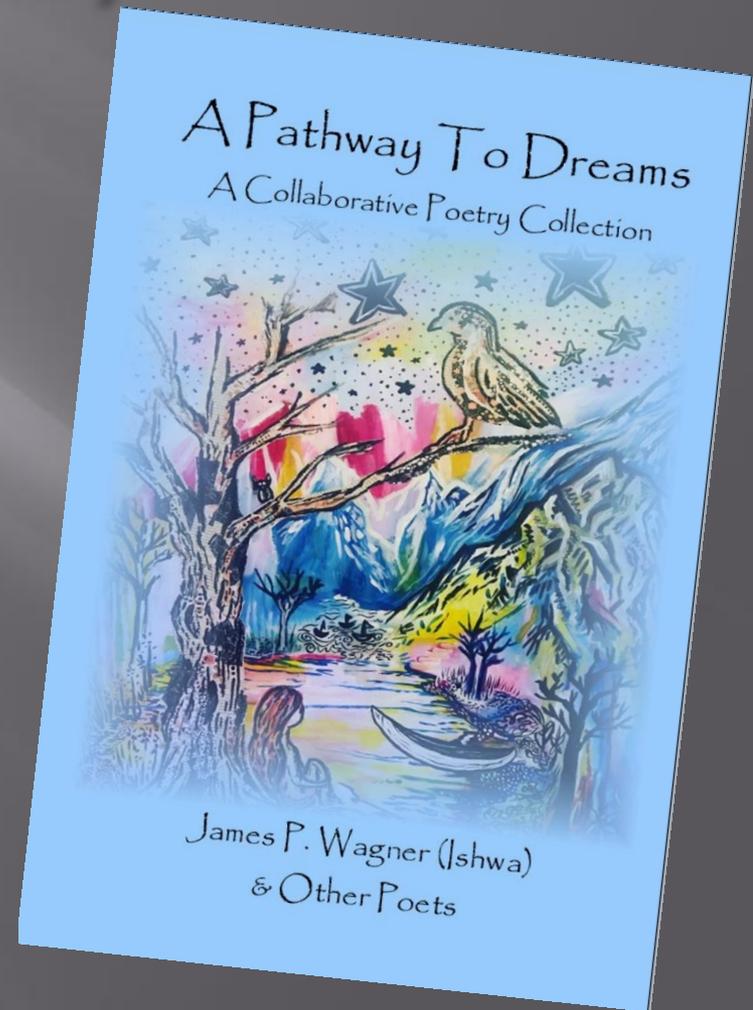


# SELLING YOUR POETRY BOOK VIRTUALLY

A Virtual Seminar

# So You Want To Sell Your Book Virtually?

- ▣ Maybe you have a poetry book, maybe you have one coming out.
- ▣ Right now planning live events at physical locations is hard. So you are looking to sell online?



# Difficult For Gatherings Right Now

- ▣ For time immemorial, book launches, readings and live events were the way to sell poetry books.
- ▣ Covid threw a wrench in that...



# The Good News...

- ▣ You don't need to be live in person to sell books!
- ▣ Millions and millions of books every year are sold online...and that number has increased during Covid.

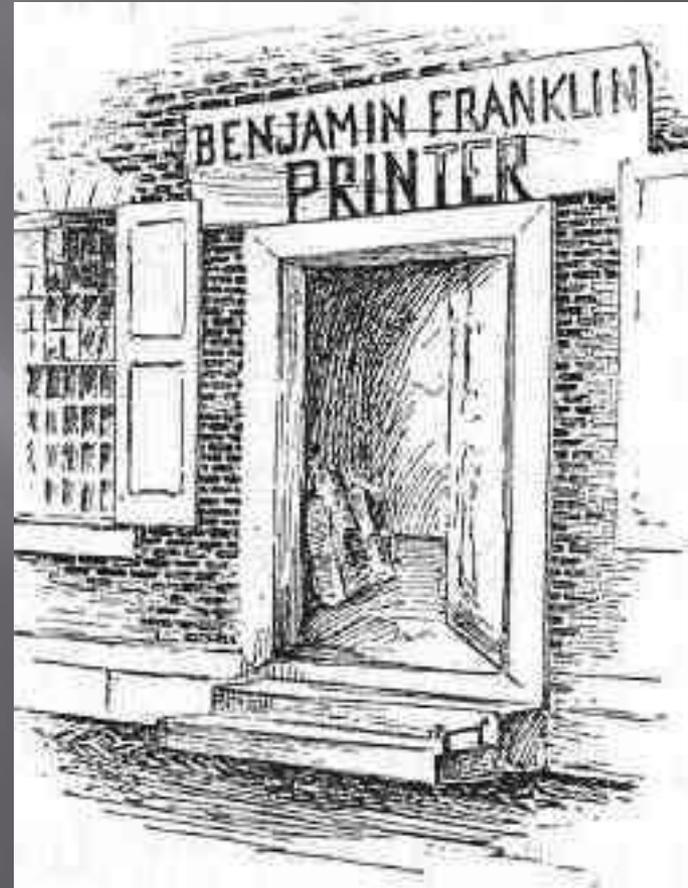
# Amazon Is The Largest Online Bookseller In The World

