

Val Waldeck

DOUBLE
YOUR
SALES!

The A-Z MARKETING Guide

How to
SELL
more
books



THE A TO Z MARKETING GUIDE

HOW TO SELL MORE BOOKS

VAL WALDECK

Copyright © 2015, Val Waldeck
All Rights Reserved

TABLE OF CONTENTS

[Introduction](#)

[1. Authority of Authors](#)

[2. Be Active on Facebook](#)

[3. Creative Blog Marketing](#)

[4. Do Get Involved With Podcasting](#)

[5. Everywhere... Be Everywhere](#)

[6. Facebook Pages](#)

[7. Google](#)

[8. Hootsuite, a Real Time-Saver](#)

[9. Instagram](#)

[10. Jing, an Incredible Free Resource](#)

[11. Kindle Publishing](#)

[12. LinkedIn, Interacting with Professionals](#)

[13. Mailing Lists](#)

[14. Newsletters](#)

[15. Opportunities – Look for Opportunities to Share](#)

[16. Pinterest](#)

[17. Quotes – Make Your Voice Heard](#)

[18. Release News about Your Books with Press Releases](#)

[19. Survey Monkey](#)

[20. Twitter, the Internet's SMS Service](#)

[21. Understanding Social Media Strategy](#)

[22. Video Marketing and Animoto](#)

[23. Webinars and Teleseminars](#)

[24. X-Factor in Marketing](#)

[25. YouTube Marketing](#)

[26. Zero to Hero in Thirty Days](#)

[About the Author](#)

[Discover Other Books by Val Waldeck](#)

[Disclaimer](#)

INTRODUCTION

Every Author is an Entrepreneur. We know that merely writing a book – and even publishing it – won't necessarily bring readers. We have to develop marketing skills.

“If you don't tell them, they won't come!”

The writer of the Book of Ecclesiastes said, “Of making many books there is no end” (Ecclesiastes 12:12, The Bible).

“Making them” is the first part of the journey. Selling and distributing your books is the next step. Social Media and the Internet have made this task so much easier and enabled us to reach a global audience in a very short time.

The A to Z Marketing Guide will point you in the right direction. It is not an exhaustive guide, but the information in this book will be invaluable to you, providing you with marketing strategies to help you sell more books.

Val Waldeck

Email: val@valwaldeck.com

www.valwaldeck.com – Reaching Our Generation One Book at a Time

AUTHORITY OF AUTHORS

THIS book is all about marketing and getting your book noticed. Authors are notoriously introverts and marketing and promoting their books is a scary process. Of course, this valuable information will be useful in the promotion of any product.

But first, let me point out how incredibly powerful the written word is. Lives and destinies have been changed by books, tracts and other written material. Nations have been impacted and generations influenced. How poor we would be without the great libraries of the world.

Books have brought out the best in people – and the worst, like Hitler and his Nazi philosophies. The Bible has been a life-changer and a destiny-changer for millions. The legacy left by those who picked up their pen and recorded their stories can never be truly evaluated.

Writers are considered an **AUTHORITY** in their field and their words make a difference.

The issue is... how will our generation hear and read if they don't know our words exist? That is the theme of this book.

Here's how we tell them.

BE ACTIVE ON FACEBOOK

FACEBOOK is an amazing resource.

Did You Know...?

- Approximately 900 million people use Facebook on a daily basis.
- Smartphone users check Facebook 14 times in a day.
- Every minute, 1.8 million new “likes” are made on Facebook.
- Average time per Facebook visit is 21 minutes per day.

These are amazing statistics. Here’s where people congregate in vast numbers and where your book should be featured.

Remember, though, your Facebook profile is a SOCIAL page and advertisements are not really welcome here. Your Facebook Page is the place for that (we will talk more about that under “F”).

What an opportunity, however, to share insights about your book and interesting comments and quotes that will intrigue and fascinate your friends and followers, giving them the desire to know more about your books and products. Link to your sales page so people can find your book... without telling them to “buy now”!

Facebook is a viral site. The more people communicate with you and “like” and “share” your status updates, the more people become aware of your presence in this world and what you have to offer. They love videos and pictures so use them to good effect.

Always seek to add value.

CREATIVE BLOG MARKETING

ONE of the best ways of becoming visible to the online world is through creative blog marketing. As an author, you should make your blog a priority. It should become the hub of all you do. Once traffic starts flowing, sales of your books will follow.

There are literally MILLIONS of blogs on the worldwide web and that is a good indication of how popular blogs really are, which makes it a really great tool for marketing your books. The object of your blog is to bring people to your website.

That means, of course, that you should take time to build pages for your book or books. Include a graphic of the cover, details of the book, your description, some motivation for the sale.

And, absolutely essential, a link to the storefront where your book is available or a payment button if you are selling directly from the site.

It is recommended that you write on your blog frequently, at least twice a week. That helps Google and others find your blog so they can tell the world. It is a marvelous place to share your ideas, thoughts, books and stories.

In fact, you can say anything you like on your blog, but try to keep it targeted. For example, it's not much use blogging

about your favorite pancake recipe if you are trying to sell books on Dog Training... unless your dog ate your latest batch of pancakes. That could work!!

Be sure to write excellent, interesting and informative articles in your posts that will attract people and cause them to visit again and again. Do not make an outright sales pitch for your books, but share stories and information about them – even quotes – with a link to their sales page (a static PAGE – as opposed to posts – in your website).

Blog regularly, provide quality, and focus on your target market.

DO GET INVOLVED WITH PODCASTING

PODCASTING can be described as on-demand online radio and has been around for about ten years. Recent technology has made it so much easier to create and download Podcasts.

Smartphones and Bluetooth-enabled vehicles are all podcast-friendly and new audiences are being reached every day. People often don't have time to read blogs and watch videos and they like to listen while travelling or preparing meals.

According to Edison Research, online radio reaches an estimated 94 million people weekly. Forbes magazine say there are nearly 250,000 unique podcasts in existence. Apple recently surpassed one billion subscriptions to podcasts.

I know authors and product creators are busy people, but it is a fact that the public's interest in podcasting is rising. We want to reach people and this is an outstanding method.

One author declared that since he published his first podcast in January, his book sales have increased remarkably. In February, 600 people downloaded his Podcast and it hasn't stopped there.

This is definitely a field worth investigating.

How do you go about Podcasting?

