Marketing Strategies For Writers

Facilitated by Charley Valera



CharleyValera.com

Workshop Agenda

- Successful Book Signings
- Where to have book signings
- Marketing in TV, radio, newspapers, etc.
- Whom to talk with and how
- Public Relations and Media Management
- Questions and Discussions





FAA Licensed Comm Pilot



MA Real Estate Broker



Former FAA Cert. Flight School Owner

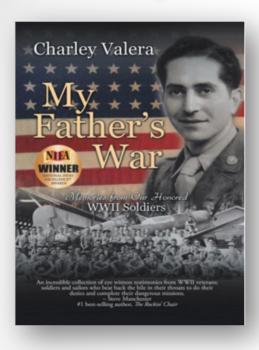


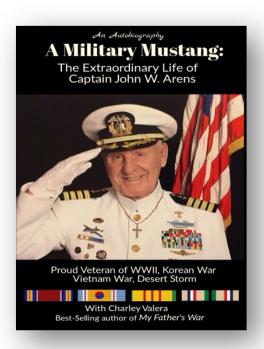
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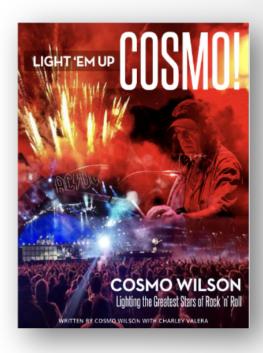
Charley Valera

Email: charleyvalera@me.com

Website: www.charleyvalera.com







Charley Valera has been featured on TV, radio and magazines throughout the country. Valera regularly presents for various schools groups and organizations.

A Military Mustang soared to #1 New Release upon its release. My Father's War is a 9 part mini-series and an 80-minute documentary.

Available for book signings and presentations

Book Signings? What do they say?

- "Talk to Corporate. Be nice to the GM and AGM.
 We'd love to have more book signings here."
- Andrew, Books-A-Million
- "The main thing is to know your readers. You cannot go to an area [in the store] where there's kids and talk about WWII. You also have to do a lot of the advertising. Social media is everywhere; if you use your platform, they will come. Interaction with customers—as soon as you walk into the store, there you are. Like Costco, you walk in, and there are the free samples.
 - Jose, Barnes and Noble

What else do they say?

- "One of the most important things I've seen [to sell books] so far is having an online presence in Facebook, Instagram, Bluesky, X, and just keeping people up to date on what you're working on, what you're doing, and where you're going to be. Keeping your name out there with Book Tok, or tweets will make sure you always have customers to buy your products and be aware of whats going on.
- Freida McFadden, Colleen Hoover, Rebecca Harvis, Darcy Cooks, are big into social media to HELP sell their products. Build your own name for yourself."

Andrew, Books-A-Million

...And...

- Interact with the customers; make eye contact.
 Greet some of them when they come in. If you're a children's writer, gravitate toward the families.
 Be engaging! Don't be too pushy; it turns people off.
- If you have someone walk up to you and he say's he's a fisherman, what can you tell him its like to fish around in these waters? Tell him what your book is about. What are you giving them that they haven't already read?
 - Dawn, Barnes and Noble

