

My Publishing Journey

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One point in the process of getting published is to not try to do everything at one time. The process of getting published takes time and trying to do too much at one time will result in a less than quality product or service. Attempting to do several things at once when they can be accomplished in sequence detracts from the quality of time and effort in the finished product. Below is a list of items that I believe should be followed on the road to publication. The writing of a book and the selection of a publisher must be accomplished at the beginning. Selecting a publisher and determining the manuscript format required for a specific publisher must be accomplished in conjunction with writing a book or article. This helps to have the finished product ready for submittal to the chosen publisher. The selection of a publisher requires some work and analysis of the choices available for your specific topic. One item to consider requires review of what subjects a publisher has published and if they fall within your topic area. This is important in that there is exposure for your topic by the publisher in the industry. This is a key element in selecting a publisher. Experience by a publisher in the topic of a book can aid your efforts to market as they may have experiences that can benefit your efforts to gain exposure and recognition.

Decide on a topic

Before you begin to write anything you must choose a topic. Once the decision is made it is necessary that you check the amount of information that has already been published. It can be one that has already been published but your approach must make your book or article unique. The approach you take must address another perspective or a totally new approach with new information not previously covered in other publications. This would help your book or article set itself apart from previously published materials. Sometimes this can be a time consuming process. Any new book or article topic must have a unique perspective that lets the readers know up front that your publication is different. Another condition is that you should have a passion for the subject. A book or article written where the author has a passion for the subject shows in the content. The fact that you have a passion for your topic and approach adds to the positive impression that potential readers perceive.

Write Book/Article

After you decide on the topic and the approach, you must establish an outline and sources of information for which you may need to obtain permission, especially where the information you want to use is copyrighted. You should begin writing your book after an outline has been created. If you have writer's block while working on one chapter, move to another. It is important to keep in mind the purpose of the book or article so any applicable information is included. The process of writing a book can be a long process but if you take the time and constantly edit the content through word and grammar checks, it will show in the finished product. While writing my book I constantly looked at the words I had written. As I return to continue writing after a break I discover better ways to say the same thing or add additional information. In writing articles the process may not be as long as a book but the same conditions apply as to editing for words and grammar checks. Some articles written can be as long as a short book while others only involve a few paragraphs. The length of a book and/or article may depend upon any limitations that are in place for the site or publisher that is involved.

Some article sites limit the amount of words that you can upload and as such the topics and length must be carefully chosen. You do not want to have such a broad topic that you end up not providing quality content since the length is restricted. If the topic is broad you should try to limit your article to one specific aspect. This can provide a more focused approach and end with an article where quality content is the result with valuable information.

The length of books may be limited in various publishers as there are minimum lengths required in some cases before a publisher will even take the time to publish. There are sites, which offer publishing opportunities for smaller published work. When choosing a publisher in this aspect it is still necessary to check the contract, options and cost, if any before making a decision on publishing with the source.

Use public domain information

The use of public domain information is also something that is available. You must however, use the information wisely and not just repeat the information. Use of public domain information is a good tool but publishers will not accept a book that is built solely on public domain information. This restriction is in place since the marketing potential is limited at best as the information is already available to the public. It is always best to use the information and provide your comments and opinion in relation to the facts being presented. This involves placing your perspective on the data or the results of some analysis that was performed. A wise way to use the information is to provide a resource for information that people should have but do not either have the time or method to retrieve it. I have used this perspective in my book *Integrity: Do You Have It?* 2nd Edition. Some information used appeared to be or gave the impression it was in the public domain. This must be verified along with the limitations, if any, in using the information. Public domain information was identified in the respective chapters and then I applied my own perspective or viewpoint on any statements made or items not addressed in the information. In some cases I presented options to increase the positive results of the data by applying additional options not being utilized.

