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Oct 2019 NTRWA Newsletter - Book Advertising Tips, and New Programs!

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JESS MICHAELS
Presents
Making Your
Career a
Priority
OCTOBER 19th

GET PUBLISHED 10:00 to 10:30

BUSINESS MEETING & LUNCH 12:15 to 1:30

The Heart to Heart

NTRWA
Founded March 1983
Chapter 33, Region 5
October 2019
Volume 38, Issue 2

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Want to be a part of the NTRWA machine?! Contact Jen! - president@ntrwa.org

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Join us for USA Today Bestselling author of Historical Romance Jess Michaels and her program, **"Making Your Career a Priority."**

Decide what you want from your career, what your priorities need to be to get what you want and how to implement a 'big year' plan to take your goals to the next level.

Jess Michaels is the author of 70 historical romance novels and has been a USA Today Bestselling author 10 times. We're honored to have her speak to

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Great Expectations

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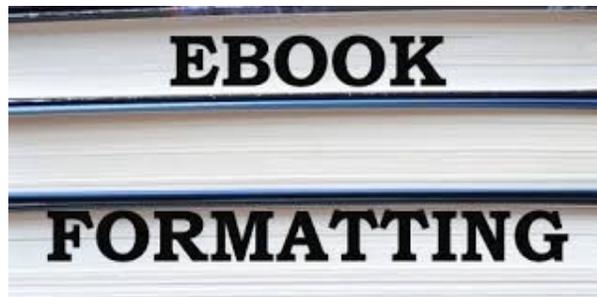
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Get Published

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#GETPUBLISHED - OCTOBER

E-Book Formatting
with Chrissy Szarek

How To Format Your E-Book

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Published with Chrissy Szarek, where she'll break down the process for formatting an e-book in multiple formats to get it ready for publishing.



Happy October NTers!!

I don't know about your year, but my year has flown by. I thought after the Stars hockey season officially ended back in May, I'd be able to sit back and relax, and I did, but not for nearly as long as I thought or hoped. Now we're staring down the barrel of the end of 2019 and there is still so much going on. For me anyway. Hockey season has also started back up. Wheee!!

Anyway...

I'd like to welcome our new board: Celia, Kaylene, Stephanie, Audra, Susie, Chrissy, Randee, Clover, Madison, and Lisa. I'm looking forward to working with each and every one of you and getting to know those I don't know so well.

Though you're reading this letter at the start of October, I won't be seeing you at the October meeting—I'll be in Albuquerque for a conference—and Celia will be running the meeting in my stead. The board will be discussing some sort of November gathering (more on that later, either way), but I'll see you in December for sure.

Speaking of December...the Great Expectations Contest will be gearing up. The biggest need is judges, especially published author judges, so please heed the call and sign up to judge a couple of entries. I hope—I ask, pretty please—that you spread the word to critique groups as well as other writer's groups you might be a part of. A call for judges, pre-published and published with the link to the judge application will go out in due course. That'll be your cue to sign up and spread the word.

At September's meeting, I asked you to jot down a writing (or personal) goal or two for the upcoming NT year. We have some really ambitious people in NT. We also have really generous people so if you need some guidance along the way, don't hesitate to ask. If you missed September's meeting, I'll be passing along the index cards to Celia so you can participate. Come next August, we'll pass the cards out and celebrate everyone's accomplishments.

Enjoy the fall once it arrives and WRITE ALL THE WORDS!

See you at the meeting.

Jen

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Tips for Instagram

by @MiaLondon - Audra Lewandowski

@NTRWA Social Media

1. Things are changing with IG. They now have **IGTV**. Look into it (it's slightly different than **live**). Your IGTV posts are likely to get 400x more views. No joke.
2. Likes and views won't be visible to all, just to administrators.
3. Use hashtags with every post. It's the easiest way to gain new followers. And don't keep using the same ones; change it up.
4. Make your Profile page work for you.

* lead with the problem you're solving: the reason ppl need to follow you or what you do.

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in)

* how can they learn more: add a link (likely to your website, which should absolutely have everything about you and your books). Or use a link-tree (one link that opens up several options, i.e. your website, Amazon, FB, Bookbub, etc.)