- Define your audience – decide who you specifically want to reach.
- Define your goal – Exactly why you want to reach them.
- Define your plan – how often will you air your podcast and how long will it be.
- Select your equipment. You basically need a microphone and software to record your podcast. The free Audacity software is most recommended and so easy to use. Google for it.
- Decide on an RSS feed to host your podcast episodes. Investigate SoundCloud and Libsyn, for example. Upload your podcasts and then use these services to send them to iTunes and Stitcher.
- Set up free accounts with iTunes and Stitcher to allow people to download your podcasts easily.
- Tell your friends and followers – you need five reviews immediately.

How you decide to focus your podcast will depend on your readership, your interests, your passion, and your niche.

Choose your topic carefully, query your audience, test the waters and go for it.

EVERYWHERE... BE EVERYWHERE

IFTTT (short for “If This Then That”) is a fabulous free service that can save you a lot of stress. It enables users to connect different web applications (e.g., Facebook, Evernote, Twitter, LinkedIn, Dropbox, etc.) together through simple conditional statements known as “Recipes.” The sky is the limit and this is a real time-saver. It allows you to be everywhere!

Go to www.ifttt.com and set up your profiles for the various Social Media Networks you plan to use. There are over 72 on offer. Then let IFTTT automatically do what you have been doing manually.

For example, you can create a recipe to automatically send the link to your latest blog post to your Facebook profile, Facebook page, LinkedIn, Twitter or wherever. I have instructed IFTTT to send the title, link and content to my Facebook page, and just the title and link to LinkedIn and to Twitter. So easy.

You can use it for all kinds of things. From performing automated Craigslist searches and sending you the relevant results to automatically emailing your colleagues when your plane lands in their area, IFTTT can make you instantly more productive with almost no effort on your part.

The “this” part of a Recipe is called a Trigger. The “that” part of a Recipe is called an Action. Some example

Triggers may be something like “I’m tagged in a photo on Facebook.” The Action could be “send me a text message” or “create a status message on Facebook.”

The combination of a Trigger and an Action from a user’s active channels are called Recipes. The automation strategy – called a recipe – sets the action you require in motion.

For example, using a fairly simple set of instructions you may instruct IFTTT to watch a channel (such as Gmail) for an event (like, say, a message containing a specific word in the subject line), and when that condition is satisfied to trigger a customized response (such as sending you a text message or formatting the contents of a qualifying email message into a document).

You could, for example, receive an SMS message every time Amazon sends you a royalty advice. Examine the different recipes and let your creative juices flow. There are generic channels, too, for sending email and SMS messages, triggering actions at specific times, or accepting triggers via voicemail.

And there are mobile channels for tracking the location of your phone or interacting with iOS apps.

Creating a recipe is as easy as telling IFTTT what channel and event to watch for and what response to trigger. You can write your own recipes or use recipes online that others have shared.

You may also share your unique recipes. The library of recipes is huge and freely available. These are a dozen of the tastiest IFTTT recipes on the Web, and each shows just how handy the service can be when you take the time to craft some truly useful triggers and actions.

Give it a try!

FACEBOOK PAGES

FACEBOOK PAGES are different to your personal profile. They are also known as Fan Pages and are specifically designed for business use. They are the ideal medium to advertise your books and publications.

The profile section of Facebook is designed for social networking and people tend to become irritated with blatant advertising. Make friends and refer to your books casually, perhaps with a quote or a comment. Use the PAGES function of Facebook to focus on the business side of your writing.

While you invite people to become “friends” on your Facebook profile, the Page function is a little different. You are able to create a page (or pages) for your business, product, hobby, or whatever and then you invite people to “like” your page. Try to keep the two separate as much as possible.

Facebook Pages are the ideal way to market your books. While your Facebook profile (timeline) is more a social facility, Facebook Pages are geared towards business.

Did You Know...?

- Approximately 900 million people use Facebook on a daily basis.
- 80% marketers are using Facebook.

- Smartphone users check Facebook 14 times in a day.
- Every minute, 1.8 million new “likes” are made on Facebook.
- The amount of video from people and brands in Facebook’s News feed increases 3.6 times year-over-year.
- Brands posted 20,000 more videos on Facebook than they did on YouTube in December 2014.
- Average time per Facebook visit is 21 minutes per day.
- 59% percent of revenue comes from mobile Facebook.

Facebook Pages have some great advantages

- While you are limited to 5,000 friends on your profile, Facebook (at this time) places no limitation on the number of people who can “like” your page.
- You are able to message all your contacts and Facebook will place a link in the Update section of their Inbox.
- People do not become irritated when you promote on your Page because this is what it is designed for.
- You are not limited to one business page and may create multiple pages to promote various products and businesses.
- You may add opt-in forms to any of the tabs and so increase your subscriber list.
- You may add various tabs to your page with relevant information and offers.
- Facebook no longer allows you to change the default landing page, but as each tab or screen you add has its own URL so you can still send people there directly if you wish.

- New visitors will always land on your default page... so customize your Page in various ways and make it as exciting as possible.

This is a very powerful marketing strategy!

Build your page here – www.facebook.com/pages/create.

GOOGLE PLUS

GOOGLE+ may be the fairly new kid on the block, but it is fast overtaking the Social Media scene as The Place to Be.

Did you know...?

- 48% of fortune global 100 brands have their presence on Google+.
- Google+ has around 350 million active users.
- Google+ has a remarkable growth rate of 33% p.a.
- 70% of brands have their presence on Google+.
- 41% of B2C and 39% of B2B marketers use Google+ for their business.
- Approximately 1.5 Billion images are uploaded on Google+ every week.
- Google+ is the second biggest social media platform after Facebook.

GOOGLE PLUS is an exciting and popular way to interact with people and bring buyers to your books. It allows you to connect with millions of users in a professional way and helps separate personal posts from business posts.

Google+ also offers a number of unique features, such as the ability to segment who sees what on your page.

Google+ Pages offers some unique features that no other social networks offer.

Taking advantage of these features will help you gain more readership, more followers and build more credibility.

Use Your Circles

- Set up various groups (circles) and add people to them.
- Separate the different interest groups in your user base and post different messages to them. For example, you might post different messages to prospects, customers, suppliers, authors, publishers, etc., and to the rest of the world.
- Take advantage of the multimedia options. Google+ allows you to embed images and videos inside the post itself. Furthermore, all the multimedia you post can be easily accessed in the Photos or Videos tabs.
- Post long pieces of content when it makes sense. Unlike other social networks which cut off your content and require you to add links, Google+ Pages allows you to just post it all on your wall. This is great for event announcements, unique content and product promotions.
- Actively promote your page to your Google+ friends and circles.