Get Permission for copyrighted material

When writing a book or articles it is important to remember that you must obtain written permission to publish any information that is copyrighted. Publishers will usually require verification that permission was granted to use the copyrighted information. Using copyrighted material without permission violates laws regarding copyrights. One thing a writer must remember regarding use of copyrighted material is that it is important that we see ourselves as the owner of the copyright. I ask the question how would we feel if our copyrighted material were used without permission? Permissions are important when copyrights are involved. There may and are cases where it may take some time to obtain the permission but it is well worth the effort. Getting permission adds credibility to your efforts by letting the reader know that you were granted permission to reprint or use the information. Failure to accomplish this will gain you a reputation that will follow you in your writing career.

It does take time in some cases, perhaps months, but the wait is worth it in having permission to use material from another source as part of an article or book. Examples of this situation involved information in two of my chapters in my book *Integrity: Do You Have It?* 2nd edition. The process of getting permission for one chapter involved e-mailing the information to the source and letting them review and update the information. This process took around two months to complete but the results was one that was up to date and provided some great input on the content and approach I took in the chapter. Another chapter involved the requirement for signing a contract, which allowed me to use the information but not interpret or change the information. This is an important aspect. Copyrighted material when we have permission should be used in the concept it was presented. You are allowed to place your perspective on the information only if you are not limited in the permission terms granted for its use.

Determine reliability of information

Information that you may want to use must be determined to be both reliable and trustworthy. This is a critical characteristic in terms of the integrity in the information being presented whether it is in a book, article or presentation. In addition if you use unreliable and untrustworthy information it reflects on you and your credibility not the source. Using unreliable or unsubstantiated information gives us a reputation of being untrustworthy. This is a characteristic any writer does not want to project. Once people have their opinion, your reputation is forever damaged and you may not recover from the first impression people place on you and your work. There are various ways to check the reliability of information. There should be a way to contact the source for credentials and a way to validate information posted on any particular site. Sometimes the source of the information is well known for their accuracy and honesty. Other ways to validate is through other sources such as newsletters, other writers and sources of information on the Internet, which reiterates or substantiates the information and/or the source. Integrity of information is vital if people are going to make decisions based on the information. Any writer or person providing information must assure that the it is complete, reliable and does not have their opinion interwoven into the content being provided.

Edit Book

Once you have finished your book or article the content should be edited again. Whenever you look at a finished product sometimes the information can be better stated when taking a second look. I have found that by reviewing what I felt to be my best effort needed some additional editing to make the content flow better and provide better description or content. Sometimes I found that additional information needed to be included to make the information more complete. This process also helps to change the words used to better project the information and reduce grammatical errors and omissions. This is a time consuming process but it is one that must be accomplished. Once you are satisfied with the content to be the best that you can generate you are ready to send to a publisher whether it is a book or article. One thing to remember the words you use reflects on your ability to produce a quality product and reflects on your principles as an individual and author. Again I went through several edits before I submitted my manuscript to a publisher and signed an agreement to publish. Even with this I found errors in the finished proof that was sent for approval.

Selecting a Publisher

The process of selecting a publisher can be a difficult one. There are so many publishers with a variety of benefits and cost. I selected my first publisher from researching the Internet and looking at the information and choices available. I selected one, which was rated to be the best through a computer magazine. In the beginning everything was great but as time went on I became dissatisfied with the cooperation and responses to inquiries. As a result I cancelled my contract with them and went on to find another publisher. Authors should not be discouraged if you have a bad experience with one or multiple publishers. There are many good publishers available with a wide range of prices and options.

I reviewed additional publishers on the Internet but one thing I did differently was to ask for input from other writers through writing forums. I received several recommendations. I researched the various listings and decided on my current publisher. They have been fantastic and have been responsive to questions and request when I have contacted them.

Another item to consider is the option of having a publisher own their own printing machine so that orders that are fulfilled are not dependent upon another company's schedule and workload. If it is, it could delay the processing of any requests for your publication.

There are three distinct types of publishers. These are POD (print on demand), traditional and vanity press. The print on demand publishers is a new option for up and coming authors that was previously not available. Traditional publishers, while they are great in many cases, do not have the resources or capacity to accept numerous quality manuscripts, as their funds are limited. With the POD publisher the chances of getting publisher are greater. Sometimes an author may only want to publish something for their family or friends. This technology allows that to take place. The cost of a POD publisher varies dependent upon the publisher and what they offer. It is however, a lower cost than a vanity publisher is. A vanity publisher requires you to pay all the cost of printing your publication and usually requires a specific quantity of books to be printed. The income they make is strictly from the author not from actual sales. In a POD publisher the author gets royalties and the publisher absorbs the cost of printing, you do not pay this cost directly. The following items are ones that should be considered when deciding to choose a publisher.