5. Use "stories" to go deeper with your existing following. Be authentic (don't get carried away with the filters). Get comfortable flipping the camera on yourself and document your day, share. Ppl love that. Always keep your brand in mind when posting.

* new feature- the chat sticker. If you want to engage with a small subset of your following, ask a question and create your own little chat group.

6. What else can you do on IG? You can repost (app called Repost For Instagram), post something from your feed to your own story, post yourself talking to the camera (i.e. great for a new release). Just remember to keep it interesting and make it about them (not always about promotion). -> Goes back to your bio of how you help ppl.

REMINDER- don't always sell to people on social media. People don't like to be sold to. They want to connect with those they like. Make them like you.

Happy connecting!



Book Advertising Tips from RWA 2019 Conference

By Diana Urban - BookBub Industry Marketing Manager

(This [article first appeared on July 31st, 2019 here](#). This is a condensed version of the article to allow for space in the newsletter.)

At this summer's Romance Writers of America (RWA) Conference, there were many panels about book promotion. On these panels, authors, publishing professionals, and industry thought leaders shared a wide variety of book advertising tips, from high-level branding advice to in-the-weeds sales funnel and Instagram tips.

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Note that this recap merely scratches the surface; it would take a full-length book (and a time-turner!) to share all of the marketing-related learnings from this conference.

1. Create reader sales funnels

A sales funnel is the journey a reader takes in order to eventually do business with an author or publisher. Dana Kaye, founder of [Kaye Publicity](#), explained how to implement sales funnels to increase book sales. The funnel breaks down into four main stages:

1. **Awareness:** the reader first hears your name or book title and starts to become familiar with your work.
2. **Interaction:** the reader engages with you through social media, your website, or at an in-person event.
3. **Interest:** the reader signs up for your newsletter or downloads a free ebook.
4. **Sale:** the reader purchases one or more of your books.

You can drive readers down your sales funnel across various marketing channels. Take email marketing, for example; when someone signs up for your mailing list, you can set up an automated email series driving potential readers who just became aware of you (by finding your website) and interacted with you (by subscribing) to become more interested in a specific title and ultimately land a sale. Dana recommended setting up an email sequence like this:

1. **Welcome email:** a brief introduction to you and your work, with a free piece of content.
2. **Backstory email:** a deeper dive into your writing and your backstory.
3. **Social proof email:** reviews of your book, awards and notoriety, read-alike suggestions.
4. **Tripwire offer:** a discounted ebook or other low-cost content (hook readers with this first sale).
5. **Free gift offer:** another free piece of content, access to a Facebook group, or other free offer.

You can also apply this sales funnel methodology across other channels, like Facebook ads (to target readers who've visited your website) or quizzes (to email content to readers who selected specific quiz or survey responses).

2. Create a high-concept hook to grab readers' attention

In order to make your sales funnel as effective as possible, it's important to nail the positioning of each of your titles! According to Sourcebooks Assistant Publisher Kay Birkner and Editorial Director Deb Werksman, for 31% of readers, a book's message (a.k.a. the book's positioning) was the one factor that most influenced their book purchasing decision.

