



Socially Responsible Ebook Marketing Guide

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**A Socially Responsible E book Marketing Guide Book
with P.M. Dacre
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A Personal Look Forward OR Why Might You Want to Read Further?

For the nearly 50 years that I have been involved with publishing, from melting Linotype in my father's NY Metro weekly newspaper - through the advent of DTP in the 80's - to the present time Socially Responsible E book publishing ventures I accept as my life purpose, one item has annoyed me.

That notion is that there are some sort of secrets that are profoundly inspired (e.g. 'How to get on NY Times bestsellers list) by one person's experience. What is more telling, is the secondary notion that one person's success in marketing (which is entirely about timing) has some manner of translating into Your success. I have found, by and large, that this notion does not hold much water.

So, if you would like to go along on my personal adVenture, as this E book about E books, evolves, you are most welcome to hop on board, and invite others who are so inclined.

So, who am I? I suggest you take a peek at these websites.

One: My visionary online CV which looks forward over the horizon and not so much into the distant past (even though that is there as well). Let's get acquainted through this link. <http://www.linkedin.com/in/philanthropreneuring/>

or this one

<http://bit.ly/GooglePatrick>

Finally, a working example of what I am learning, and sharing (no secrets) is at one of my clients sites, where we are demonstrating what we are testing, warts and all, to bring a new E book campaign to the fore. This client is a long standing friend, and hopefully 2013 will be a turn around year for their worthwhile efforts. Please accept this invitation to see the craft as it emerges. There are clues to the recipe on this page. <http://www.sophiasirius.net>

So, I like to work with Socially Responsible E Book projects, and if Your story has some aspects of Giving While Making a Living, then we might arrange a conference call sometime, on the house, for 20 min so we can discover our mutual interests.

Supported in large parts by these forward looking Socially Responsible Entities:

Sophia Sirius Publishing <http://www.sophiasirius.net>

<https://sites.google.com/site/keepyourpchappy/>
Computer Support 4 Her Coaching

Starting in May 2013, I will work with 5 new e book authors/self publishers to bring their offering direct to a focused market, via our now proven online e book placement techniques. We only work with subject matter with a Socially Responsible aspect, e.g. donation of a good % of profit to a good cause, charity, etc. Contact me @ end of this E book, to be considered for a Complementary 30 Min Hangout where we may discover some common ground. Much more available through blog from which this E book is drawn and more up to date truly.

<http://bit.ly/Ebooks4Good2013>

Table of Contents

This section Left Blank On Purpose As This E book is a Work – In – Progress and will be updated frequently

Chapter 1

In alignment with my 'No Secrets' approach, here is a working example, less than 3 weeks NEW, which is worthy of attention and we invite You to take the time to investigate this marketing technique.

Getting 'On the Map' with Indie Bound bookstore.

For those who might be familiar with how book representatives work as agents for publishers in real world of bookstores, we all have seen those 'Front of Store' displays as we enter an establishment. As You might expect, that retail space is among the most expensive pieces of retail estate in the market. Quite valuable actually when a new book is out in a blizzard of offerings.

So, we decided to achieve Frontage, as it is called, through nearly 200 Indie-bound (www.indiebound.org) online stores, with our clients book, *Wings & Dreams: 4 Elements of a New Feminism*.

Time investment was around 100 hours over 5 days, at 25.00 per billing hour = 2500.00 of sweat equity. This 200 stores would have taken at least 2 to 3 months in real world, and around 10000 to 25000 in advertising expenses.

So, we ask You this. Would it be helpful for Your 'My Voice' E book to be placed 'Front of the Store' with almost 200 online establishments? And then offer an invitation, through the 'On the Map' campaign, for the focus groups of that valuable Word of Mouth audience(watch for another post here on timing a campaign along with large scale global attention events) so that Your Voice e book can be heard?

Have a looksie here at the Map we are developing(never really finished is it) for a friends' Socially Responsible Publishing effort. www.sophiasirius.net

Chapter 2

Not usual for me to preach about technology, but as a recovering Geekasaurus(I speak both Ancient and Modern Geek), I feel it vital to suggest an 'Open Source' approach to publishing Your Voice thru an E book project.

Notwithstanding that Kindle(TM) and Nook(TM) are truly nice devices, it is clear that these technologies are solely for the purpose of delivering the inventory unique to their business approach. Fine for the early stages, yet with e readers, tablets, and yes even desktop and laptop e book readers going open source, we suggest you consider, seriously, using an e book publishing partner who supports E Pub standards.