While Google+ pages can be a powerful tool for communicating, you still need to talk about it often.

Assume your audience is sophisticated and tech savvy. Though Facebook has huge penetration, the majority of Google+ users are early adopters and people who like to test new technologies. As a result, by and large your followers will be very savvy. Don't give out basic content; instead use your Google+ Page to promote only your best.

Google Hangouts

Another great way to connect with users is through Google Hangouts. These are impromptu (or scheduled) video chat meetings. To use a hangout, just click the hangout button on the right of your Google+ page.

Google+ will put your marketing on steroids!

Go to www.plus.google.com for more information.

HOOTSUITE, A REAL TIME-SAVER

HOOTSUITE is a super Management Tool for your social networks. You can add up to five social networks with a free account and then monitor them in real time all in one place. E.g. Twitter, Facebook Profile, Facebook Fan Pages, Linked In, etc.

Once you login to your Hootsuite account, you will see your social networks – your posts, responses, private messages, etc., all on one page.

For each Social Network you can add as many “streams” as you like. You are also able to respond directly to comments, status updates and tweets and you don’t need to login to your various social accounts on an individual basis. You manage them all from your Hootsuite account. A real time-saver.

You are allowed only five social network accounts in the free membership so I chose NOT to add my Facebook profile (only my Business page). This means all my marketing will go to the various networks I have joined to my account.

That leaves the Facebook profile for me to visit personally to socialize and no marketing messages will go to my Facebook friends, unless I choose to add one.

How to get a HootSuite account

Sign up for HootSuite at www.hootsuite.com.

Enter your required information and click “Create Account.”

CUSTOMIZE YOUR ACCOUNT

Add your Social Media profiles.

Click the Launch Bar at the top left-hand corner of your screen. Go to “Settings”, select “Social Networks” and click “Add Social Network” button. Add your Twitter accounts, Facebook Profile (see my comment above) and Fan Pages plus any other social networks you are linked to. “Allow” HootSuite to communicate with them and you are done. You only have to do this once.

Add your Social Networks as Columns (Streams).

To start monitoring your networks, click the “+ Add Streams” button at the top of the page. This will create a column for Home Feed, Mentions, Search, etc. Use the toggle bar near the right-hand corner of your screen and Shift right to left to adjust column widths so you can fit more in.

The Hootsuite Launch Menu

To access the HootSuite Launch Menu click the Launch Bar on the upper left-hand corner of your screen. It looks like a little hut. Select “Streams”. This will open up your networks in different tabs.

Composing Messages to your Social Networks

To Compose a Message, click inside the “Compose” field on the upper left of your screen and type a message. Add

your URL to the “Add a Link” box and click “Shrink” to automatically shorten it. Then select a social network from the list on the right of the compose message box and click “Send Now”. You can send to all of them at the same time, or just one. Your choice.

Reply, Retweet, Direct Messages

Reply, Retweet, Direct Message. Hover your mouse over a tweet, and choose reply, retweet or direct message by clicking the buttons in the top right hand corner.

Twitter Search

At the top right corner is the “Twitter Search” field. Enter a search term and enter.

Schedule Messages for Future Delivery

To schedule messages for future delivery, after you type your Message click the button with the calendar icon. A calendar will pop down, enabling you to set the date and time. Next choose whatever social network profile you would like to send the message to. When finished, click the Schedule button to confirm.

Draft Messages

You can save draft messages too. Inside the Compose field, type the status update you want to save, then select the social media profile you want to save this under. Near the Send Now button, there is a floppy disc icon. Click it, and an accompanying message will say, “Message saved as draft.”

To access your Drafts, click the arrow icon beside the floppy disc icon. Your drafted Status Update will then show in the text field, and be ready for use.

HootSuite sends you periodic reports of your activity. It is a great site and highly recommended. I use it every day.

INSTAGRAM, POPULAR WITH PEOPLE AND BUSINESSES

INSTAGRAM is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.

Did you know...?

- Instagram has over 300 million active members in which 65% users are located outside of the United States.
- 1.6 billion Likes are made every day.
- 60 Million Photos are shared every day.
- Instagram Engagement is 15x Greater than Facebook.
- 93% of Prestige Brands use Instagram.
- 57% of Instagram users visit the site at least once a day (with 35% doing so multiple times per day).
- Average Instagram Users spend 257 minutes a month on the site.
- 25% of the Fortune 500 now use Instagram.

A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. The maximum duration for Instagram videos is 15 seconds.

Instagram was launched in October 2010. The service rapidly gained popularity, with over 100 million active users as of April 2012 and over 300 million as of December 2014. Instagram is distributed through the Apple App Store, Google Play, and Windows Phone Store. Support for the app is available for iPhone, iPad, iPod Touch, and Android handsets, while third-party Instagram apps are available for Blackberry 10 and Nokia-Symbian Devices.

The service was acquired by Facebook in April 2012 and grew by 23%, while Facebook, as the parent company, only grew by 3%.

If you have a proper Instagram marketing campaign, you could reach out to millions of Internet users in a very short time.

Sign up for a free account at www.instagram.com.

JING, AN INCREDIBLE FREE RESOURCE

JING is an amazing little tool that captures anything you see on your computer screen as an image or short video and lets you share it instantly. Jing loves to share.

The Jing sun sits nicely on your desktop, ready to capture your screen at a moment's notice. It will capture a window, image or part of an image with just one click. You just select what you want Jing to capture. It will even capture short videos (up to 5 minutes). You can save these items to your computer or share them quickly and easily. Jing is fast becoming my Best Friend.

It has a little toolbox that allows you to add arrows and comments on the fly. All you have to do is click on the image and Jing does the rest. With Jing, you can add an image to your blog, or instantly share your captures through IM, email and more. I use it every day and never need to download images.

And that's not all! If your computer has a microphone, Jing can record your commentary at the same time as your movements. As soon as you're done recording, your screencast video is ready to upload and share over the web, IM, and email.

Jing can also be configured to return html embed code so you can insert your image or video directly into a blog, website, wiki and more.

You can download it from www.techsmith.com/jing.html

KINDLE PUBLISHING

KINDLE PUBLISHING will put your book sales on steroids.

The amazing Kindle e-Reader is one of the most-wished-for and most-gifted products offered by Amazon.com. It is so popular that this bestseller has the most 5-star reviews of any product on Amazon.

In fact, Amazon are selling more Kindle books now than hard covers or paperbacks and a major factor is that just about every digital device (including your smartphone, tablet and PC) has a free reading app which enables you to download and read Kindle books at your leisure. One book... unlimited readers!!