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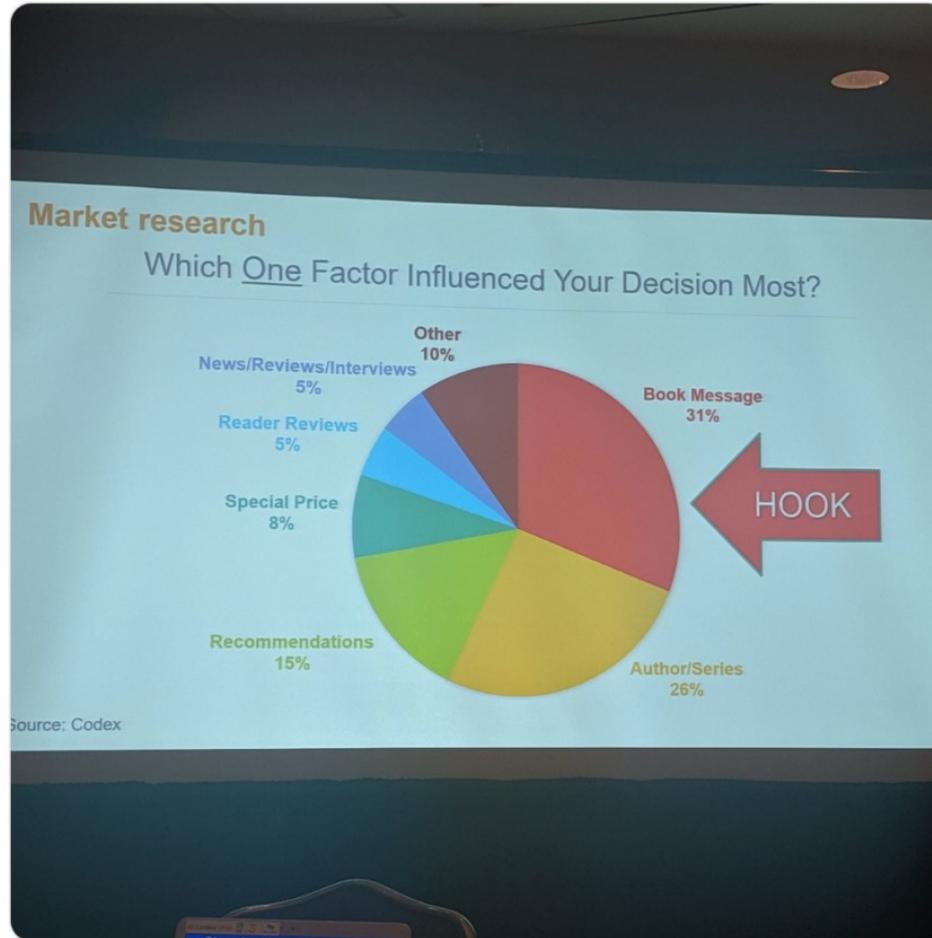
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Diana Urban @ #RWA19 @DianaUrban · Jul 25

Some fascinating data from @Sourcebooks on what most influences readers' purchasing decisions! #RWA19 #RWA2019



4 9 24

To make a book irresistible to readers (or acquisition editors!), create a compelling “hook” to draw them in. A hook is 1-3 sentences that answers the question: What makes this book a must-read? Many great hooks include a framing device (“this” meets “this”) to help cement the idea in a reader’s mind. Most importantly, you want to

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than a summary of the content. And if you don't get it right the first time, you can always reposition titles in your backlist to boost sales later.

3. Create a 12-month marketing plan

If you want to feel more in control of your marketing, authors [Maria Connor](#) and [Callie Hutton](#) suggested creating a comprehensive 12-month marketing plan tailored to your own unique needs. Planning a full year ahead might seem daunting, but there are several benefits to creating a year-long marketing road map:

- Helps communicate deadlines with assistants, a cover designer, a PR person, etc.
- Creates a central source for all details and materials.
- Ensures consistency from release-to-release.
- Lets you use your backlist to its full extent.
- More organized, professional, and intentional.
- Streamlines your process, leaving more time to write!

The marketing and production elements included in your marketing plan could be:

- **Release schedule.** How often you're launching a title, in what series, and in what formats (ebooks vs. print vs. audio).
- **Cross-promo products.** Newsletter swaps, joint giveaways, Facebook groups, etc.
- **Travel.** Personal vacation, conferences, writing retreats, book signings — anything that makes you unavailable.
- **Price promotions.** Determine a discount cadence for freebies.
- **"BookBub protocol."** Plan for (1) what books to submit each month (e.g. if you're launching a new series book, submit a previous book in the series), and (2) what to do around a Featured Deal.
- **Display Ads (AMS, Facebook, BookBub).** Track what books you plan to promote each month, and on each advertising channel.
- **Website.** What updates need to be made, and when.
- **Newsletter.** Plan the content, sending frequency, and list segmentation. Also, will you resend to people who didn't open an email 5-7 days later?
- **Busy release dates.** Track other authors' releases that you don't want to overlap with.
- **Retailer promotions.** BookFunnel and other follower-growth tools.
- **Reader magnets.** Rotate the free content you're using to hook new readers.
- **Holiday promotions.** Which holidays you'll focus on, and with which books.

