

# BOOK MARKETING MENTORS

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## INTERVIEW WITH TRACE CONGER

**Announcer:** If you're an author or plan to be one, get excited, because this podcast is for you. Book Marketing Mentors is the only podcast dedicated to helping you successfully market and sell your book. If you're ready for empowering conversations with successful marketing mavens, then grab a coffee or tea and listen in to your host, international bestselling author Susan Friedmann.

**Susan Friedmann:** Welcome to Book Marketing Mentors, every week, I introduce you to a marketing master who will share their expertise to help you market and sell more books.

Today, my guest mentor of the week is expert author Trace Conger. In a previous life, Trace has been a public relations consultant in the technology environment, an advertising and marketing copywriter, a freelance writer, and now he devotes much of his time as an author in the crime, thriller, and suspense genres. His debut novel, "The Shadow Broker," published in 2014, introduced the world to the heavily caffeinated and less than ethical Mr. Finn, a disgraced PI who walks the fine line between being an investigator and a criminal. I just discovered this novel made it as a finalist for the 2015 Shamus Award for Best Indie PI Novel. That's pretty impressive. What intrigued me most about Trace and why I wanted to interview him for this podcast is that one of his many book marketing strategies is that he makes good use of book clubs. So without further ado, Trace, welcome and thank you for being this week's guest expert and mentor.

**Trace Conger:** Thank you, Susan. I'm honored to be here.

**Susan Friedmann:** Trace, before we discuss book clubs in detail and how you use them to market your book, I have to ask you about Mr. Finn. How did you come up with this character and what's the story behind "The Shadow Broker?"

**Trace Conger:** As you so very well described, Finn Harding, who goes by the pseudonym "Mr. Finn," is an ex private investigator who has lost his PI license due to some ethical violations, and as a result can no longer earn a credible living in doing what he used to do. He uses his skills as a PI to essentially start working for those individuals who might require a PI who doesn't need a license, specifically people in the mob, people who kind of work in the shadows and don't ask a lot of questions. Finn is employing a lot of the tactics that he used to use while being a

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legitimate private investigator while working for some very underhanded individuals, and as such as you can imagine, he kind of gets pulled into some pretty harrowing situations that he then has to get himself out of. I think he's a very fun character, I think anyone who likes crime fiction or likes PI fiction will really enjoy him and enjoy the book as well.

Susan Friedmann: I'm really interested to read it because I love crime, I love murder mysteries, so it's right up my street. I'm definitely going to read that. Great. Let's start talking about book clubs and how you use them to market the book, but first of all lets talk about what exactly a book club is so that we're all on the same page with that. Would you just share that with us please?

Trace Conger: Sure. Book clubs can really come in all shapes and sizes. I mean, I've met with a variety of different book clubs. Some might only have four or five people in it; others might have two dozen, but essentially the aim is pretty much the same. It's a group of like-minded individuals who typically share a love for fiction in general, but possibly specific genres or specific types of fiction. They might get together, maybe it's every other week or perhaps it's once a month, and then to discuss a work that the entire group has read. Most of the groups that I've met with are very informal. I've met at individuals' homes and have been kind enough to invite me into their home. They usually have wine and a pretty nice spread of different types of food and things like that, but at the heart of it, it's just essentially a group of people who love to read getting together to talk about the books they like.

Susan Friedmann: Excellent. I've belonged to several book clubs. We tended to do a lot of nonfiction, and because I live in the north country in the Adirondack, we try to find authors in this environment who'd written about this environment, so it was fascinating. Why should authors consider book clubs as a book marketing strategy? [inaudible 00:05:25]

Trace Conger: One thing I wanted to go back to real quickly was just to reemphasize something that you had talked about in the intro was that authors should look at this as one option to a much larger marketing plan, right? I mean, it should be one component that authors are looking at, because there's a variety of different things that authors can use to promote themselves and their work.

I think, as far as the benefits go, I think there's quite a lot of benefits. Book clubs offer a great way for authors to raise awareness of not only

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their current work that they might be promoting, but also their backlist as well. It's a great opportunity to increase sales on some of the books that they might already have published years ago.

It's a great opportunity to engage directly with readers. I think one of the things I love as being an author, is talking to readers, learning "What did you like about the book? What did you hate about the book?" I mean, I really thrive on that and I love getting that type of feedback, so book clubs offer a great way to meet one-on-one with readers and really hear a very personal perspective about what they liked about the book.