You can Google that standard is you wish, yet why not just start the process, as we did, with this group, called Kobobooks Writing Life(<http://www.kobobooks.com/KoboWritingLife>) and get that organized before considering another option.

We do offer a side by side coaching schedule to help navigate this technology, yet only support Socially Responsible Publishing projects with my Personal E book coaching practice.

btw, the Kobo folks are the ones with the key relationship with Indie Bound US based online stores, and that has some tremendous merit.

Chapter 3

As You may find in reading through my notes, I like to use metaphors with relish(no mustard thanks). So, here is a missive on deciding how to launch the good ship My Voice E book into the turbulent seas of the digital oceans of data.

Most digital experts that I have seen, take the tack that Your E book(Idea) needs to be unique, branded, and solo in value. This quaint marketing notion is called a Unique Selling Proposition, and is based in the 1960's product marketing Zen, which has been largely relegated to the scrap heap as media complexity(read that social media) has grown.

So without trying to blow my own trumpet here, let's try it this way, and use an example from a client who has a book on Women's Rights.

Each year, in March, there are two significant International events which celebrate women and their rights. In the rest of the globe, International Women's Day 8 March, has many national aspects. The US equivalent is Women's History Month(don't we suppose it is time to call it Herstory Month?). The amount of social media that is created about this event timing, resembles a steady wind that comes on a heading and reaches a vast network of women's groups.

So, knowing that this wind is running strong, and constant, we launched the new 'A Woman's Voice' collection campaign, which is designed to feed the next generation e book series from Sophia Sirius Publishing(www.sophiasirius.net) and attached a special campaign for a republished Kobo compatible E book through the Indie Bound on-line store network(which aligns with a growing 'Buy Local' effort).

What are results? We will know more as this 100 day campaign(from 8 March to 16 June) continues, and update this report with the available information.

So, what does this mean? We suggest strongly that one take the time to point their digital finger in the air, and determine from whence the prevailing winds are coming, and release their My Voice E book into that steady stream of current.

Your comments are welcome in our Ebooks4good Google community here <http://bit.ly/Ebooks4GoodHang>

Chapter 4

One Book, Two Books, Three Books Four

Sounds like that children's rhyme does it not? He he..OK

So today, after surfing the tidal wave of International Women's Day activity, we discovered that our client's New e book attraction efforts are starting to bear fruit.

The notion here is a simple idea, and in fact has been utilized in many fiction paperbacks, most notably by editors and authors of a books series called CSFTS 101 stories etc etc. I just so happened to be a consultant to the two heads of that effort in first five books in series, and discovered that attracting material for a collection series, is as

simple as asking the focus market(women's rights in the case of my client, Sophia Sirius of Germany) for contributions.

What the one book two book idea suggests is that instead of simply writing just what You can create, there is a load of unpublished materials available in non book format. Does NOT make them less valuable, and perhaps can empower that writer, who sees their work among other notable participants, to consider expanding their writings, and become a full e book author.

Oh, and BTW, since articles, poems, etc are a 'short read' item, instead of setting the price at 1 or 2 dollars or euros, we simply added a 'Pay as You go' Paypal open donation link at very end of articles. We feel this is more equitable than to assume we know the value to the consumer. AND, we are more inclined to support free re distribution among the focus communities, and let the content set it's own value in market.

Might want to check this site out to see how using Law of Attraction can accelerate book producing and marketing dynamics. <http://www.sophiasirius.net>

Chapter 5

Sunday Morning about 5 days into full release of campaign, and was looking at the visitor metrics from main site (Sophia Sirius) as determined by Google analytics. Seems that average daily users has risen from around 6 a day(static condition) to nearly 33 a day. As the invitation for 'A Woman's Voice' starts to flow through the focus group communities(stopped using target market after deciding that Hunter/Killer approach is unsuitable for this type of subject matter), we anticipated a linear increase in map viewings.

Here are actual case study statistics from Google Map of Indie Bound bookstores. [click here for map](#)

On 1 February 2013, after about a one year off line hiatus, the viewer count was just over 2000 from the previous design(when we had Google E books links loaded into the system).

After aligning with Kobobooks (see other posting or part of this ebooklet), we added more stores(almost 200) and then cross promoted this new channel approach(Frontage online store placements) to these four core groups online:

- A. Self Publishing author groups**
- B. Digital and E book Marketing groups**
- C. Women's Rights and Studies groups**
- D. Channel Marketing focus groups(e.g UN Women)**

What we now see, as of this morning, are these tabulated results.