4. Use Instagram to connect with readers

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reach new readers and build an audience. [Stephanie Scott](#), a 2017 RITA Award finalist for Best First Book, shared tips on how to use Instagram to connect with readers and grow your reach.

Optimize your Instagram profile

These were some basic tips Stephanie shared on how to optimize your profile page:

- Use your author name rather than a username like “bookgirl7”
- Upload a professional profile picture
- Write a bio that describes your author brand (make it voicey!)
- Include your latest book title, series, and/or publisher
- Have the link point to your website or current promotion*
- Keep your location general, or list the nearest major city.
- Bonus: Include a custom hashtag for your brand!

*Stephanie had more advanced tips for the link you include on your profile page. Since you can only include one URL, she recommended using a third-party app to direct viewers toward multiple links, such as [linktree](#), [Link in Profile](#), or [LNK.BIO](#). Better yet, you could create a landing page on your website that has a free incentive or bonus content for signing up for a mailing list. This should be a custom link specifically for your Instagram visitors so you can track these sign-ups separately.

Content ideas for your Instagram photos

Stephanie recommended choosing three main subjects and rotating between them (e.g. books, coffee, your family pet). But if you're stuck on what to share, consider posting a picture that:

- Reveals something about yourself
- Describes your writing process
- Hints at an idea you're working on
- Shares frustrations others can relate to
- Tells a funny story or
- Shares an experience using your writer voice (in the description!) to engage readers

More interesting Instagram tips

- Include a call-to-action in each of your descriptions encouraging readers to comment.
- You can include up to 30 hashtags in each post; save hashtag lists to a notes app on your phone so they're easy to copy and paste into Instagram.

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pictures they've posted of their books (just make sure to give credit in the caption!).

5. Consider redesigning your covers

Authors [Jackie Lau](#) and [Zoe York](#) shared tips on how to create stability and growth as an author with a large backlist who launches new releases infrequently. They recommended making the most of your backlist and assigning yourself *one* actionable marketing job each month. One particularly valuable action item they recommended was to redesign your covers with the help of a professional designer.

Covers get stale with readers over time. According to Zoe, if you're indie published and your series launched in 2013, it's time to redesign your covers to give them a 2019 look! Even if readers have seen your book 20 times and assumed they weren't interested, they might get intrigued by the new cover — or forget all about those first 20 impressions.

Also, if you got a BookBub Featured Deal for one of your books last year, they recommended redesigning your cover before submitting for another Featured Deal for that book! Again, this could prevent people from overlooking your deal if they remember passing on it the first time.

6. Mix up your social media content

Unsure what to post on social media? According to bestselling author [Eliza Knight](#), authors should start building their brand by learning more about their target audience — their demographics, what other authors they're reading, and what their interests are.

Once you know more about them, there are so many things you could post on social media, customized to their interests. Here just some ideas you can use as a launching point.

- Articles and videos relevant to the setting in your books
- Funny things relevant to writing or your themes in general
- Share what you're reading
- Ask readers for book suggestions
- Reader polls
- Pictures of places you've visited and things you're doing
- Pictures of your pets
- Inspirational quotes
- Funny memes
- Teasers/Quotes from your books
- Book trailers

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- Reminders to sign up for your newsletter
- Exciting news
- Random giveaways
- Funny/interesting things you've come across while researching
- Live videos

7. Be strategic about swag

[Lynne Silver](#), a contemporary romance author, encouraged authors to think of swag as “promotional products” that help with brand marketing. She presented two main goals it can help authors accomplish:

- **Attract readers at events.** Once you get them to your booth, you can then try to hand-sell your book. Even if they don't buy it right then, they'll keep the takeaway and be reminded of your book later.
- **Build loyalty with existing readers.** If you'll be attending an event soon, email your existing readers or street team to say you'll be at the event, and if they approach you and say they're in the group, they'll get a special piece of promo. They'll walk away feeling special, since they received a gift that nobody else did.