The Kindle itself is a lightweight e-Book Reader that can hold up to 3,500 books. It is about the size of a very thin paperback and weighs less than 8.5 ounces. It feels and reads just like a book because of its new e-ink non-glare technology and is growing in popularity daily. You can even read it in direct sunlight as you relax on the beach!

There are thousands of books available from Amazon's Kindle Store. 88,000 kindle titles sold in 2007. 500,000 sold in 2010 and 2011 saw over eight million sales. That figure has climbed dramatically and even well-established authors are publishing on Kindle as well as paperback formats.

Amazon claimed fairly recently that they sold 183 kindle books for every 100 hardcovers/paperbacks. In 2011 the New York Bestsellers List included 107 kindle books in its list of 111 bestsellers. That is not to be sneezed at!

Kindle Publishing offers user-friendly economical publishing without the need for a middleman, unlimited sales potential, huge traffic and interested buyers with credit card in hand actively looking for something new to read.

Now is the time to get your book published for Kindle and it is a lot easier than you imagine. It costs nothing to publish your Kindle book with Amazon and they pay a handsome royalty for sales, even as much as 70% of your chosen price.

To produce a really nice-looking, professional Kindle book is not difficult, but I must warn you that it can be a lot of work if you have unnecessary coding in your original manuscript.

If you follow the necessary process, however, this can be a huge boost to your sales and income potential. Amazon traffic takes some beating. You can get some help with formatting at www.kindlepublishingmadeeasy.com.

Why not give it a try?

LINKEDIN, INTERACTING WITH PROFESSIONALS

LINKEDIN is one the most important networks to be involved with. Together with Facebook Pages, Twitter and YouTube, it is strongly recommend you spend some time with LinkedIn.

LinkedIn is different to Facebook and other social networks in that it is the one social network dedicated to connecting professionals with other professionals. Through LinkedIn, you can reach a completely different group of people than any other social network.

These are business-minded people, serious about their lives and professions. They are the people buy books that add value to their lives.

Here you can interact with people in a meaningful way. You are not linked to 140 characters and you do not need graphics and photographs to entertain them. The traffic here is huge and the possibilities are endless.

Using LinkedIn, you can find extremely high ticket customers. You can find potential investors willing to put in hundreds of thousands, even millions into funding your company. You can find potential business partners. You can find top notch talent to work in your company. You will

find professionals in all the fields needed to help you write, publish and market your books.

It is very important for you as an Author to comment regularly and “be seen” as well as to interact with those you make contact with you. LinkedIn members do not like being “sold to” and the object is to build relationships. People who like and trust you will be more interested in your books and what you have to say.

The important thing about joining LinkedIn Groups is to focus on target groups and spend some time regularly connecting with them.

Open your free account at www.linkedin.com.

MAILING LISTS

LIST BUILDING is one of the most important things you can do in online marketing. Your list is your number one method for sharing news of your promotions because the people on your mailing list will be the most responsive to your book marketing efforts. They already know, like and trust you.

Your aim is always to build a targeted and effective list that will respond happily to your emails. Always keep the goal of your emails in mind when you write to your list. Make sure that the people signing up know exactly what to expect from you.

They say the money is in the list, and they're right because you will have a list of dedicated buyers who will, hopefully, look forward to every communication you send.

Why have a mailing list?

It allows you to promote your books, sell products you have created, or affiliate products in your target market, build joint ventures and increase your reach as people share your information with their friends and potential subscribers.

Email Lists can generate the high quality traffic because people who have subscribed to your email have opted in by making a purchase from your site, or through some other

means, and are interested in your products and content. Your subscribers are the most likely to buy from your website. The people who read your email and go to your website represent the traffic that will have the highest percentage of conversion into sales.

How responsive your mailing list subscribers are depends on how well you develop your relationship with them and how much you understand who your prospects are.

There are many ways to get subscribers. Here are just a few suggestions:

- Put a sign-up box on your website/blog.
- Add a link to your mailing list in resource boxes.
- Add the link to your email signature.
- Offer a free eBook, report, newsletter, eCourse, tips, etc.
- Ask your subscribers to share your emails with friends.

Imagine building a list of 100,000 subscribers and then telling them about your new book on Amazon! They already trust and like you so buying your book will be a no-brainer. You could even send them a free digital copy to read and then ask them to write a review on Amazon.com, a stunning way to send traffic to your salespage.

You could, of course, keep an email list in your computer's mailing program, but this is time-consuming and a lot of work. You would have to keep up with unsubscriptions, bounced emails and new subscriptions.

To avoid spamming, a legal requirement is that subscribers must "opt-in," i.e. personally request to join your list and receive information from you. In the case of any dispute, you would have to prove you were not spamming them.

A better option is to use an Autoresponder company, who will do all the hard work for you, including sending out your emails according to a schedule you select. The reputable ones have high delivery rates so you can be sure your emails are not being blocked without reason. They also add the required “unsubscribe” link to your email and keep track of all your subscribers.

My personal favorite is AWEBER. They allow you unlimited autoresponder lists with many useful options. AWeber also has a comprehensive help section to walk you through every step of the way.

There are many others, e.g. www.getresponse.com, www.mailchimp.com – Google for more. Be careful with “free” autoresponders as you may have to put up with advertisements.

NEWSLETTERS

NEWSLETTERS – or E-zines – are a marvellous way to keep in contact with your email subscribers. This takes a little more work than just emailing short tips or items of information, but the effort is well worth it as you build a company of dedicated followers.

Always be clear about the goal of your newsletters. Make sure the people signing up know exactly what to expect from you. How many e-zines or newsletters have you ever subscribed to only to find out that they're not actually E-zines but just pure advertising?

Never tell your subscribers they're getting something, then send things they haven't requested or you will end up with a huge amount of unsubscribers instead of loyal clients.

Your newsletter mailing list can be made up of customers or prospective customers. Both of these lists should be kept separate, but combined for the purpose of a newsletter.

Starting your own E-zine is practically free to low-cost (depending on the autoresponder you use). For your subscribers there is usually no fee.

I highly recommend AWeber, but there are many great autoresponders on the market. Google for them.

Here are some tips for your Mailing List:

- You do not need to worry about delivering your E-zine to your readers on time when every issue is ready. Using an

Auto Responder with Broadcast feature, you can send your E-zine issue to hundreds, maybe thousands of your subscribers at the click of a button.

