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Promotion – Credibility Extras

By Karyn Follis Cheatham

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For many of us, marketing our titles is one of the most tedious tasks of being an author. Even authors who published with large New York houses are expected to take part in marketing and promotion. Many articles and several books have been written to give us guidelines. One thing all marketing experts stress is the importance of being professional.

Here are several extras that other industries use, and we authors should too, to boost our professional credibility. Remember BUYERS are your clients. Treat them as such.

LOGO — What kind of logo for an author? Pens, stacked books, computer keyboards? Think more of your product and develop something that reflects the subject of your books. This is not something to use when you query for publication or representation, but AFTER you have a finished, marketable product.

PAPER GOODS

Invest in professional letterhead. Use your logo and give concise contact information, including e–mail and web sites. It should be 24# paper with matching envelopes. Use this for regular letters, and for any invoices you send out.

Along with this letterhead, you should have attractive or matching business cards—again using your logo. Do not put your address on the business cards. Telephone, e–mail and web site is enough. Hand out these cards to anyone who glances your way.

Do you have bookmarks? Use colorful card stock, and on one side put your logo, list your contact information (P O Box is recommended) and perhaps a friendly comment. On the reverse side, list your titles and a short (25 words max.) review by a third party. Use them for handouts, and include them with every book you sell.

Promotion – Credibility Extras

It's also important to make certain your books are always in the public eye. An easy way to do this is with flyers. Keep at least two varieties in your car (along with a tin of push pins).

A flyer for your local region that advertises your book, your web site and you as a commodity (speaker, workshop leader, et cetera). It should list the places your books can be purchased.

A flyer for when you're away from home that highlights your titles and where they can be found online.

Design the flyers with an angle to the time of year, the region or some other feature that will make them stand out. On both flyers, be certain all the contact information is in large non-frilly type. Mention any specials you can think up. FREE GIFT could mean an inexpensive bookmark thrown in, and you can encourage buyers to your site by featuring autographed books.

Put these flyers up on bulletin boards in libraries, churches, supermarkets, colleges...and any facilities that relate to your subject matter. Drop them off with local radio and TV stations, especially if you're available for interviews. Send copies to your regional newspapers.

Developing flyers isn't difficult with today's basic computer software. The best size is 5"x7". You can enhance a simple, white-paper printout by mounting it on a larger sheet of colored construction paper.

Fifty of each flyer is a good start, and shouldn't cost more than \$5.00 (for black and white)—a bit more if you use commercial facilities.

FOLLOW UP — If you have negotiated for your titles to be carried in independent bookstores and gift shops, it is a nice touch to send a thank-you note right after the books are placed. Also send thank-you notes to the coordinators of any book festivals or bazaars you attend. And don't forget these helpful people during the holidays. Send a greeting card—and tuck in your business card.

These professional touches will keep your name fresh in the minds your the public and help build a larger clientele—your fan base. The cost for these is slight, and if you're persistent with these easily done "extras," your returns will be considerably higher.

Karyn Follis Cheatham has published articles, poetry and several books—nonfiction and fiction. She also designs and manages web sites. Information about the literary services she offers can be found at

. Be sure to visit her web site

and sign up for the free writing

tips newsletter. Contact at

Poker Affiliates And Blogging: 5 Reasons To Use Blogs To Promote Online Poker Rooms

By Blake Stevenson

Using blogs as a poker promotion technique can be very profitable. In case you're a poker affiliate and aren't familiar with the world of blogging, here is a quick overview of why you should consider blogs as strategy for building your business.

Blogging is a concept that was started in the late 90's. Blogging was originally used as a way to comment on an existing webpage and provided an opportunity for visitors to voice their opinions on a particular page. Here is a list of 5 reasons why you should start using blogs as a poker affiliate.

1. Blogging is simple. Publishing content to a blog is hands down the easiest way to get your writing on the web. There are absolutely no skills necessary to publish content to a blog, it is actually so simple that even a child can do it. Simply type and click, that's it. Maintaining a blog is just like having a virtual piece of paper that you write your ideas to. As long as you have access to a computer and an internet connection, you can start promoting poker online.

2. Blogging is authentic. In a day and age where advertising saturates our lives, many question the credibility of ads that they are exposed to. Blogs however, allow real people to share their real life experiences and reviews, unscathed by paid ads. Blogging lends credibility to your promotion efforts and builds up trust.

3. Blogging is free. Blogging doesn't have to cost a dime and you can get started in just minutes. What more could you ask for?

4. Blogging builds credibility. Blogging gives your readers an opportunity to gain a somewhat candid view of your thoughts, opinions, and emotions. This leads to believability and you can use this to promote your poker affiliate business.

5. Blogging expands your sphere of influence. Blogging will explode your circle of influence and you'll soon have visitors from all parts of the world visiting your blog and reading your posts. This is extremely powerful!

As you can clearly see, there is absolutely no reason why you shouldn't add blogs to your poker affiliate marketing business. Give your business a boost today by tapping into the power that blogging has as an Internet marketing tool.

Discover the secrets to becoming an online poker super affiliate today at

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