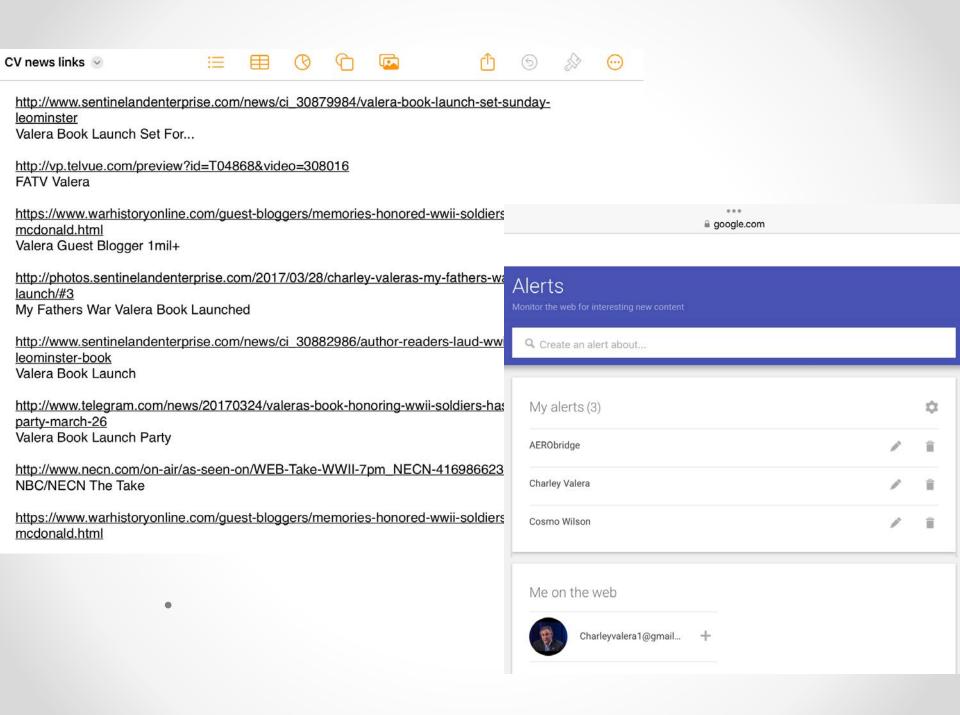
Features

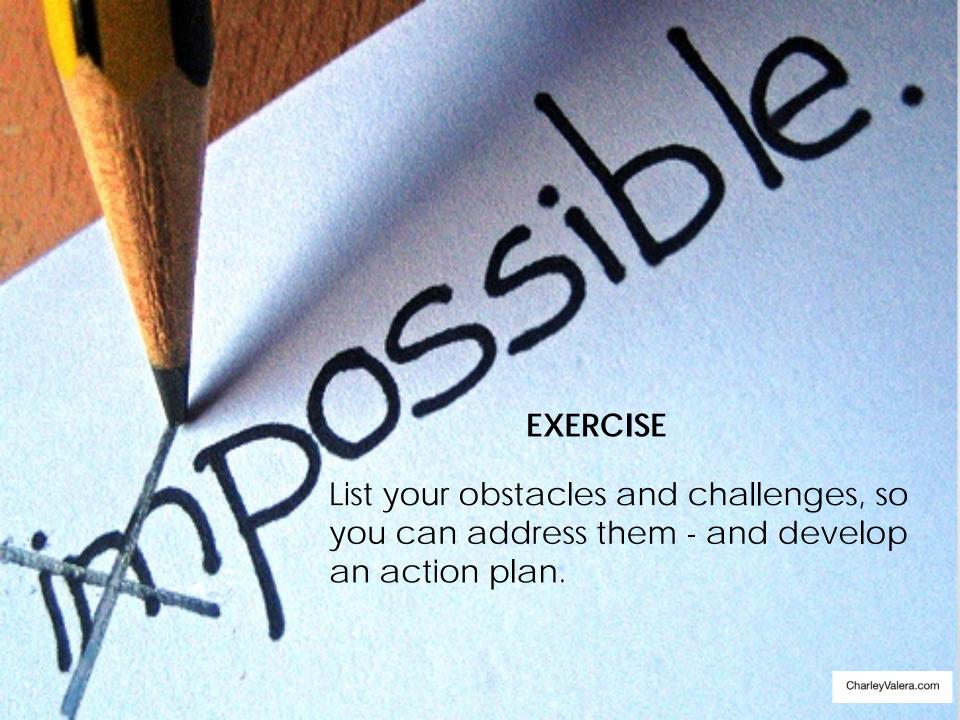
Exploring the various ways in which charter operators contribute to humanitarian missions



Exploring the various ways in which charter operators contribute to humanitarian missions

Charter operators have become increasingly important in providing humanitarian aid across the globe. From delivering medical supplies to transporting emergency personnel, their flexibility and ability to access remote or conflict-ridden areas make them a crucial part of relief efforts.





What Are Your Goals?

- Who is Your Target Audience / How Much Exposure?
 - Family, local or limited readership
 - Targeted readership, but widespread
 - As much exposure as possible
- How Much Money Do You Want/Need to Make?
 - Money doesn't matter it's all about getting my story out
 - Break even
 - Extra spending money
 - Pay the bills
 - Get rich
- How Much Recognition Do You Want
 - Recognized subject matter expert Educator
 - Best sellers list
 - Book awards
 - Pulitzer Prize
 - Paid speaker



The "Pitch"

Purpose:

- Tell me about your book in one minute or less.
- Sell me on why I should buy your book.