It's a great way to build a fanbase. Maybe you've got a backlist of five titles. Maybe none of the people in this book club are aware of those, so you might be promoting one specific book, but while you're there, you can make connections, you can talk about some of the other books in your backlist. It might turn those potential readers into buyers for those books as well.

It's also a great way to get reviews for your work. One of the things I always do when I leave a book club or towards the end, is I always tell the participants, "If you like the book, go online and leave a review." They might not have thought to do that before. It's also a great way to get more people on your email list. I mean, if you're an author, you should be cultivating an email marketing list. It's just a great way while you're there to mention that to the participants and remind them, "If you want to learn more about my future work, take a few minutes to get on my website and sign up for my newsletter." Lot of benefits, and I think authors should really be looking at this as part of their overall marketing strategy.

Susan Friedmann: I love the fact that you talk about reviews, because I think that's one of the hardest things to do as an author is to get reviews for your book, but this is a wonderful way to do that. What a great tool.

Trace Conger: Yeah.

Susan Friedmann: How can authors go about finding book clubs? Is this something local...?

Trace Conger: I think there's-

Susan Friedmann: Is this something you can do nationally? Tell us more about that.

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Trace Conger:

There's maybe three main ways to find book clubs. I think the first thing to do, and the easiest thing to do, is really start with your inner circle. Start with your own network. If you're an author, you probably know other authors, you probably know a lot of readers. Chances are, you know someone who's in a book group, right? You might not know they're in a book group, so perhaps just ask around and see.

Most of the book clubs that I've participated with has been through a personal connection with either a member of the group or the book club organizer. Kind of start small; start with the people you know. It's going to be very easy to work your way into those groups just because there's a personal connection.

The next thing you can do is if you don't know anyone or perhaps you've exhausted your own personal network is to think about the various places where book clubs meet. These could be your local coffee shops, they could be your local library, they could be bookstores, those type of things. Go to those places, talk to the proprietor or the owner, see if there's a book club that meets there, and if there is, ask for the book club organizer's contact information. Now understanding that the owner of, say a coffee shop might not be comfortable in sharing that, so if that's the case, leave your contact information with the owner and ask that they reach out to the book club organizer on your behalf, so they can play the middleman and make that connection for you.

Then I think the last piece is on a much larger scale. There are several online book clubs. Goodreads obviously comes to mind. That's the big one. You can find book clubs that way. You can also use services like Meetup dot com, where you can search for book clubs in your area. I know I've used Meetup dot com personally, and when you're on those sites they give you the contact information for the book organizer so you can just reach out to them.

You can just go ... as you mentioned, do a quick Google search. If you live in Cincinnati like I do, write "book clubs in Cincinnati" and the chances are, you might find one. In my experience, though, book clubs tend to be small. Most of the ones that I've worked with have not had an online presence. There might be mentions here and there on Facebook, so you might find them that way, but it's not like they're these huge organizations that have a big online presence. A lot of them can be tough to find, so that's why I always advocate starting small and starting with your own personal network, because chances are, that's going to be the easiest way to find an in.

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Susan Friedmann: Yes. I mean, if I think about our book club, I wouldn't know about them otherwise, if I hadn't been invited to join or heard people talking about book clubs. I know we've got several in this area, but yeah, you're right. You wouldn't know about them otherwise. I've also found-

Trace Conger: Yeah, [inaudible 00:11:07]

Susan Friedmann: ... that the local bookstore has sort of like a list of suggested books for book clubs. Have you come across that before?

Trace Conger: I have not. I do know that a lot of libraries do that. A lot of libraries, including my local one in Cincinnati has a page dedicated to that. One of the things I'll mention is a lot of book club participants might not physically buy the book. A lot of them work through libraries because the libraries may have, let's say ... the libraries will stock a dozen titles specifically for book club purposes because they know there might be a group of people who are all looking for the same book at the same time. That's one of the reasons why libraries will post that information online so that book clubs have a better idea what titles are available in bulk, if you will.