Nearly 8400 map views since soft release on 21 April 2013. Now before we get too excited, we need to reduce that count by at least 1000, as those were map views as I did the design and tested each link to ensure that the e book could , in fact, be found in that online Indie store.

So, starting at approx. 2100 on 1 February, and releasing from 1 - 8 March 2013, knowing campaign is 100 days in duration, this suggests that nearly a doubling of views has happened.

So, in the marketing matrix of success, if we can maintain that same rate and more, the resultant effects on click throughs (monitored by bit.ly links) and further focus group interactions planned weekly, this demonstration test is starting to look quite interesting.

I will post more information on this 'NO Secrets' approach blog as they develop.

Chapter 6

Without getting all esoteric on definitions of success, a twitter response stirred this in my thinking today, and wanted to share the success levels which this campaign has achieved. Yet, let us tarry a bit ahead of metrics and see how success can be appreciated as a process.

Seems to me that success is a root for successive and successor no? And both of those words suggest a pattern or process of engagement and shifting realities. So if success is a process and not a destination, then let us savor each step forward, backwards, or sideways as a measurement of initiative and accept the 'Present' moment (root word for momentum) as the benefits accrue.

So, here we are at 11 March 2013, and the grand experiment with a client's re published book, *Wings & Dreams: 4 Elements of a New Feminism* is starting to flower a bit, and thankfully, like the unwatched pot on pre boiling point, simmers along nicely as the campaign expands.

A. Map to the Indie Bound bookstores is a resounding success, with nearly doubling of page views from outset. The analytics on Google maps are of the broad and rough type, and remind me a bit of advertising 'impressions' from the Madison avenue models. I take this number in relative terms and try not to obsess on it.

B. One technique we are testing is the 'offer' approach, where besides the book for purchase, we also offer a freebooklet companion product, which appeals to the gift giving nature of our focus group of 30 to 60 year NEW women. This offer is included, like icing on the

cake, at each doorway to the indie stores online efforts. So far, the results, non metricized, are encouraging.

C. We are collecting personal stories for an ongoing series of e books, called 'A Woman's Voice' which appeals to a Non Violence For Women campaign, which aligns well with the current Violence against women and girls themes running wild in social media. The early interests are quite compelling and we are testing a 'Pay as You Go' valuation approach on that campaign.

We will access this project further once a week for next 88 days and advise the results and successes.

Your comments are welcome in our Ebooks4good Google community here <http://bit.ly/Ebooks4GoodHang>

Chapter 7

Part of our vision as a Philanthropreneur, is to make it possible to contribute this Social Responsibility Consulting service to eligible and nominated Non Profits or Community Groups. While the momentum in social communities is taking root, we offer an example of a FB based crowd funding option, in association with Fundrazr, which taps into PayPal processing.

Perhaps You may find this support utility of some value to Your E book campaign.

For any contribution above 8.00 in Your currency, we offer a Free 20 Min consultation on Finding Your Voice through E book publishing.

Here is that crowd funding link to share.

fundrazr.com/story/22kkIb

Help Me help women and children's e book outreach campaigns in 2013.

Chapter 8

Is Your E book Flying out of Airport Shops?

I am about to fly to Irland(sp on purpose) and realized that we travelers have all seen the WH Smith stores and shops in the terminals. Would it be too cool to be in that impulse focused, captive reading market store?

Well, we approached the WH Smith retail folks, and in purely British style, we are in the queue(which is not to be confused with the 'loo').

Well being basically impatient, I happened to recall that our associated e book folks at the good ship Kobobooks, just happen to be available through the WH Smith retail chains(among others).

So, wanting a nice test market for the e book traveling reader, we found that we could 'place' (digitally that is) our e book from German women's rights client Sophia Sirius Publishing, their Wings & Dreams title right in the front of the airport shops(expensive real estate in

retail book trade) and then announce this to women's groups to share for reading during flights.

I love living long enough to wrinkle a few things.

OK..here's the map from the site, and we will commence the notifications once we have full store listings for WH Smith(which will tie in nicely with the UK based women's groups we support.

Chapter 9

We were asked to design a 'Niche Marketing' blog tour by a self published author on a personal story book, and without some of the proprietary details, here is a four step process we highly recommend for anyone before they start a 'viral'(which we find mildly offensive and universally ineffective) campaign.

Hope this stirs a few embers in the marketing imagination for you.

The premise of such a social media tour, whether focused on written blogs, community discussion groups, or online chat/radio programs, is to match the 'KEY VALUE' elements of the message of the author or writer, to the EXISTING topical discussion or narrative of that focused community.