Who you will be pitching to:

- Radio
- Television
- News
- Speaking Engagements

Define a Problem

- Identify a problem that's worth solving or worth bring their audiences' attention
 - Describe it in one or two sentences.
- Describe your solution
 - Focus on one problem and one solution. Try not to solve multiple problems.
- What is the key benefit to your solution?



Examples of a Good Hook

- Fear: Are you afraid of ____?
- Why you don't need to be afraid anymore.
- This expert shows_____.
- Lists: 10 ideas to _____.
- 10 foods you can eat whenever you want.
- Secrets revealed: Five things you didn't know about
- Disaster: Hurricane disaster stories What we can learn from their mistakes.
- How to: How to do _____ faster (or better, etc.)
- Your ideas?

Make Your Pitch Topical

- Give producers a reason to have you on their show.
- Pay attention to the news and tie your story into the latest hot topics.
- What is the current emotional pulse of the people?
- What is everyone up in arms about?
- How to Relieve _____
- The Craziest _____
- Are you paying too much for your ___?
- The ___ from Hell.
- Time saving strategies for _____.
- The best and the worst ___ in America.
- Ten things you don't know about ____.



Create a "Pitch Script"

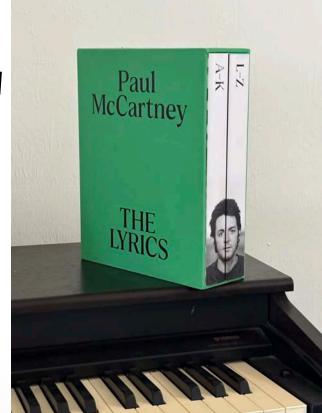
Write a pitch script before you start making calls

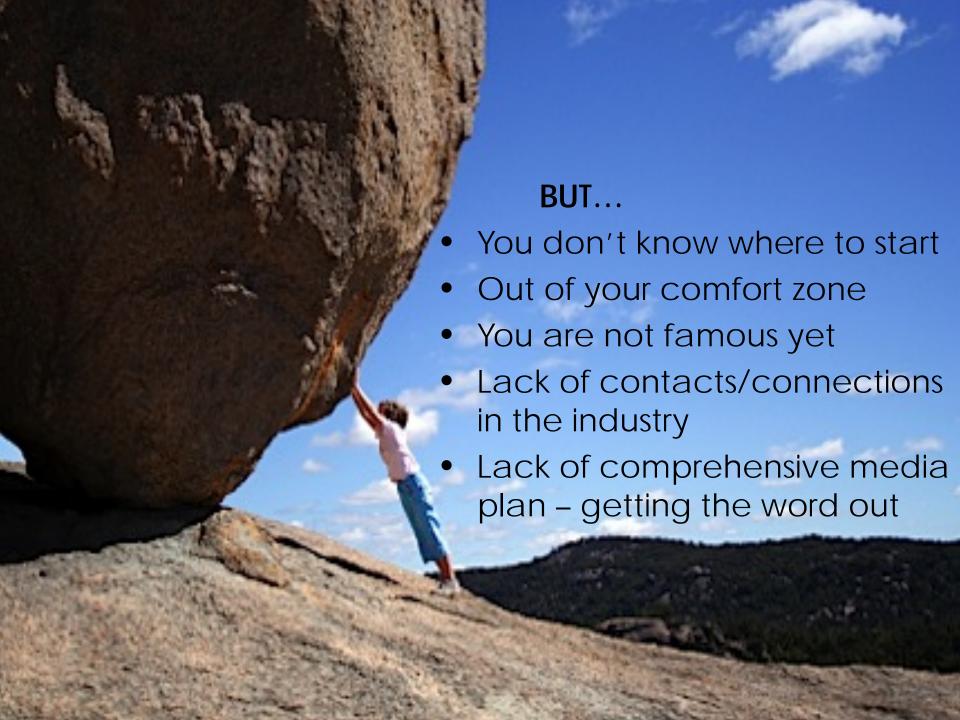
- Introduce yourself
- Quickly state your credentials
- Launch into your show pitch idea
- PRACTICE, PRACTICE Tweak and Change
 - Practice out loud
 - Call and leave it on your voicemail
 - Practice it to friends and family
 - It should flow naturally
- Start with smaller radio shows first, and perfect it before moving on to larger stations
- DO NOT pitch your <u>book</u>! You are pitching a SHOW IDEA! If you pitch your book they will refer you to their advertising department.