That actually brings up something that I also want to mention as far as book club information online. One of the things that I do on my website, which is just Trace Conger dot com, is they actually have a page dedicated to book clubs there, essentially letting anyone know who might visit that site that it's something that I actively do, that I actively participate in book club discussions, in person if they're local. If they're not, then it's typically a phone call or a Skype or a face time conversation that way. It's more of a way to put that information out there, because you might have someone visiting your site to learn more about you as an author, who may have never even thought about hosting you at their book club. And now but that they see that is something that you do and that you're interested in, and then you can offer ways for them to contact you and initiate the conversation that way as well. Just something else to think about.

Susan Friedmann: Yeah, I like that. If they're not buying books, how are you getting reviews from these people? What else are you looking to these people to help you with?

Trace Conger: I think the most important thing is about building relationships, right? You can read any business book on branding. If you're a newer author you can read a lot of the new author and the various books on

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publishing. They always talk about establishing and cultivating your own brand. One of the things I hope that by visiting book clubs is to spur those individuals to buy the book, and some of them do. Some of them buy the paperback, some of them like buy the ebook or even an audiobook to listen to. Some will go to the library and get it that way, so it might not result in a lot of direct sales. Now it might, if everyone buys the book, obviously.

But if it doesn't, on the other side, I think building those relationships are more important, because if you go to these groups, you be yourself, and you have a genuine discussion with these people ... and you're not necessarily just talking about you. You're talking about what do they like to read as a group. What are their favorite books? Who are your favorite authors? These people will just genuinely like you, right, and if they do, that's very powerful, because they're going to want to know, "What are you publishing next?"

At the last book club that I was at a few weeks ago ... I'm working on "Scar Tissue," which is the followup to "The Shadow Broker" now. They all wanted to know "What happened to these certain characters in the next book?" and "When's that going to be available?"

It's a great way to build the brand and build relationships with these people who essentially turn into your own advocate. They talk to other people about you and the great time they had meeting you at this book club and talking about your book. You just kind of spread virally, and I think that's what authors are looking for, is they want people to talk about their book. They want that word of mouth. This is a great way to do it, because it allows authors to talk one-on-one with these people and build these very positive and personal relationships, which I think is great.

Susan Friedmann: I love it. Do you use these people to help you formulate ideas for your future books?

Trace Conger: I do not. I actually have a very tight-knit group of people. I refer to them as beta readers. I think other authors might refer to their group as by other terms, but it's essentially a small group of people who I let read the first drafts of my books and essentially comment on the story. These are people that I know are not going to sugar-coat things. The reason I use these people specifically is I know they're very well read in the crime genre, so they know what a lot of other authors are doing, and they really don't hold back. If I'm giving them crap or something that

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doesn't work, they're really going to call me on it, which is why I have them in this very small group.

That's not to say that through book clubs, authors would not meet other people who could serve that role. I just keep my group of beta readers very small and very intimate, because well, it's easier for me to track, right? I mean, all of these people are going to be reading early drafts of 3, 350-word novels. It's really hard if you've got a group of [inaudible 00:16:23] dozen people to go through and collect everyone's feedback and remember what everyone is saying about this.

It's also people that I trust, and it's also people that I know like I said are ... they're going to let me have it if something's not working. They're people that I've used before, and they're people that are really passionate about it and passionate about my career as an author as well. Again, if you're an author you might find that in a book club. It's not necessarily something that I do, but every author probably gets a little something different out of their experience.

Susan Friedmann: How would you go about pitching to a book club?

Trace Conger: I think just at the basic level, when you reach out to an organizer ... and that's assuming you've either received that person's contact information through a friend, or through a coffee shop or however ... but once you have that information, it's as simple as sending an email, introducing yourself, introducing your book. Maybe if you have an online ... let's say for example an Amazon page you could include a link to so they could see it, but also giving them just a description of the book in general, and then just offering yourself up, telling them, "Look, I'm very passionate about the participating in book clubs to talk about the book. I would be honored if you would allow me to participate in a discussion of my work." That's really it.

I've found that a lot of organizers are happy to hear from authors, because ... Even as a reader myself, I actually am not in a book club, however I do read a lot, and so I would be thrilled, just as a reader, to be able to go and talk to, have these one-on-one interactions with an author who writes in the genre that I read. Now I will say that you do have to be smart about it, because if I had mentioned earlier, and I think that you had mentioned as well that you were in a book club that primarily reads nonfiction. If I somehow found you, I probably would not pitch you on the idea of hosting me to talk about my crime thriller. If you write westerns, you're probably not going to approach a book club

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that primarily reads YA fiction; it's not going to work. They're probably not going to be interested in your book.