Of course, many authors use promotional items to incentivize preorder campaigns and to make giveaways more enticing. And even though swag may not directly sell too many books, they can help readers remember your author brand. Lynne shared the following stats:

- 88% of people remember the advertiser on a promo product.
- 82% of people keep a promo product.
- 79% of people research the brand on a promo product.

Lynne recommended choosing swag that makes sense for your brand, not just a random item that happens to look cute. Don't choose a consumable item, such as chocolate with a fancy wrapper, since the reader will throw away the wrapper! Also, just because a graphic looks good on your website or Facebook page doesn't mean it's going to look good on a one-inch piece of plastic. Work with your designer on a non-gradient, high-resolution image that will work on promo items. And Lynne's secret tip to saving money? Research promotional companies based close to where you live — at least on the same coast — to save significantly on shipping costs!

For the complete article and rest of the top 10 tips, [please visit the original article here](#).

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)**WRITE-IN!**

Oct 19th

MARK YOUR CALENDAR FOR THE OCTOBER WRITE-IN!!

Saturday, October 19th, 2019

2:00pm-5:00pm

Location TBD

(Lisa Fenley will send out the location on the loop)

Join the group for concentrated writing sprints (or editing). Bring your beverage of choice, a snack, and your laptop or notebook, and plan on getting in as many words as your fingers can manage!

**UPCOMING LOCAL EVENTS****October 12-13, 2019**

Writers in the Field

Amber Inn Academy of Arts, Mansfield, TX

<http://www.writersinthe field.com>**October 26, 2019**

Delightfully Dirty in Dallas

Westin Galleria Dallas, Dallas, TX

[Delightfully Dirty Event Page](#)**October 26, 2019**

2019 Writers Conference of Dallas

DoubleTree by Hilton DFW North Hotel,

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<http://www.writersconferenceofdallas.com>

October 27, 2019

Buns n Roses Literacy Tea
Hyatt Regency North Dallas, Richardson, TX
<http://www.bunsandroses.org>

November 8-10, 2019

Readers n Ritas hosted by Fresh Fiction
Hilton Garden Inn, Allen, TX
<http://www.freshfiction.com>

Have an event you want to share? Email us
via newsletter@ntrwa.org so we can add it to
the list!