"The one thing I've always managed to do, whether at home or on the road, is to write new songs. I know that some people, when they get to a certain age, like to go to a diary to recall day-to-day events from the past, but I have no such notebooks.

What I do have are my songs, hundreds of them, which I've learned serve much the same purpose. And these songs span my entire life."

Sir Paul McCartney#1 Worldwide Bestseller\$100. Per copy





One-Pager



Charley Valera

- "...Thank you for making our Warbirds conversation significant and so interesting..."
- Good Morning America Host, David Hartman
- "... A profoundly moving book ..."

 Phillip S. Balboni, Founder, CEO,
 Daily Chatter, Trustee, Int. Museum of
 WMI, Boston, and Founder, former CEO
 NECN and Chronicle
- "...Woven together, they were totally engaging as a liked story, from beginning to end..."
- Mrs. Maj. General George S. Patton III
- *...Thank you for your dad's service to the United States in defense of the liberties we hold dear...*

 - Former U.S. President George W. Bush



My Father's War Memories of Our Honored WWII Soldiers

Winner of six awards - and counting!

Finally, The WWII Stories They Never Shared (and we never asked them about)

My father was a WWII veteran, but when Dad died, he took all his stories with him. More than so years after his death, I learned of his WWII battles, leaving me with more questions than answers. I then set out to interview dozens of WWII soldiers to get their stories - the ones they haven't spoken about in over 70 years. More often than not, their own families never knew about what really happened to them during the war, and were amazed.

What transpired from these candid interviews is chronicled in "My Father's War: Memories from Our Honored WWII Soldiers." Featuring ten soldiers from various divisions of the US armed services, readers identify these brave young men with their own relatives, and they can now better understand what it was like for them. From the horrendous battles and circumstances they endured, struggling to live day by day, to daily routines, the readers learn what it may have been like for their own fathers and grandfathers as they coped with war.

Show/Story Ideas

so Things we need to hear and learn from these WWII veterans while there's still time.

One WWII Veteran passes away every three minutes: Why it's so important to learn about their first-hand war experiences – and to thank them for their service while we still can.

My personal mission: Why I set out to capture their stories, and the unexpected rewards from getting to know these WWII Veterans.

Bottled up for over 70 years: How I got these WWII Veterans to open up, as they struggled to choke back their tears, and shared stories their families never even heard.

They joined as ordinary teenagers - And returned as forever battle-scarred men who were never the same again. The stark contrast between these young men and the teen of today.























- WIKIPEDIA Page
- The Hook
- The Pitch
- Show/Story Ideas
- Good photo of YOU
- Book Reviews
- Photo of the Book
- Accolades
- Media Experience
- Contact Information
- Quality Paper
- Quality Print

But I need help...

NETFLIXCHAT GPTGROK 3

Or any AI of your choice.

AI???

Where Else?

- VFWs
- Chamber of Commerce
- TED Talks
- "Ask an Author" newspaper column
- Local cable shows
- Host a special event, tie it in
- Assisted living and PUDs (Sandoval...)
- General George Patton's house
- Banks
- Howard Stern, Joe Rogan...
- Where can you tie in????



Locations & Hours

EVENTS CALENDAR RESERVE A ROOM LIBRARY SYSTEM HOME CONTACT US

Beyond the Homefront: The Untold Stories of WWII Heroes

MAY Cape Coral-Lee
14 County Public
2024 Library
Meeting Room
(CC)

Tuesday, May 14, 2024 2:00pm - 3:00pm



Program Type: Authors & Writing, Genealogy & History
Age Group: Adults

Registration for this event will close on May 14, 2024 @ 2:00pm.





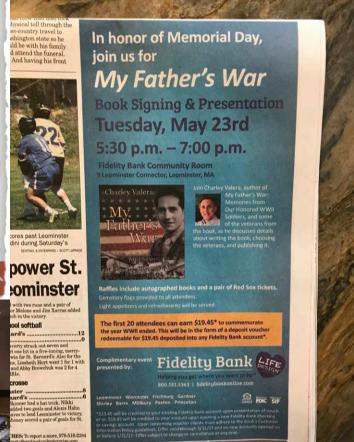




Location Details

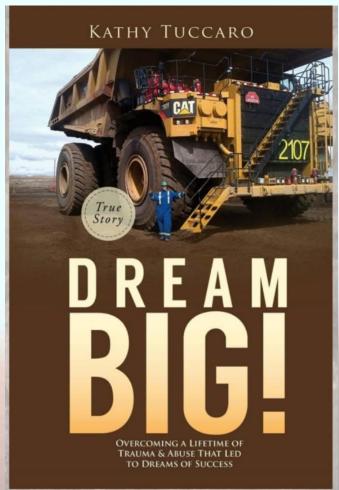








Kathy Tuccaro
From unknown to known!