- You can share mini tips, short stories, lessons, mini courses, or snippets on any topic of your choice with your subscribers on a regular basis. It is recommended that you communicate with them at least once a week.

- Make sure your information is not time-sensitive, which will allow you to prepare the content in advance and add them to an autoresponder series to be sent out at specified times. This is a great time-saver.

- Write an enticing subject line that will appeal to your recipient so you'll have a better chance of getting noticed and opened.

- Address emails to recipients by name. When you put your recipient's name in the subject line, it personalizes it and makes them feel that you are speaking directly to them (even when they know that it's an autoresponder message!)

- Always include what's in it for them.

This is an excellent way to share news of your new books and publications to people who are already interested in your expertise.

This also enables you to share affiliate products in your genre to generate some extra finance. Be careful, however, not to "sell" every time you write to your subscribers. It is recommended that you should share valuable information at least three times for every sales offer.

I find it a useful exercise to share valuable information or insights in the first section of my E-zine and then have a section for "New Publications" and/or "Special Offers" at

the bottom of my E-zine with links to my website information.

Be creative. It's becoming harder and harder to get your emails read so you'll want to do everything you can to encourage people to read and enjoy your newsletters.

OPPORTUNITIES – LOOK FOR OPPORTUNITIES TO SHARE

THERE is not much point in publishing a book or developing a product if no-one knows it exists and we have to do everything we can to bring our work to the attention of people. One excellent way of connecting with people is via Forums and Discussion Boards.

Forums and Discussion Boards are an incredible form of free, organic and viral marketing, but it is essential to keep in mind that they are not marketplaces and blatant advertising could get you banned.

The goal is to join forums and discussion groups that cover your niche and then to get involved. Visit on a regular basis, develop relationships and take an active interest in helping others, answering questions and making valuable contributions and comments. You will begin to be viewed as an expert in your field and those who are interested will visit your website.

Look for active groups with good memberships and follow their rules closely. Ask Google – e.g. search for forums “self-publishing” – and also check out Facebook and LinkedIn Groups.

Some tips:

- Narrow your list to 5-10 groups or you will get overwhelmed.
- Seek for those who have at least 1,000 members and lots of recent posts, at least 10 to 15 new posts on a daily basis.
- Take note of their rules and posting guidelines.
- The most crucial things to look out for: Are users allowed to put links in their posts ... to market their own businesses... or post commercial messages in their signatures?
- Take care with your profile and be sure to introduce yourself to the group.
- Be sure to put your website address in your signature so people can find you.
- By centering on the subject and posting inquiries and answers, a marketer's reputation will grow and this produces the potential for sales because people who are interested in what you have to say will visit your website to find out more about you
- Resist the urge to begin posting immediately – lurk a little before you start posting so you can get the “feel” of the group.
- Remember, when you set out to help others achieve their goals, you will achieve yours too.

Forums and Discussion groups have the potential for excellent free targeted traffic and great relationships that could lead to bigger things.

PINTEREST

PINTEREST is another very popular social media program. There are more than ten million users in this Network. 70% are women and two million Facebook users visit daily. Those are some impressive numbers if you're looking to find a market for your books.

Pinterest works a little differently to the social media networks we have looked at so far. Users set up “boards” – little mini sites – to store images. Cute puppies, home décor ideas, fun crafts for kids, and recipes are some favorites among the Pinterest devotees.

Images are linked to the original page you found it on so that gives a direct link to your books. Other users can also re-pin your image to their own boards, thus spreading the word far and wide. This kind of viral sharing is – in large part – why companies are so interested in using Pinterest as a part of their marketing plan. And why you should be using it as well.

This social network is almost exclusively visual, so your well-designed book covers with a link to their sales page will do very well in this wildly popular social network.

As with any social media network, relationships are critical in your efforts to expand your circle of influence. Pinterest is all about who you follow – and who follows you. When you log into Pinterest, you will be greeted by a variety of

pictures pinned by those you follow and you want to be on as many pages as possible. Pinterest users tend to follow those who follow them.

Branding is the process by which you let readers know exactly who you are. Completely fill out your profile, including your URL, a keyword-rich description, and your logo or profile picture.

Next, create boards that make sense for your business, and use keywords where you can. Install a “pin it” bookmarklet in your browser, and use it often. Fill your boards with pins that speak to your audience, and which will help establish you as the go-to Pinterest page for all things relating to your area of interest and expertise.

As an Author, you should set up at least seven to ten different Boards.

Board 1: About me (pin things you like that share your personality)

- Board 2: Links to your social media accounts and website
- Board 3: Your book/books
- Board 4: Your blog/website articles
- Board 5: Books you like
- Board 6: Writing inspirations
- Boards 7-10: Choose four topics that you like to create boards. Use the focus of your boards to help establish your brand and area of expertise.

Consider connecting your other social media profiles to your Pinterest account. You can link Facebook and Twitter, for example, so each time you pin a new item, your

Facebook page is updated. This will help draw followers in from other social networks, and increase your presence in all of them. Finally, add Pinterest links and pin-it buttons to your site, and encourage your visitors to share what they find there.

Like other social networks, a lot of interaction takes place on Pinterest. Aside from just re-pinning, you can also comment, “like,” “share,” email, and embed pins on your blog. You can pin short entertaining videos about your book on Pinterest.

The Internet loves a good infographic, and if you’ve got one that shows how to use your product or service then Pinterest is the perfect place to share. Got a compelling blog post you’d love to share? Create a quick graphic of the headline and a fitting photograph and pin away.

You don’t have to be an Etsy seller or home décor pro to use Pinterest to grow your business. You just have to think a little creatively.

Get your free account here – www.pinterest.com.

QUOTES – MAKE YOUR VOICE HEARD

PEOPLE love reading quotations and they are often shared enthusiastically across social networks. Quotes never get old and they get lots of attention, especially if they are thought-provoking or funny. An excellent way to bring attention to your books is to publish quotes from them, but be sure to add a link to the salespage.

The important thing is to make sure your quotations are verifiable or, if they are “spoof” quotes, be sure they are easy to identify as fakes.

Quotery.com is an excellent source for high-quality quotes. They manually collect, verify and organize the best quotes they can find and even have some visual quotes you can share. Goodreads is another source of good quotes. When you come across interesting quotes, make a note of them and store the quotations in your computer so you have a ready source to draw from.

Why not create original visual quotes weekly, say, every Friday and tag them as #FridayQuote? You might even start a conversation on Twitter! Using hashtags is a great idea, especially on Twitter and Facebook. For example, here are two popular ones you can use – #quoteoftheday, #inspirationalquotes. There are many more and you can

even make up your own. Who knows, your hashtag might make you famous!