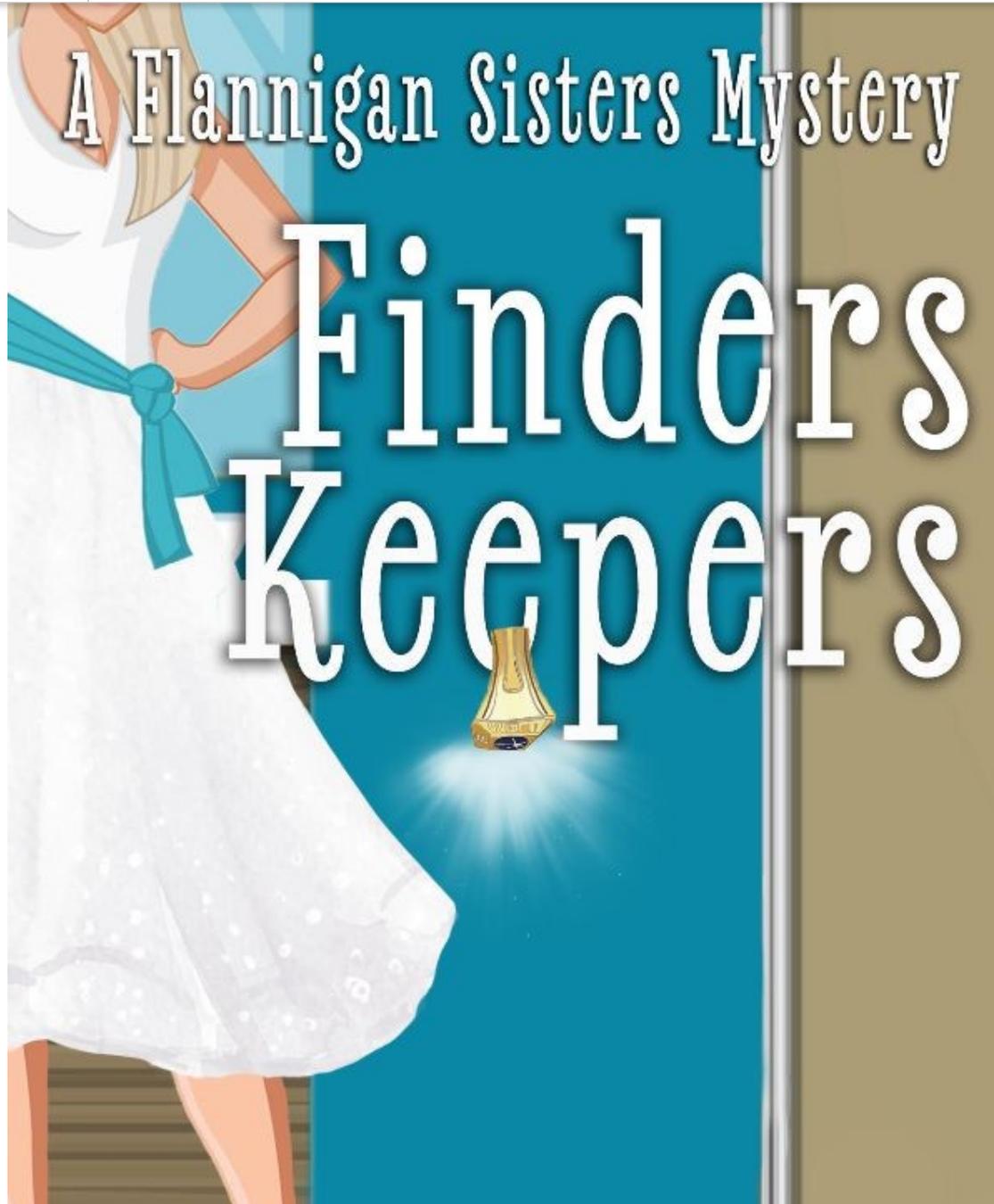
**Congratulations on NTRWA Members with new releases!
Check out these amazing stories!**

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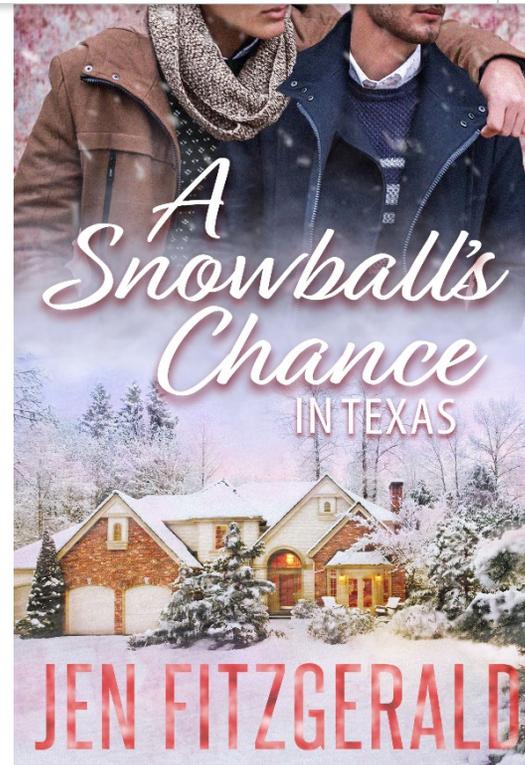
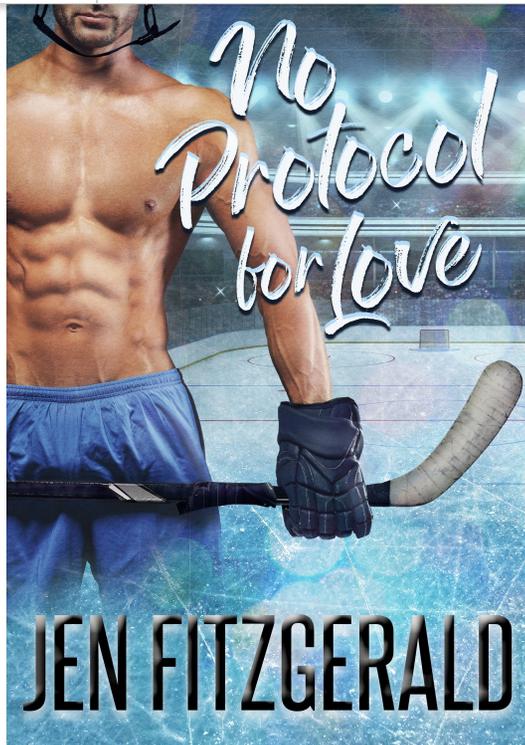


