

Effective Multi-channel Marketing for Books and eBooks



COURSE

Effective Multi-channel Marketing for Books and eBooks

Date: 13-14 March 2012
Time: 10.30am – 6.30pm
Venue: Agatha Room, Level 1, Toa Payoh Public Library
Workshop Leader: John Kremer, Author of *1001 Ways to Market your Books*, US

Fees: S\$430 per person (early bird registration before 13 February 2012)
S\$480 per person (normal rate)

Learn how to market a book in the 21st Century as online and digital media have completely changed the way of establishing relationships with a marketplace, and requires new approaches to sales and marketing.

Day One

- **Introduction**

John will lay out some of the basics that every author and publisher needs to know to carry out successful book promotions.

- **7 Key Strategies for Creating Bestselling Books**

In this session, John will cover 7 key ways that book authors and publishers in the US. have created bestselling books. Some of these ways might not apply directly to marketing books in Singapore, but these ways should inspire you to new ways for you to market your books and eBooks.

- **How to Create Relationships with Key Websites and Blogs**

In today's world, the ability to market books and eBooks relies heavily on marketing via the Internet. The key to effective Internet marketing is creating relationships with the people behind the websites and blogs that target your audience or focus on your book's topic.

- **Giving Away Free Stuff to Build More Internet Traffic**

If you want to get attention on the Internet, one of the best ways to do that is to give away quality stuff – videos, reports, eBooks, etc. – especially stuff that could go viral. John will teach you how to give away content to build traffic to your website, order pages, and social networks – so you can sell more books.

Day Two

- **Q&A Session**

John will answer questions that attendees have come up with overnight since the first day's sessions.

- **Creating Blog Tours That Generate Real Excitement**

In this session, John will teach you how to run a Superstar Blog Tour, Mega Blog Tour, and Blogpalooza – three ways to organise virtual book tours that help you attract widespread attention on the Internet while selling more books.

- **Creating Viral Videos and Viral Websites**

Learn how to create videos that get lots of attention and viral websites that feed into the sales pages or websites for your books and eBooks. Videos are one of the best ways to attract millions of impressions and build awareness of you, your books and eBooks, and your brand.

- **Expanding Your Market by Creating New Products**

The Internet allows anyone to create and distribute books, eBooks, videos, audios, and other products to millions of people. Learn how to generate new products within days and use them to build larger lists of customers, increase awareness of what you do, and increase your sales and income very quickly.

Your Workshop Leader

John Kremer is an acknowledged expert on book publishing and marketing. Besides being the owner of his own publishing company (Open Horizons in Taos, New Mexico), he was the Editor of the *Book Marketing Update* newsletter for more than twenty years.

John is also the author of a number of books on publishing and marketing, including *1001 Ways to Market Your Books: For Authors and Publishers* (6th Edition), *The Complete Direct Marketing Sourcebook*, *High Impact Marketing on a Low Impact Budget*, and *Celebrate Today*.

For the past twenty years, John has also consulted with some of the top bestselling authors in the US.

What people are saying:

“John Kremer gave the most consistent excellent, practical advice. It was my first time to see or hear him. I thought he distinguished himself as someone who might be worth paying to consult with. You know that's high praise out of my thrifty mouth!” — **Lisa Reid, Ferguson, Carol Publishers**

“If you want to sell 138,000,000 books like we have, read and use this book.” — **Mark Victor Hanson and Jack Canfield, New York Times bestselling authors of the Chicken Soup for the Soul series**

“John Kremer — He's smart, creative and clever, and he knows how to help you sell books.” — **Jon Bard, Editor, Children's Writing Update!**

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COURSE ADMINISTRATION

Registration Fees (please tick one):

- S\$430 per person (early bird registration before 13 February 2012)
- S\$480 per person (normal rate)

Fee is nett and is in Singapore dollars. Includes workshop materials and tea breaks.

Payment

An invoice will be issued upon receipt of your registration form. Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS". Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/mailed/submitted your online registration form.

Cancellation & Substitution

Fees paid are non-refundable but transferable.

Requests for cancellation must be made on/before 27 Feb 2012, after which a cancellation charge of 50% of the full course fee is applicable.

Upon submission of your registration, you are deemed to have read and understood the registration procedures and accepted the terms contained therein.

Mailing Address

National Book Development Council of Singapore,
50 Geylang East Avenue 1, Singapore 389777

Enquiries

Email : clap@bookcouncil.sg Tel : (65) 6848 8290

REGISTRATION FORM

Mr/Mrs/Ms/Dr _____

NRIC/FIN/Passport no.: _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

I am paying by cheque. Bank: _____ Cheque no.: _____

I am sponsored by my company / organisation

I will need a/an: Physical Invoice e-Invoice (via vendors@gov)

Please provide billing details if different from above

Contact Person: _____

Address: _____

Tel: _____ Email Address: _____