You want to provide a description of your book so that they understand what the expectation is and they're going to know what the book is about and what they're going to be discussing.

Susan Friedmann:

Mmm. Excellent, excellent. Okay, so we've found a book club and they've accepted the book. How do I as an author prepare for that meeting? What are some of the things that I should be doing?

Trace Conger:

I think the first thing that you need to be aware of are what are some of the potential questions that you might get. I know there are certain authors who have developed book club discussion guides. I don't necessarily do that. However, it is something that I've considered, especially as I'm almost finished with the second book in the Mr. Finn series.

Even though I don't necessarily prepare a detailed discussion guide, I have an idea, just in note form in my notebook of what I want to discuss, what are some of the potential questions that might come up. In every book club that I've been to, someone asks, "Where was the main idea? Where did it come from? Why are you writing about this topic specifically? Why do you like to write crime fiction? Who are some of your favorite authors?"

These are all things that I'm very comfortable talking about, because I've had those questions time and time again, but if it's your first book club and you don't have a detailed discussion guide, you should be aware of what are some of the things that you're going to be asked. You should be prepared to talk intelligently about those things. For example, "What's your writing process? How long did it take to write your first draft? What's been your publishing process after completing the first draft?" Those type of things. An easy way to prepare is just to kind of have an idea of what you're going to talk about.

Another thing is, it shouldn't be a one-way communication. It shouldn't just be the book club participants asking questions. I have a list of questions that I want them to answer. For example, what did they like about the book? Who was their favorite character? What didn't they like about it? Because those are things that might shape my future writing. If I know that everyone hated a certain character, maybe I don't write a lot about him in the next book. Or maybe if he is in the next



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book, maybe I try and clarify what his role is, because maybe some of the feedback that I received in a book club was that they weren't really sure why he was in the book, right?

I think the other thing is just try to be as prepared as you can. Not only does that mean understanding what you're going to ask them or what they might ask you, but on a very basic level, it's know where you're going, and it's be on time. Be considerate, because if you show up late or if you're not professional or if you're dressed like a slob, or ... All these things are going to make the participants think a certain way about you. If you come off as kind of a jerk or you come off as not prepared, you could be shooting yourself in the foot that way.

As far as how I prepare it's all about knowing what I'm going to talk about or knowing what I'm going to ask, and knowing where I'm going, knowing what I'm going to bring, that type of thing.

Susan Friedmann: How did you even get into the idea of doing book clubs and using this strategy?

Trace Conger: For me, it's always been about building those relationships. I come, as you had mentioned in your intro, I was an advertising and a marketing copywriter, and in that capacity, we're always trying to write content that is going to help establish, cultivate and maintain relationships with potential customers. So I used that same mindset in promoting my book.

I want to formulate these personal relationships because I know that those are very powerful, and I know if I meet with a group of people who really like me and really like my work, then they're going to be much more apt to buy my next book, or they're going to be more apt to follow my career, or just to talk about me to their friends and family. You hope that that sphere of influence grows.

I would say it wasn't a strategy that I had built into my original marketing plan, but the more I just started thinking about what are some tactics that I could employ to get out there and talk about my work and talk about myself, and hopefully gain readers, to me it just seemed like a no-brainer. Because I did know a lot of people who were in book clubs, and the more I started talking to them ... They told me how interested they were in having me come talk, and I thought, "Well, maybe this is a viable opportunity here."

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There are obviously some challenges, especially with trying to find book clubs, but most of the people I've reached out to have been very receptive to have me come in and talk, so for me, it's been a pretty successful approach.

Susan Friedmann: Yeah, I think book clubs really came into their own through Oprah, because her book club and her putting the idea of reading these books and recommendations that she had for certain books ... I was like, "Wow, that's great," because it sort of-

Trace Conger: Right.

Susan Friedmann: -got people thinking about book clubs, that perhaps they hadn't been thinking about them before.

Trace Conger: Yeah, and I think just because, unless you're in one, you might not even know they're out there. It's kind of like this hidden group of people that are meeting in their house talking about books that they don't necessarily talk about it. They're not promoting it. They're not posting ads online, so unless you know someone or have been a part of that world, you might not even know it's out there.

Like I said, it's been my experience that most of the people that I've approached have been very happy to have me there and they've all been fantastic experiences in meeting people and building those relationships and just being able to talk about my work. It's been great.