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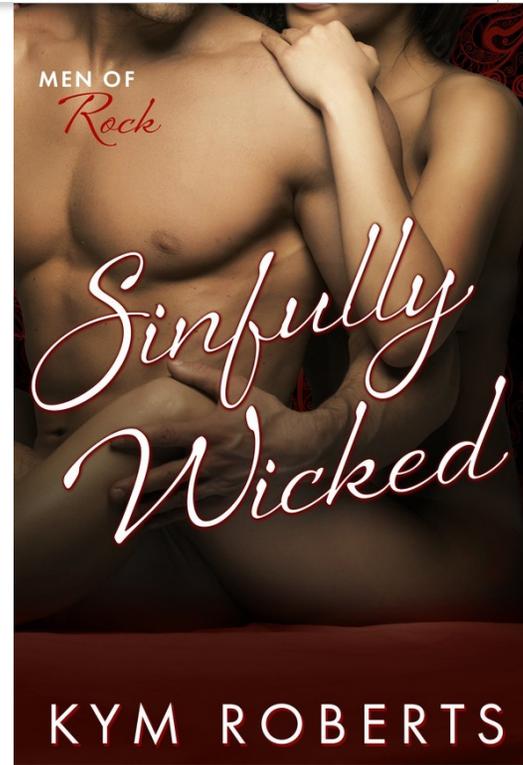
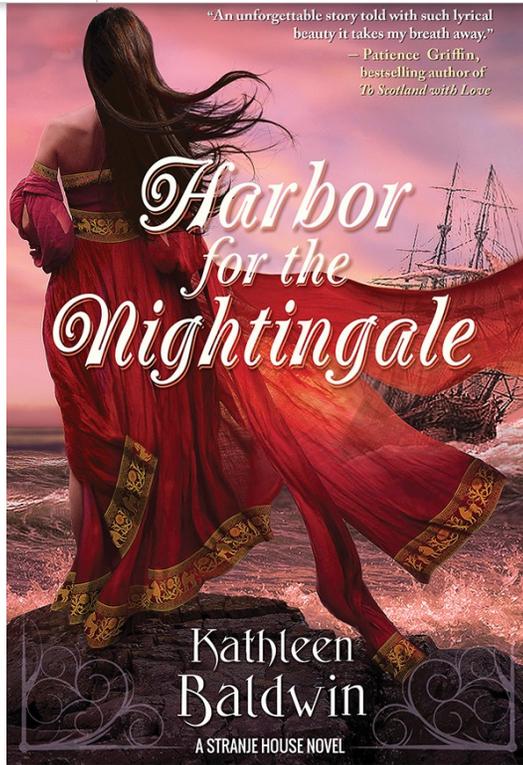


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**GENERAL MEETING MINUTES OF NTRWA
September 21, 2019**

Still being compiled. Sept meeting minutes will be shared in a later email.

Be sure to check out the schedule for the rest of the year's meetings and speakers on our

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website, including the Get Published topics!

<https://ntrwa.org/meetings/>

Oct 19th - Jess Michaels - Making Your Career a Priority

Nov - no meeting (retreat possibly in works)

Dec 14th - Holiday Party

Jan 18th - Amber Royer - Archetypes vs Cliches

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