- ▣ Amazon controls 64% of the online book market.
- ▣ They control an estimated 19% of all print books sold in America.
- ▣ That amounts to 135 Million books per year.
- ▣ (Barnes and Nobles sells 155 million per year.)



# Not A New Thing...

- ▣ Mail order book businesses have been around as long as there have been mail.
- ▣ Ben Franklin sold a series of George Whitefield's Journals to hundreds of subscribers just through a newspaper ad.



# A Few Ways To Sell Books Virtually

- ▣ Virtual Book Launch
- ▣ Online Flash Sale
- ▣ Fundraiser

*Trees In A Garden Of Ashes*

*Virtual Book Launch & Bards Against Hunger*

*6/18/20*

*7:30 PM EST*

**FEEDING AMERICA**

*Bard Con Virtual*  
An Online Poetry Convention

*Trees In A Garden Of Ashes*  
*Poetry of Resilience*

# It Helps To Have Your Own Website, But It's Not Necessary

- ▣ Having an author website can be a great tool...
  - Wix
  - Weebly
  - Blogger
  - Wordpress
  
- ▣ No website? No problem. There are many other sites to handle transactions.

# Creative Ways To Process Online Payments

- ▣ Amazon.com
- ▣ Ebay (Auction or Buy it Now)
- ▣ Facebook Payments
- ▣ Paypal Invoices.
- ▣ Bitcoin



# Virtual Book Launch

Host a launch event  
just like you would  
in person only  
online.

Zoom

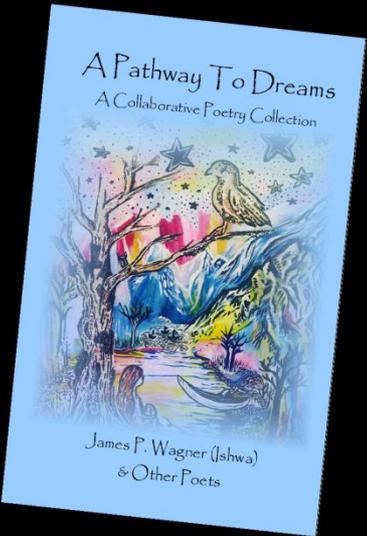
Facebook Live

Podcast

Your Own Website



*A Pathway To Dreams*  
with James P. Wagner (Ishwa)  
Virtual Book Launch & Bards Against Hunger  
5/15/20  
7:30 PM EST