Press Kit

- Create an email address.
 <u>CharleyLovesDogs@gmail.com</u>
- What you want to tell their audience (your show idea).
- Who are you? Credentials and a bio.
- How their audience will benefit.
- How to contact you email, phone, messenger...
- What you are promoting. They don't care as long as it doesn't conflict with their agenda.

Have Your Answers to Their Questions Ready

- What inspired you to write this book?
- How long did it take?
- What is your expertise in this area?
- How will reading your book impact or change my

life?

- How much does it cost?
- Add more specific questions that people may ask about your book and have your answers ready.



What About Fiction?

Fiction books have different pitch elements

- Your book's name and category
- The main character's ambition
- The conflict he or she encounters
- The real significance of the story



Who to call or email

- The Producers. Call after the show time or much earlier.
- Phone calls are best between 10-11:30.
- The Host
- Program Director



Every employee invests their energy and heart into supporting being th primary source of information in Southwest Florida.

CONTACT INFORMATION

Fox 4 Station Address:

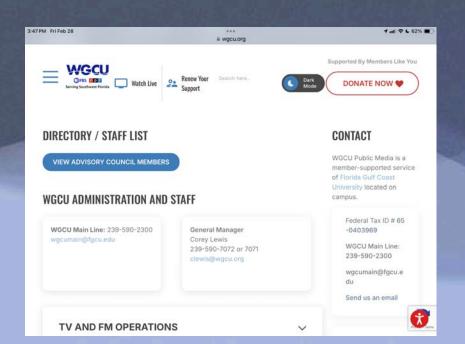
WFTX-TV / Fox 4 621 SW Pine Island Road Cape Coral, Florida 33991

Fox 4 Phone Numbers:

Main Telephone: (239) 574-3636

Fax: (239) 574-2025

Newsline Fax: (239) 574-4803







Do you have a photo or video?

Submit a news tip

Few more things

- Thank you and acknowledgment
- Ten sample questions.
- Testimonials (shhhh, from anyone!)
- Logos and names of media
- Past experience on TV, radio, media.
- Your wiki page
- Your media page

Radio

- Music or news/talk. That's it!
- Stuck in their cars
- More air time on talk shows than music. Good or better?
- Know their listeners demographics. Country or rock.
 Sports or religious. Serious or relaxing (drive)
- Morning talk, 5-9am. Or 6-10am. BEST. more listeners
- "Public Affairs" Sunday mornings BLAH



14



Click Here to Continue

Metropolitan Market Regions / Areas

Seattle-Tacoma

Open > Click Here to Continue Zuvlu

Top 100 Television Markets

nalik	Metropolitan Market Regions / Areas
1	New York
2	Los Angeles
3	Chicago
4	Philadelphia
5	Dallas-Ft. Worth
6	San Francisco-Oakland-San Jose
7	Boston
8	Atlanta
9	Washington, DC
10	Houston
11	Detroit
12	Phoenix
13	Tampa-St. Petersburg

Home

DX

Top 100 TV Markets

Small TV Markets

Top Hispanic Markets

HDTV Contact Us

Links

https://www.findradioguests.com

https://www.radioguestlist.com

NOTE: I have not used the above services. I used Alex Carroll from Steve Harrison's National Publicity Summit.



Nonprofits

→ FREETRIAL ABOUT BOOKS FAO

HOW-TO SUCCESSES LOG IN

dime for promoting this. I just think it's an excellent value and provides you (and me) with great opportunities)."

- Paul Hartunian, Free Publicity Information Center

"I strongly suggest you try this service out when you need to get endorsements for your books or products. In case you are running a charity auction, you can even use this service to get autographed items for your fundraisers. Lots more uses too."

- Dan Janal, PR LEADS

"Of all the resources for celebrity addresses, this is far and away the most comprehensive and useful tool."

Anthony Dogard Autograph





Linda Salas I meant to write awhile back and let you know how thrill...