Visual quotes are very popular on Facebook, Google+, Pinterest and Instagram. You can even post them to the forums and discussion groups. Eventually you may have enough quotes to publish a Slideshare presentation. Incidentally, Twitter users generally prefer text quotes to visual ones. Be creative and have fun.

Here's a nice quote for you today. It comes from the late Gordon Lindsay of Christ for the Nations.

"It is always my policy to give in on non-essentials. It is only on essentials where I feel the Will of God is at stake that I am adamant."

And here's one from our fridge door!

*"If your dog thinks you're the BEST,
don't ask for a second opinion."*

RELEASE NEWS ABOUT YOUR BOOKS WITH PRESS RELEASES

PRESS RELEASES are an excellent way to generate traffic to your website/blog and book sales pages. These are specially written information items that are widely distributed on the internet to journalists and other interested parties. They are fairly easy to write and distribute whenever you release a new book or have something interesting to report.

As always, keywords are important when writing Press Release. They should attract the attention immediately and arouse interest in your news item. They are, in fact, what makes or breaks a good Press Release. Try to use at least one (or at the most two) in the headline and re-use them five to seven times in your Press Release.

The opening paragraph of your Press Release is just as vital. Make sure it is interesting by referring to a relevant issue or event. Find an angle that will work well with the release of your new book, e.g. a problem solved, a trend discovered, response to research, etc.

Next comes the body of your Press Release. Keep it short and simple with a brief description of your product or book. If you have any relevant testimonials especially from people who have enjoyed your product or used your

service. Include some quotations (always in quotation marks).

Conclude the Press Release by summarizing the benefits of obtaining your product or service and submit to one or more Press Release services.

Some Useful Tips:

Make sure your Press Release does not read like an advertisement.

Try to make it read as though it were written by an unbiased third party.

Avoid hype and stick to plain facts –

- Who are you writing for or who is it about?
- What is the Press Release about? (It's clear purpose).
- Where is the event taking place?
- When is it happening?
- Why and how – what is compelling and newsworthy about it?

Keep it on one page. Use approximately 150/500 words.

Include all relevant details, including your name and contact details, availability, pricing, etc.

Have a strong call to action. Ask yourself, what do you want people to do once they have read your Press Release?

Put your Press Release on your website.

Turn it into an article and submit to an Article Directory.

Add to bookmarketing sites of Press Release Companies.

Add to social welfare sites.

Useful Links:

www.prleap.com

www.prweb.com

www.free-press-release.com

www.pressbox.co.uk

www.24-7pressrelease.com

www.eworldwire.com

www.ereleases.com

www.prfree.com

www.prnewswire.com

There are thousands of Press Release services on the Web. Google for free and paid services and select a few to submit to regularly.

SURVEY MONKEY

ARE YOU wanting to set up a simple poll? Or some in-depth market research? Survey Monkey is exactly what you need. The secret to online marketing success is to find out what your contacts want and to meet their needs. Survey Monkey is exactly right for that.

Survey Monkey is the leading provider of web-based survey solutions, trusted by millions of companies, organizations and individuals alike to gather the insights they need to make more informed decisions. They offer a variety of services that help you create, distribute and analyze the best surveys for your business. So easy to use, Survey Monkey is very popular indeed.

Creating a survey using this software is easy. The icons are clearly marked and labeled; each option provides a short description of what that each type of question does and how it will look when you insert it into your survey. The survey you create appears in the center of the page, so you can see your survey being built as you add questions and make edits.

When you are done making a survey, distribution is simple and you have many options. You can simply generate a link that can be shared via email or social media channels, or you can send an email directly from the SurveyMonkey platform; this option gives you more control over tracking

your respondents. You can also embed your survey directly into your website, so visitors to your site can participate.

The basic service is free and allows you up to 10 questions and 100 responses. The SurveyMonkey's most popular Gold package is designed to meet your needs as a small business owner and is available on a subscription basis.

Open your account at www.surveymonkey.com.

TWITTER, THE INTERNET'S SMS SERVICE

TWITTER is one of the most exciting ways to promote your books. Did you know that John Locke sold over one million of his Kindle books using Twitter as his main promotion tool? He tells you how he did that in his Kindle book “[How I Sold 1 Million eBooks in 5 Months](#)” (available at Amazon.com).

Did you know...?

- Twitter has 230+ million active members and more than 100 million login every single day.
- With 500 million tweets a day, twitter has been described as the SMS of the internet.
- 50+ million users are in the USA.
- 180+ million users are located outside the USA.
- 5700 tweets are sent every second
- 24% of users check Twitter several times a day.
- Twitter is the fastest growing social network in the world in terms of active users.

- About 63% of brands worldwide have multiple Twitter accounts.
- The average time spent on Twitter monthly is 170 minutes.
- 34% marketers use Twitter to successfully generate leads.
- Tweets with images receive 18% more clicks, 89% more favorites and 150% more retweets.
- About 92% of international brands tweet more than once daily, 36% of which are tweets containing links.
- The click-through rate (CTR) of Twitter ads is 8 to 24 times higher than Facebook.

Twitter is an online social networking and microblogging service that enables users to send and read “tweets” – text messages limited to 140 characters. (Wikipedia)

It is one of the best ways to connect with people, express yourself and keep in touch. Businesses use it to share information about their services, gather real-time market intelligence, and build quality relationships with customers and partners.

Share news of your publications, quotations, comments, interesting insights and much more. Again, Twitter users are not too keen on sales pitches. Rather use this powerful facility to build relationships and share valuable information – and always remember to link back to your website or blog.

Twitter will help you to easily and effectively promote your publications and business in the shortest time possible, as well as allow you to leverage this amazing and extremely powerful source of high quality traffic to generate leads and great profits online.

You will be able to quickly and safely grow a huge army of potential clients or customers 100% targeted to your business. Hashtags and Twitter are an incredible combination enabling you to reach as many people as possible who are interested in your product.

Twitter is a fantastic platform allowing you to productively interact with your new and existing clients or customers quickly and easily.

Open your free account at www.twitter.com.

UNDERSTANDING SOCIAL MEDIA STRATEGY

WE HAVE been sharing many different social media strategies. All this information can be a bit overwhelming so I want to share a simple workable method to bring buyers to your books. Here's how you do it.

Set up several social media accounts, e.g. Facebook, Facebook Page, Twitter, Pinterest, YouTube, Google Plus, Instagram and any others you may find useful.