Susan Friedmann: Yeah. I love the idea you talked about; if you can't do it in person just because ... Yes, having your book clubs in the town, the city that you live in ... but the fact that you're willing to do this over the phone or via Skype, I mean, that just sort of opens you to the world, and that's brilliant.

Trace Conger: Absolutely, and the technology now is incredible. Now you can sit in front of your computer and you can have a video chat or video conference, Skype session, whatever you want to call it. Like you said, with someone either across the country or at least on the other side of the world ... It's still a personable connection because you're engaging with these people one-on-one, and they can see you, and ...

I would do a phone book club if I have to, but for me it's not as good of an experience because you lose I guess a little of that intimacy just in talking on the telephone, but with the technology out there today,

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there's no reason why someone in Maine can't be participating in book clubs on the West Coast. Definitely something that authors should not overlook.

Susan Friedmann: Yeah, I love it. That really sort of opens it up to being a lot more exciting, because ... I mean, I live in a very small environment, so I couldn't rely on book clubs in this area, but obviously if I open it up to the world, then it's a whole different story.

Let's just touch-

Trace Conger: Sure.

Susan Friedmann: -on some mistakes that authors make, either approaching book clubs or being a guest of book clubs. What are some of the mistakes that you've either seen or that you've made over the years. Talk to us about that.

Trace Conger: Yeah, I think there's a few pitfalls that authors can fall into. I think one, really is be yourself, right? Going back to what we've been talking throughout this conversation is, this is an author's chance to get in front of people who could potentially help make your career. Not to sound too overbearing, but these are people that can help spread the word about your work and you.

If they like you, they're much more apt to do that, but if you come into a book club and you are for whatever reason unprofessional, if you're not prepared, or if you come off as a cocky jerk, or for whatever reason if these people don't like you, they can ... Word of mouth works both ways, right, so if they like you, they can really spread some great things about you. If they don't like you they can do the same thing, which can really hurt you or work against you.

I think that's probably the big thing, is be yourself but also be prepared. Go in and if you genuinely want to know what these people think about your work, then be open to their criticism. Luckily I haven't received a lot of criticism in these settings, but there were definitely some individuals that I've met with in these settings that had very strong opinions. Maybe they thought there were certain themes in the book that were too violent, or maybe they didn't like the use of so much bad language, right, or whatever.

I mean, it's crime fiction, so some of that stuff you have to expect, but luckily everyone that I've met with has been very courteous in hosting

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me and also explaining what they liked or didn't like about the book. I would never go in and try and be defensive, right? I mean, someone ... I remember I was in one book group and there was a scene in "The Shadow Broker" that could be I guess more on the gory side, for lack of a better term, and one of the readers was turned off by that.

I'm glad that she shared that perspective with me. I tried to explain to her why I included that in the book because there was actually a very specific reason why, a plot point, a really specific reason why I put that in there, but I wasn't defensive. I wasn't just going to discount what this woman said, because I honestly wanted to hear about it.

If you go in there with the attitude of "Well, I've written this book and these people better like it. Otherwise, I'm going to defend it until my dying breath," then you're probably going to make more enemies than you will make friends.

Susan Friedmann:

Yeah.

Trace Conger:

I think that's probably the biggest thing to watch out for is be yourself and be genuine. Be prepared and don't go in there and make a fool of yourself because that would definitely hurt you.

Susan Friedmann:

Yeah, and just you saying that, what comes up for me is just the ego, because sometimes as an author, the ego can get in the way, and we're in love with our piece, and not everybody loves it in the same way that we do. It's a bit like your children, you know? You love them, but not everybody loves them the way you do.

Trace Conger:

Exactly. Yeah, you're exactly right. Right. Exactly. I think I've always approached these as a discussion. I'm there to talk about the book, and so when those type of things come up, I'm always willing to talk about why certain things are in the book. It's not my job to convince them. If they didn't like it, you have to change their mind, or if they didn't like a character, to argue to my dying breath until that person relents and agrees that she then likes that character.

You have to be smart about the approach, but like I said, all of my interactions with book clubs have been very positive. I haven't really run into too many negative experiences myself. However, like I said, I go in there with an open mind and I go in there prepared, and I go in there and I just be myself. I think that's what's worked for me.