Step 1: Define through interactive interview(to be utilized for passive placements) which focuses on KEY life purpose or theme from authors' standpoint. Overcoming obstacles, struggles and determination, family dynamics are among the themes which ***** speak to. This 'author's interview, can be done in Q & A format, and would be a social media element for blog placements.

Step 2: Define the top 5 communities online, which fit with the KEY ideas theme, AND match up with current(not more than 60 days prior discussion history) topics of the 'thought leaders' in those communities. The core value is to bring 'advocates' of the *** forward, who can preview the book(tbd) and review and engage their communities as 'advocates' of that topic or theme.**

Step 3: Arrange a visit or appearance with each community and invite or engage with active discussion interactions, by the author or the advocate, on a time specific basis. Set a calendar for this appearance schedule, and make it available from Book fb and other social media sites. Include vital cross-links. Arrange for media invitations to other bloggers to attend these virtual events.

Step 4: Announce a support campaign where a % of the profits(not less than 20%) goes to support a 'basket' of charities or non profits as the campaign releases to the social communities. Make a virtual presentation each quarter of the results of this effort.

Your comments are welcome in our Ebooks4good Google community here <http://bit.ly/Ebooks4GoodHang>

Chapter 10

We all know that the writing process is key to a good finished E book and we suggest that one look at this link to see how a FreEbook can combine important aspects of a pre publishing campaign while developing the finished Project.

This posting includes the following aspects of E book publishing:

Framing of story line
Profiling of focus reading audience
Preliminary 'draft' previewing
Crowd Funding to support topic or subject (we do E books for good so fund raising vital to those we profile)
Focus Group pass along readership

Chapter 10

Since so much time is spent on composing and editing the material for an upcoming book, perhaps there is some value to the digital 'scraps' of information that results from the creative process. Here is what we learned while starting the pre release process for the 'Socially Responsible E book Publishing Guide' <http://bit.ly/SocRespEbook2013>

This approach actually has two core focus audiences:

A. Self Published authors who have a need to do something good with their works AND need a new and innovative approach(Marketing by Association) to reach more potential readers.

B. Socially Responsible coaches, consultants, and organizations(NPO's and NGO's) who have a story to convey to attract more supporters to their efforts.

So I simply went to Linked In, Faceboy(my name for FB), Orkut, Google +, and Yahoo Groups, and did a key word search on groups that aligned with those two themes above.

I joined those groups and observed the discussions and defined the group dynamic, and then carefully responded to postings(DO NOT post Your e book links as a discussion as this is a waste of bandwidth).

The responses were the excerpted edits from the e book, and usually the persons in that discussion would ask the source of that information, which I would then link to this blog or FreEbook which contained the basic information.

So, what this means is that while writing and revising Your work, it is entirely Possible to start 'seeding' the potential readers market with excerpts and gain perspective of viability of Your forthcoming project.

Chapter the Last

We have found a fascinating 'telescoping' approach, which feeds a focus community with offerings of a manuscript, based on an appet-easer basis, to wit:

A. Create a FreEbook which is usually from 1000 to 2000 words in length. At end of that item, link back to the E book access door, using an approach like we mention in other part of this narrative with Feedbooks.

B. Create an E book with Kobo as it allows for access to 100's of on-line storefronts for distribution.

C. Create a POD actual book, which activated link is at last page of E book but not FreEbook.

Good luck with Your book self publishing adventures.

**Patrick E book Niche Marketing Super Learner
Please do NOT call me an Expert**

send a note to ebooks4good@gmail.com for personal interviews about being a case study candidate in my new E book about E book marketing from real world examples.

We also will consider a personal coaching lesson plan for eligible socially responsible publishing efforts where we will train your team on this technique. Conducted via Google + hangouts and requires six one hour sessions at an investment of 88/hour, of which we contribute 25% in matching consulting time to a charity of your choice. Contact me at email above for more information.

Now that we have the Frontage campaign well defined, we are open to training 5 self publishing folks on how to reach Your super niche market without SEO by navigating among social communities online and a select map of Indie Bound online stores.

A. Need to be in kobo inventory

B. Need to have an author or publishers video(similar to a reading from real world)

C. Need to have a great notion of the perfect reader.

D. MUST be willing to provide from 10 to 20 % of profits to local good causes. We only train Socially Responsible E book folks.

Patrick
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Want to see this in action? See this link

Who the heck am I? Try this profile

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