If your books are selling on Amazon (and they should be... especially in the Kindle Store), take some time to set up your Author page.

Set up your profile on all the social media sites as well as your Amazon Author page and be sure to add a link to your website/blog.

Link your blog to your Amazon Author page so when you write on your blog, Amazon will show your blog contents on your Author Page.

Create at least seven blog posts for EACH book, using actual quotations from your book. Add a cover graphic and a link to your book sales page.

Use IFTTT and automate the process of sending links from your blog posts to your social media accounts. (e.g. “If” I post on my blog, “Then” send the blog title and link to...).

Make YouTube videos about each of your books. You can use www.animoto.com to make free short videos and automatically send them to YouTube. Go to YouTube, get the embed code and post them on your web site. IFTTT will send the links to your social media accounts. (Big Time Saver).

Add your book covers to Pinterest and Instagram.

Write articles about your book topics and publish them at www.ezinearticles.com. Aim for 500 words and add a link to your blog in the Author bio.

Write a free report and give it away to anyone who signs up for your autoresponder mailing list.

Keep in touch with your subscribers by regularly mailing interesting articles relating to your books, always with a link to your blog sales page.

Get into the habit of doing **three things every day** to market your books and watch your sales explode.

VIDEO MARKETING AND ANIMOTO

EVERYONE knows that videos are very popular and thousands watch them every day. This is an ideal way to promote your book or product on YouTube and other social media sites. Did you know there is an easy way to produce stunning, professional videos even if you are a complete novice? Animoto to the rescue!

Animoto is a cloud-based video creation service that produces incredible videos from photographs, video clips, music and text into an amazing video slideshow. It is a simple process and the result is absolutely beautiful. There are even mobile apps you can use with your smartphone or tablet to enhance your videos.

How does it work? This is a free service for very short videos, with a reasonable subscription service for longer ones. Simply visit www.animoto.com and sign up for a free account. You will be presented with a choice of video templates. Choose one.

Upload your photographs, videos and audio clips, add some text, select music (your own or from Animoto's library) and you are nearly done. All your items will be uploaded to little blocks on a storyboard. You can organize them as you wish and add some image captions and title cards. Spotlight some for more emphasis.

Press the magic button to have Animoto add animation and prepare your video automatically. Review it online and publish when you are satisfied with the result. You may upload it to YouTube right from the Animoto site.

This is a super facility and well worth investigating.

WEBINARS AND TELESEMINARS

WEBINARS and Teleseminars are proving to be a very popular and successful way of promoting experts in their field and arousing interest in their books and products.

Webinars are really live online seminars with the advantage of allowing people from all over the world to join your online event. They are different to Teleseminars in that they allow participants to hear as well as see the Presenter and/or their PowerPoint/Keynote presentation. They are also able to participate by asking questions during live sessions.

Teleseminars (or teleclasses) are conducted via a telephone conference line. They may also be presented live or pre-recorded and allow for participation.

There are many different ways of producing Webinars and Teleseminars. You could interview people, teach or coach, and provide interesting content as a way to motivate people to buy your books.

For example, you can teach concepts from your books, share information about the process of writing and publishing, discuss points of interest concerning the theme or share your personal insights. The sky is the limit... it all depends on your creativity.

The time differences are often a problem for people in various countries and you have the option of offering a replay, which means that many more people will be able to listen and learn. You can even publish the replay on YouTube for added exposure.

One helpful method is to share your content in three parts, each building on the previous part and leading to the next. Within each part tell a story, provide a fact and some how-to information so those listening and watching have something of value they can use.

Finally, tell folks something about your book, why they would enjoy reading it and where they can purchase a copy. Point them to your website sales page and encourage them to signup for your mailing list.

Remember to invite your friends, email your subscribers and invite your Social Media contacts to your event. Encourage them to invite their friends and share your information with their social media contacts as well.

The important thing is to know who your market is, know your material and have your systems in place. Google “Go to Webinar”, “Go To meeting”, “Any Meeting” and “Google Hangouts” for more information about systems.

X-FACTOR IN MARKETING

THE X-FACTOR in Marketing is something we often miss as we seek to sell our books and products. What is that essential X-Factor?

Very simple! “X marks the spot” and we find that spot with Market Research. Very often we start the wrong way round. We decide what book to write or product to develop and then spend an inordinate amount of time and money persuading people that they desperately need our creation.

Our family learned this the hard way. We wanted to build something that required small amounts of concrete to be mixed on site so we set off to hire a small concrete mixer in our suburb. To our surprise the hire shop only had three and they were all booked out.

“Aha,” we said, “here’s an open door of opportunity!”

So we bought three small concrete mixers, advertised our new business and “Wally’s Concrete Mixer Hire Service” was born. In the year we ran it, we never hired out more than two concrete mixers at any one time (and often one or none!) and we discovered why the hire shop only had three!

There was a very LIMITED DEMAND for small concrete mixers and the small demand was already taken care of by the hire shop. For small jobs, it was easier to hire a labourer to mix small loads with a spade as needed... and they were

too small for bigger jobs. It cost us much time, effort and money to deliver and collect the concrete mixers as well as advertise our service. End of Wally's.

We do the same thing as authors! The X-Factor – **Market Research** – is vital to our success.

- Find out what people want, need and desire. (Market Research)
- Fulfil that need. (Product Creation)
- Tell them about it (Marketing)

This does not mean that we avoid producing books with a message that is burning in our hearts. Not at all... the X-Factor helps us to present our material in a way that arouses interest and desire. Fishing for Bream (a freshwater fish) with a shiny safety pin and a lovely piece of your favourite cheese isn't the best way to go about it. You need a suitable hook with bait that the fish already desires.

How does one do Market Research? Use polls, surveys (see Survey Monkey), ask questions, notice what people are talking about, what kind of articles magazines are printing, what the bloggers are publishing and what is trending on the social media scene, for example on Twitter and Facebook, and you will get a good idea.

YOUTUBE MARKETING

YOUTUBE is the second most used Search Engine in the world. Without doubt, video is one of the most powerful mediums for reaching people so YouTube is definitely the place to be.

Did you know....?

- YouTube has over 800 million visitors a month.
- Millions of Internet users watch online videos every day.
- 90% of online shoppers said they find video helpful in making buying decisions,
- 50% of executives watch business-related videos on YouTube.
- 65% of those executives visit the marketer's website after viewing a video.
- 64% of website visitors are more likely to buy a product on an online retail site after watching a video.
- 59% of senior executives would rather watch a video than read text.
- An Average User Spends 16 Minutes 49 Seconds Watching Online Video Ads Every Month.