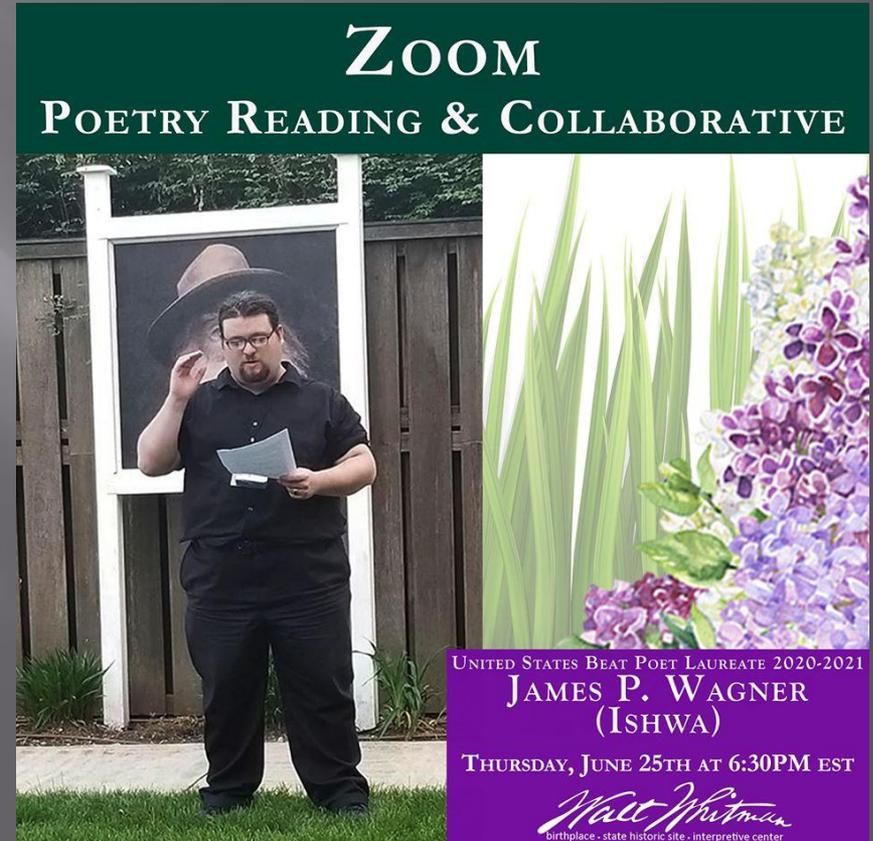
The graphic features a black background with white text. At the top, the title 'A Pathway To Dreams' is written in a cursive font, followed by 'with James P. Wagner (Ishwa)' and 'Virtual Book Launch & Bards Against Hunger'. The date and time '5/15/20' and '7:30 PM EST' are listed below. On the left, there are two logos: 'FEEDING AMERICA' with a wheat stalk icon, and 'Bard Con Virtual' with a microphone icon. On the right, there is a book cover for 'A Pathway To Dreams' featuring a colorful illustration of a tree, a bird, and a path, with the text 'A Collaborative Poetry Collection' and 'James P. Wagner (Ishwa) & Other Poets'.

# Online Flash Sale

- ▣ Put up a book for a short period.
- ▣ Announce it on social media, or email, etc.
- ▣ Make the sale a limited amount of time, possibly include some kind of bonus with it (signed copy...audio files of reciting some poems...etc...)

# Featured Reader or Virtual Show

- ▣ Many poetry readings are happening on Zoom, Facebook Live, Podcasts.
- ▣ Get yourself a featured slot and during the reading, advertise your book.



**ZOOM**  
**POETRY READING & COLLABORATIVE**

UNITED STATES BEAT POET LAUREATE 2020-2021  
**JAMES P. WAGNER**  
(ISHWA)

THURSDAY, JUNE 25TH AT 6:30PM EST

*Walt Whitman*  
birthplace · state historic site · interpretive center

The poster features a man in a black shirt and pants, wearing a hat, standing in front of a wooden fence and holding a book. To the right is a graphic of purple flowers and green grass. The background is a mix of green and purple.

# Fundraiser

- ▣ Sell your book and help a cause as well.
- ▣ Give a part of the profits to a good cause.
- ▣ We've donated enough for 10,000 meals to FA during Covid.



# Advertising These Events

- ▣ Email list
  - ▣ Social Media
  - ▣ Word of Mouth
  - ▣ Guess Performers
- 
- ▣ If you have a budget:  
Social media ads.



# Email List

- ▣ Email List:
  - Marketing events to an email list is a great way to spread news.
  - Do you have an email list? How big is it?
  - Offer incentives like free eBooks or free audio files in exchange for emails to build your list.

# Social Media

- ▣ How big is your social media following?
- ▣ You can reach a lot of people.
- ▣ If your following isn't that big, you can do paid advertising on social media.
  
- ▣ Targeted Ads
  - Age
  - Gender
  - Interest
  - Location

# Guest Performers

- ▣ Big name bands and musicians usually have openers at their shows – this way they can capitalize on both audiences.
- ▣ You can do this too. Invite other poets or people to your readings or launch who have a following.

# The Number 1 Rule of Selling

- ▣ All selling has to do with personal relationship. Even for essential items, you will buy from who you know and like.
- ▣ With art, this is especially true.

