



Occasional Newsletter - 07/2019



Fiction Novel Marketing

I want my readers to find my experience and knowledge useful. I want to share as much as I can without causing undo grief or stress to the readers.

1. *Learn how to do author branding.*
2. *Where is your website?*
3. *Build the Email list and email your contacts to announce books.*
4. *Create a post on your blog—include an image and an audio sample.*
5. *Make an informal YouTube reading for 10 minutes of a chapter.*
6. *Post a status update on Facebook, and link to your product page at online retailers.*
7. *Tweet every day about your book.*
8. *Make sure your book goes in 3 separate genre/categories.*
(action-adventure-crime)
9. *Write a couple of articles on new author writing and post to EZine articles.*
10. *Post the front book cover along with a descriptive paragraph to Pinterest.*
11. *Send influential colleagues and reviewers a synopsis or free copy of your audiobook.*
12. *Give away 5 books and make sure you get the reviews posted to Amazon.*
13. *Ask key peers and colleagues if they would help share the news by emailing or tweeting about your book.*
14. *Get on BookBloggerDirectory.wordpress and find 5 bloggers to post about the book.*
15. *Request listener reviews from your contacts. Retailers that are selling your book will allow for reviews.*
16. *Review related titles on Amazon and link your reviews back to your Author Page on Amazon.*
17. *Respond to or retweet any commentary you receive.*
18. *Encourage your audience to buy your book as a new AudibleListener® member on Audible. When they do, you'll get that extra \$50 Bounty Payment. It can add up fast.*

Take an hour and work up a Character Sheet so your main character seems more human. Here is mine for Jack Lorensen.

Tall man 6'5"

Chisel cut type face with heavy brow

Square jaw with thin long scar on right side.

Notch on top of left ear

Always irritated about people, weather, money etc.

Background - History:

Born in the Austrian/Bavarian region.

Moved with father to US at age 6 to help in Uncle's trading post store in Iowa.

Moved to Montana at 18 where he met _____. And opened a miner's camp store.

He was robbed at gunpoint and suffered a wound to the shoulder.

He tracked one of the outlaws to the Last Chance area.

Reportedly killed one robber, recovered \$5,000 and fled.

Character Sheet – Chasse Domuzu, Captain Deluxe – Female

The environment has a greater impact on Chasse than her own violent heritage.

Intergalactic freight captain. She has a small number of companies that rely on her to get cargo out to the most difficult and remote locations.

Female, 31 years old, 5'8" tall with a lean build. Mother was Sarppinian and father was half Martian half Verdigen. Chasse was born on Hoddarpel Three in Sector Two.

Several times in her life, Chasse has woken up to find herself in a different place and time than when she went to sleep.

Something bears a striking resemblance to something else vaguely familiar. Her life is plagued with these moments.

Chasse can stare at the wall and let her own heartbeat fall to almost undetectable. Give her five to six minutes and you'll think she's dead. She hasn't told anyone she has this control.

Weapons, programming and three artificial intelligence units make Chasse the girl nobody wants to mess with.

She works as a part-time deb collector. She hides her blood test very well. She is a fiend for grilled cheese. She has never had a vivid imagination. She lacks the ability to think quickly. Several times she has been swindled and tricked out of money and goods. Chasse is prone to flashes of rage when she doesn't take the medications. Privately, she likes being unpredictable unless it messes her up. Most people find her unstable personality too mercurial. Most think that she is coming down off chemicals/drugs or trying to manage her high.

You must know these six things about your fictional character:

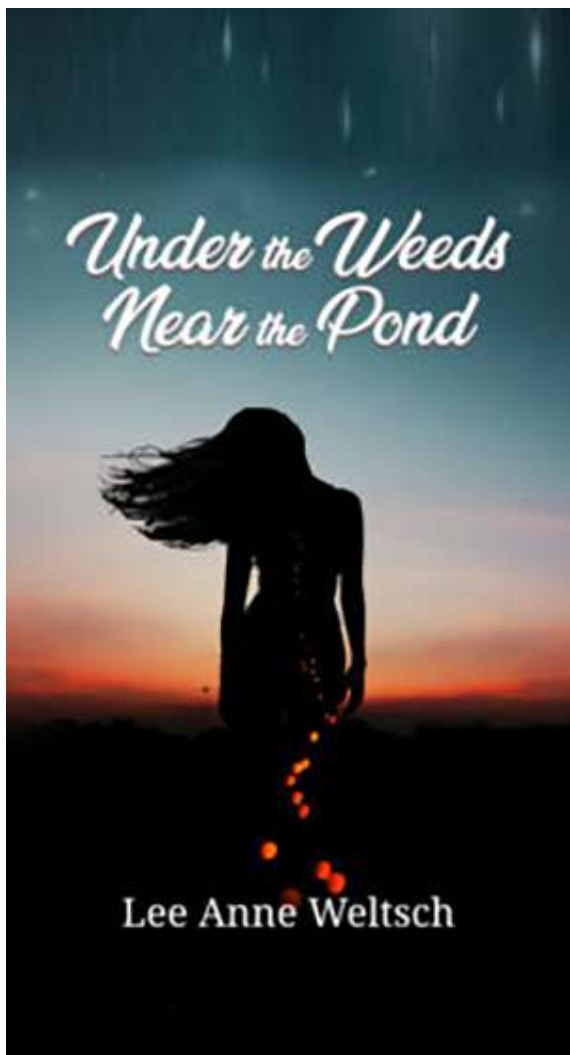
- A one-sentence summary of the character's storyline
- The character's motivation (what does he/she want abstractly?)
- The character's goal (what does he/she want concretely?)
- The character's conflict (what prevents him/her from reaching this goal?)
- The character's epiphany (what will he/she learn, how will he/she change?)
- A one-paragraph summary of the character's storyline.



Lee Anne Weltsch

Author of western fiction, sci-fi operas, and non-fiction business books.

I write. I write everything. I read a lot, too. Last year I think I read 80+ books. Cookbooks, operator manuals, and the magazines in the doctor's office. Only a couple of them actually put me to sleep. Get one of those half-size spiral ring notebooks and start packing it around with you. Write down the things you see. The accident on the freeway. The person in line in front of you at the grocery store. What did you see, hear, smell, or taste?



Organizing Your Book Files

Image files, text files, manuscript files, source files. Set them up inside the file explorer so you can find what you need when you need it.

Write out your paperback blurb as soon as you have the book fully outlined. Go over to Fiverr.com and ask the graphic artists to sub their rendition of what the cover might look like. Now pay attention here. The cover we have in our head, that is not the finished cover.

What book are you reading?

The Camel Club by David Balducci

Any words of wisdom?

“Always deliver more than expected.” – Larry Page, co-founder Google

What's happening with your latest manuscript?



I've been learning more and more about writing science fiction. The top lesson learned is that the reader must be convinced what you write could happen. I couldn't get my brain to accept that humans will be born in space, on other stations and planets some day. I may have to put this one down while I work on a story based on Earth.

Consider taking a self-publishing course while you write your book. The three parts you will need are an overall guide to self-publishing, lessons on how to market your book, and launching your author career.

Your resource is: www.udemy.com

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