- Real estate listings with videos receive 403% more inquiries than those without videos.
- Including video in an introductory email increased the click-through rate by 96%.
- Including video in an introductory email reduced the number of unsubscribes by 75%.

Using YouTube for your video promotions allows you to instantly tap into an almost unlimited source of free video traffic, place your video in front of millions of targeted users, and skyrocket your offline or online Business Success!

According to statistics and market research, viewers prefer video to text. Videos are able to capture emotions and engage those who watch in a way that text or audio do not. That is why web pages that include videos rank higher – and that's not just because Google owns YouTube (which does help, of course!)

Why not experiment and test the waters for yourself. You can use Animoto to start with. There are a number of good video creation software packages available as you become more experienced. Here's a highly recommended software package which will help you record, convert, publish and track all your videos with one simple solution – Easy Video Suite.

Many folks have their videos on YouTube, but very few know how to use this amazing facility to supercharge their marketing. See the Resource Guide for some Video Tutoring.

ZERO TO HERO IN THIRTY DAYS

HOW TO Become a Social Media HERO from Zero Publicity in just Thirty Days and be recognized as an Expert in your Field.

Have you published a book or created a product and the sales leave much to be desired? Does “Zero” describe your situation? Here’s how to move from Zero Publicity to Hero Status in just 30 days.

Stop everything you are doing, take out a notebook and write down your decision to do just THREE things EVERY DAY to market your books and bring people to your website so they may sign up for your newsletter. (O.K., you can take Sunday off and enjoy a day of rest and refreshing.)

Preparation:

Write 30 short interesting and informative short articles about your book or its topic. This could be a quotation from your book or a comment on its topic and/or a related topic. Save them in a file.

Action:

Select THREE Social Networks and post one a day to each of them. Remember to include a link to your website or book sales page. You can use Hootsuite to accomplish this

in one go and even schedule their release for future postings. Plus use IFTTT to automatically send those posts and tweets to lots of other social network sites. Soon EVERYONE will know about your book and many will visit your website and, hopefully, buy your book.

And Then?

Rinse and Repeat. Do it all over again with 30 new posts for another thirty days.

Rinse and Repeat... Rinse and Repeat... Rinse and Repeat...

RESOURCE GUIDE

Animoto – www.animoto.com

Author Mentoring – www.valwaldeck.com/mentoring

Blog Marketing – www.wordpress.com, www.blogger.com

Ezine Articles – www.ezinearticles.com

Facebook – www.facebook.com

Facebook Pages - www.facebook.com/pages/create

Forums – Ask Google for Forums and Discussion Boards in your field of interest. E.g. “Self Publishing”

Google Plus - www.plus.google.com

Hootsuite – www.hootsuite.com

Instagram – www.instagram.com

IFTTT – www.ifttt.com

Jing – www.techsmith.com/jing.html

Kindle Publishing – www.kindlepublishingmadeeasy.com

LinkedIn – www.linkedin.com

Mailing Lists – [AWeber](http://AWeber.com), [getresponse](http://getresponse.com), [mailchimp](http://mailchimp.com)

Newsletters - [AWeber](http://AWeber.com), [getresponse](http://getresponse.com), [mailchimp](http://mailchimp.com)

Pinterest – www.pinterest.com

Podcasting – [iTunes](http://iTunes.com), [Libsyn](http://Libsyn.com), [Sound Cloud](http://SoundCloud.com), [Stitcher](http://Stitcher.com)

Press Releases -

www.prleap.com

www.prweb.com

www.free-press-release.com

www.pressbox.co.uk

www.24-7pressrelease.com

www.eworldwire.com

www.ereleases.com

www.prfree.com

www.prnewswire.com

Quotes – www.quotery.com, www.goodreads.com

Survey Monkey – www.surveymonkey.com

Twitter – www.twitter.com

Video Software – [Animoto](#), [Easy Video Suite](#)

Webinars and Teleseminars -

www.gotomeeting.co.uk/GoToWebinar

www.gotomeeting.com

<https://www.anymeeting.com>

www.google.com/hangouts

YouTube Marketing – www.youtube.com

Recommended Online Courses:

[Facebook Marketing Made Easy](#) – Position your offline or online business to a whole new level of success while dominating Facebook. Facebook Marketing Made Easy offers video training that will get you ahead of the competition.

[Google+ Marketing Made Easy](#) – Let our Video Training take you by the hand and show you how Google+ Marketing can beat the competition today! Includes training on Google Hangouts.

[Instagram Marketing Made Easy](#) – It's time to make the best use of technology for your business!

[Social Media Authority](#) – Social Media Marketing Made Easy. Includes training on Webinars and Google Hangouts.

[Twitter Marketing Made Easy](#) – The world's SMS weapon of the internet is more than ready to scale your business online forever

[YouTube Mastery](#) – Discover how to instantly tap into an almost unlimited source of free video traffic... and force Google to place your video in front of millions of targeted users!

[Build Your Own WordPress Blog](#) – You can do it with this excellent step-by-step video training.

ABOUT THE AUTHOR



Val Waldeck, a well-known South African author, Publishing Consultant, international Bible teacher and conference speaker, has written a number of books and writes regular columns in two South African National Christian magazines. She was awarded the prestigious South African Writer's Circle "Writer of the Year" award in 2001 and 2002.

Val has been in fulltime Christian ministry since December 1973. She graduated from the Bible Institute of South Africa in 1972 and holds a Diploma in Theology with the University of London and a Doctorate in Theology with Teamwork International.

Email: val@valwaldeck.com

Website: www.valwaldeck.com

[Premier Coaching for Authors](#)
[Publishing Tutorials](#)
[Marketing Tutorials](#)

Thank you for reading my book. If you enjoyed it, please take a moment to leave a review.

DISCOVER OTHER TITLES BY VAL WALDECK

www.valwaldeck.com

Connect with me online:

[Twitter](#)

[Facebook](#)

[LinkedIn](#)

DISCLAIMER

This book is designed to provide condensed information. It is not intended to reprint all the information that is otherwise available, but instead to complement, amplify and supplement other texts. You are urged to read all the available material, learn as much as possible and tailor the information to your individual needs.

Every effort has been made to make this book as complete and as accurate as possible. However, there may be mistakes, both typographical and in content. Therefore, this text should be used only as a general guide and not as the ultimate source of information.

The purpose of this book is to educate. The author shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information contained in this book.