CONTACT 59,000+ CELEBRITIES

Unlock Unlimited Celebrity Contact Information In Our Private Celebrity Database...

1. Unlimited Celebrity Searches - Contact 59,000+ celebrities, influencers & public figures; 14,000+ representatives (agents, managers, publicists & attorneys); plus 7,000+ entertainment companies using our **Celebrity Contacts Database** of verified celebrity contact information and celebrity addresses.

CONTACT ANY CELEBRITY

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"Need To Contact A Celebrity, Influencer, Or Public Figure?"

Contact 59,000+ Celebrities, Influencers, & Public Figures With Email, Address, Agent, Manager, & Publicist. Free 7-Day Trial.





Steve Harrison - Publishing, Marketing & Publicity Tips • May 20, 2019 • •

•••

Want to appear as a guest on national TV shows and get free publicity for your book, product or service?

Join me for a free telephone seminar this Tuesday (May 21st) with four veteran national TV producers who've booked hundreds of guests for ABC, CBS and NB... See more



nationalpublicitysummit.com

Free Training: Four TV Producers Share How to Appear on National TV Shows

Because we've taken the National Publicity Summit online, you can now meet 75+ media without going anywhere!

Want National Publicity For Your Book, Business or Cause?

Here's your chance to get national publicity by meeting radio/TV producers and writers face-to-face via Zoom in Steve Harrison's...

National Publicity Summit

A series of online sessions between March 3-15, 2025



At the National Publicity Summit you'll have online meetings with writers, producers and podcasters.

Click Here For Info On The Publicity Summit

FROM: Steve Harrison

About Author Success

We've helped more than 15,000 non-fiction authors...

- Write better books than they could have on their own and get them published in ways that maximize their impact.
- Reach more readers and sell more books by landing major coverage on TV and radio, in print, and online for themselves, their books, and what they do.
- Establish themselves as experts in their field by coaching them to land high-profile speaking gigs, develop and sell online courses, and more!



Steve Harrison has helped 15,000+ non-fiction authors achieve new heights of influence and income

Author Success is the flagship brand of **Bradley Communications Corp**.

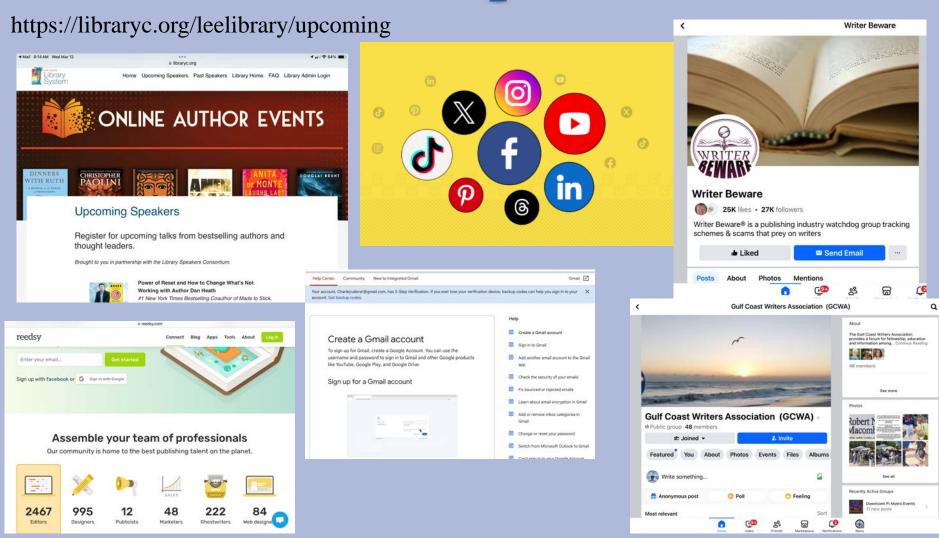


Here Are Some of the Authors, Experts & Speakers We've Helped





Additional Help for Authors



Top 10 Literary BOOK AWARDS

- 1 The Booker Prize 6 British Book Awards
- 2 Pulitzer Prize Award

- 7 National Book Critics Circle
- 3 The Edgar Awards
 - 8 PEN/Bellwether Prize
- 4 Costa Book Awards 9 Women's Prize for Fiction
- 5 National Book Awards 10 Nobel Prize for Literature

Literary Masterpieces

