketing your finished work, aimed mainly at the self-published or independent author, but equally valuable for those who've gone through a more traditional publishing route without being one of the "big names".

Concisely written and easy to follow, Young sets out... the reasons that books need (and deserve) promotion and selling; an explanation of the current books market with all its wonderful diversity; potential plans for a marketing and selling campaign; tips on how to identify markets for particular types of book; methods of getting to know target audiences; sensible advice on how to harness the power of the internet; advice on how to exploit other networks - like book fairs, library events, etc; cautionary notes on how to approach retailers; the production and organisation of promotional materials, book launches, signings and other events; ways to engage the media; budget considerations about what to spend in both money **and** time; and, finally, the all-important post-script. Young's last chapters deal with the self-evident but often-forgotten fact that even the

best marketing campaign won't sell a book that's got a duff jacket design and lots of typos - so a gentle but necessary reminder about the value of the "second edition", as well as the need to maintain a campaign's momentum once it's begun.

And here's the wonderful thing that *Sell Your Books!* shares with *On Writing*. There's a lovely "sleight of hand" in both of them. King managed to make his self-help book as riveting as his novels and, at one point, actually scary. Debbie Young manages to produce a self-help book that practises what it preaches - since you can track every piece of the advice it contains against its author's **own** marketing strategy, website and promotional tricks in a way that's truly inspirational.

Highly recommended!

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### **Zac says**

Brilliant advice from a very warm and approachable Debbie Young. If you are a writer or are thinking of publishing your own work, then you must read this book. It offers in depth, yet very easy to follow guidelines for promoting your work. I cannot recommend this enough.

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### **Norman Revill says**

I devoured this in a couple of sessions. It gives you everything you need to know about self-publishing and selling your own books in just 150 pages. Debbie knows her stuff. As you would expect, it has all the information, detail and advice you will need, with insightful contributions from several successful self-published authors. Just bear in mind that technology is changing all the time, so by next Christmas we could all be reading books right in front of our eyes on super-smart iGlasses. Then Debbie can bring out an updated version of this book.

Frankly, 'Sell Your Books!' was worth reading for the first page of Chapter 13 alone - wonderful advice and encouragement distilled from Debbie's years of experience. Just two minor niggles deprive it of that 5th star - I could have used some advice on how best to organise book signings, readings etc, when your book is only available in paperback from Amazon via CreateSpace (I guess you just have to invest in your own print run?) and the paperback is a tad expensive, though you can always buy the download, but I love books.

So, if you're thinking of self-publishing, don't hesitate - as Richard Denning writes in his review, this book will save you a lot of time and money.

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### **Estelle Wilkinson says**

I would recommend this book to any author wanting to promote their books well! It is packed full of invaluable advice that is given in an extremely friendly and down to earth manner.

It is all so clear and easy to understand. I keep it with me most of the time and dip into it whenever I have a question. And, I always find an answer!

It is now my bible and would be a valuable addition to any author's shelf.

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### **Karen says**

This is a fantastic no-nonsense guide for all authors – self-published or otherwise – on how to sell more books! Written in a wonderfully accessible style – and with user-friendly checklists throughout – it covers the whole sales and marketing spectrum, from how to identify your readers and plan your campaign, to the practicalities of using both online and offline methods to let them know about your book – from blogs, mailing lists, and social media, to face-to-face at local groups/events and more traditional PR methods.

On the PR side, there's an extremely useful section on targeting local or specialist newspapers/niche magazines, local radio and more – including how to pitch and tweak your story or release to catch the editor's attention.

There are also some great tips on promotional materials, and organising book launches and other events. Last but by no means least, the author offers advice on how to approach bookshops and persuade them to stock your book.

I write for my day job, as well as for children and I've been doing much of what's covered here for sometime – yet am in no doubt that this book is a resource that I shall revisit time and again to remind myself of what else I need to do – and keep doing – to sell more books! Indeed I have the corner folded on six pages as things stand – all items to add to my marketing action plan!

The concluding chapter 'Keep the plate spinning' is aptly named! I for one would say 'buy this book'. Mine's the print version because I like turning down pages!

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### **Kate Frost says**

As a writer about to self-publish my first novel I read Debbie Young's *Sell Your Books!* with great interest and found it to be an informative and invaluable guide for indie authors. Written in a friendly and encouraging way, *Sell Your Books!* draws on Young's marketing, PR, journalism and publishing experience to guide the reader through all the ups and downs of selling self-published books, both printed and e-books.

What I loved the most about *Sell Your Books!* was the encouragement it gave me to be able to promote my own book (something that I feel is not my strong point). It was an inspiring read and I found myself noting down ideas of what I plan to do once I publish my novel. Not only that Young's book confirmed I was already doing things right with blogs and social networking. It's a book that you can go back to time and time again and dip in and out of as and when you need to.

Whether you've already got a book out there or are on the verge of self-publishing like myself, *Sell Your Books!* is an invaluable and inspiring read. Indie authors - don't publish without it!

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### **Jessica Bell says**

Being a seasoned author who lives in a non-English-speaking country, I've gotten to know the ins and outs of selling books online. And I can say, without a doubt, that this book offers perfectly sound advice. What a brilliant resource to have when you are just starting out! I recommend it highly.

But this book doesn't only focus on how to sell online, it also talks about real time face-to-face networking. If I lived in an English-speaking country, I'd be making myself a condensed list based on this book, and would immediately put every single strategy into motion. Perhaps in another life! Maybe one day, I'll move back to Australia. If I do, I'll be sure to pack this book in my suitcase.

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### **Joanne says**

As a self-published author, with books to sell, this book is aimed at people like me. What I especially liked about *Sell Your Books!* is that it is aimed primarily at the UK market. That's not to say that authors in other parts of the world won't find lots of useful advice contained in these pages, but having researched this topic extensively, it was refreshing for me to find a book that wasn't primarily targeting US authors.

I was given an advance review copy of this book - but I then went on to buy the paperback anyway, because I loved it so much and knew I'd want to refer to it again and again. Debbie Young writes in an engaging and authoritative manner, and clearly has many years of experience helping clients sell their books. Even though I know quite a lot about this topic already, and have tried many of the tasks in the book at one time or another, I still found lots here to inspire me and many techniques or ideas that I haven't yet tried.

This book is informative, eminently useful to any author – self published or not – and manages to cover a wide range of topics without skimping on detail. An absolute must-buy for any new author, and a valuable resource for all.

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