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Susan Friedmann: Excellent. Something you mentioned earlier about having an email list. Talk to us about that and how you would use it as a result of how you use the book clubs to build that list and what would you send people ...? Talk to us a bit about that.

Trace Conger: Sure. I have a newsletter through a company called MailChimp dot com. I think one of the other big ones is AWeber, which is essentially a service that allows authors or anyone for that matter, to maintain an email list and then to distribute e-newsletters to this list. It's always been one of my main tenets of my marketing program just because it's a great way to maintain that one-on-one communication, right? I mean, authors might like you on Facebook, that way, but you never know if Facebook is going to be around in two years. You don't want to put all your eggs in the Facebook basket and lose that, and then not be able to communicate with these people.

I've always cultivated an email list myself. I typically send out communications probably once a quarter. They don't really hear a lot from me because I don't want to be super promotional. I signed up [inaudible 00:31:38] the email newsletter lists where I get an email like every few days, and I'm usually not a member of those lists very often because it's too spammy, and that's not something that I want to do.

Whenever I participate in something, whether it be a book club, or if you are at a book event or a book fair or something like that where you're interacting with people one-on-one, I always have a sign-up sheet there, because ... There are certain authors that I follow who I've signed up for their newsletters, because I genuinely want to know when new work is coming out, and news or promotions that they might be offering.

For example, in my last newsletter that I sent out a few weeks ago, "The Shadow Broker," I recently released it as an audiobook. I had a few promo codes to give out for free downloads, so that was something that I mentioned. In the newsletter, I mentioned the first ten people to email me gets a free promotional code to download the book, that type of thing.

Again, it's just a way to continue [inaudible 00:32:33] that relationship with your readers and offers you a way to give them news and updates on your career when you have a new book coming out, things like that. Because these are people who legitimately want to hear from you, right? Authors shouldn't think of it as something that's spammy,

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because these are people who have to opt in and they have to go themselves to sign up for this newsletter. If they've taken that effort upon themselves to sign up, then it's a good sign that they legitimately want to hear what you have to say.

That's why, when I'm ever I'm at the book clubs, I always tell them, if I don't bring a sign-up sheet that they can sign up right there, I just say "You can go to my website and you can sign up that way." Just letting them know how they can get ahold of me and follow me.

Susan Friedmann: That's a wonderful segue, Trace, into finding out how we can contact you, how we can get on that list, how we can find out more. This is your opportunity to promote.

Trace Conger: Great. Yeah, anyone who wants to get ahold of me, the easiest way is probably through my website, and that's www Trace Conger dot com. That's just t, r, a, c, e, c, o, n, g, e, r, dot com. That's probably the easiest way to reach me. There's an email contact form right from there if they want to sign up for my newsletter, they can do that right there. If they do sign up, I offer anyone who signs up a free download of a short story called "The Speculator Line," which I think they might enjoy, just as incentive to sign up. I'm also on Facebook. I'm on Twitter and all those social media channels. People can find me that way just with a quick search for Trace Conger.

Susan Friedmann: Lovely. Thank you. I would like my guests to give a golden nugget or word of wisdom to our listeners. What's yours?

Trace Conger: You know, I think it'd be hard to just boil it down to one, but as far as the book clubs are concerned, I think a lot of authors might be intimidated to get out there, because the last thing any author wants is to get in front of two dozen people who don't like their work. My experience as I mentioned, it's all been very positive, so I guess my nugget would be, if you're hesitating, just do it. Go out there, find book clubs. We've already talked about a few different ways people can find them.

Participate. Get out there in the game, and I think it's going to be a very positive experience for these people. If they follow some of the steps that we've already outlined in this podcast, I think they'll have a great experience. Even if they are intimidated, it's great, because you get out there, you start talking about your book, you start making friends. You

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never really know what's going to happen as a result of talking to some of these people, so just be yourself and go give it a shot.

Susan Friedmann: I love that. I love that. Thank you, Trace, for being our guest today, and thank you, listeners, for taking precious time out of your day to listen to this interview. I hope that it sparks some ideas that you can use to sell more books.

Announcer: The time is now to take action and finally build your book selling empire, and the great news is that Susan is here to help you. Visit Book Marketing Mentors dot com and sign up for a free fifteen-minute book marketing strategy session with Susan. She'll help you discover your first steps to marketing and selling your book. Only those who take action are rewarded, so visit Book Marketing Mentors dot com, and we'll see you again next week.