Another detail involved in selecting a publisher is the type of books and articles that they have a history of producing. Not all publishers publish all topics. Dependant upon your topic the number of available publishers will be different. Publishers may also have a limit on the length a book must or can be before they would agree to publish. In some cases the length of a book must be at least a certain quantity of pages. In other cases the length may be limited. This applies to both books and/or articles. In deciding on a publisher, check the available list for your topic and then evaluate the options and cost that each offer.

Bookstore Returns

This is one aspect that many POD publishers do not offer. The reason for this in many cases is the fact that they do not have their own printer and do not have the luxury of offering bookstore returns. My current publisher offers bookstore returns as they have their own printing facility. Having this option increases the chances that your publication will be stocked in bookstores but it is no guarantee. One condition to watch is to make sure that bookstores do not over order quantities of books. Bookstores should responsibility order the amount of books they anticipate will sell. Marketing on my current book has opened doors that were not previously available with the bookstore return option. As a result I have been able to contact bookstores that will review my book for possible purchase. It did not happen with another book that I have written, as bookstore returns were not an option. Having books available for purchase is different than having them stocked in bookstores. When books are on bookstore shelves they are

visible for potential buyers to purchase. This increases the possibility for sales by having a physical copy in front of them.

Bookstore returns is a subject that has received some exposure in writing newsletters and has received a variety of comments. I feel that there is some benefit in having bookstore returns as long as having this option does not reduce having his/her royalties. This is something that must be verified in the content of the agreement. Bookstore returns are only one option that increases the marketing potential of any particular book.

Cost

Cost is an item that must be considered in choosing a publisher. The cost of getting published by any publisher must be weighed against the benefits and reputation of the publisher that you are reviewing. There are many publishers available that will publish almost anything. The key is to choose the right publisher for the right cost that will benefit your book. A publisher that is expensive does not make them the best choice and a publisher that is low in cost does not make them the worst choice. Cost is a factor when you look at your available resources. I recommend getting input from other writers through writing forums relative to whether the cost of a publisher is equal to the benefits received. There is also a site that helps provide information regarding this aspect and others. It is <http://www.anotherealm.com/prededitors/>. This site gives a wide variety of information about publishers, magazines and other items that benefit any writer searching for information. There are also sites that offer comparisons of various publishers and the choices they present. When looking at these it is important to remember that the data must be validated through your own review of the individual publishers and/or comparison to the site noted above. If a particular publisher is listed on both sites and the data is compatible, then it can be assumed that the comments are valid.

Options

Many publishers have additional options that are available for a price. You should not have to purchase those options to get the basic requirements fulfilled, getting published and distributed. Some offer a basic package but then present additional packages with more benefits. It is important to take your time and consider any additional options and whether those options are available at a later time. If they are then you can postpone making a decision to purchase until you have analyzed the benefits compared to the price. If the options are not available at a later time, then this may be a signal that they are trying to push you into making a decision to pay extra for getting published. The benefits in some cases may not be cost effective or provide benefits equal to the cost involved. Check out the options and what each option costs for what you receive. Sometimes this can be beneficial and other times, dependent upon the contents of the package and the price, it may not be cost effective or deliver what you anticipate.

In regards to marketing it is important to remember that you must be highly involved in the marketing efforts. If one of the options provide you with more information on how to do marketing, then the cost may be beneficial in helping you achieve your goals. Check the words carefully. Giving you information may help you to market but the key here is that an author must market his/her books/articles. An option would only be beneficial if the package aids in this part of the process.

Other examples of options are the offer of business cards. If you want this option and the cost is not prohibitive, I would recommend accepting this option in some cases. Compare the cost of designing your own business cards and having a facility process and print. Having the content you want on a business card, which is professionally printed provides a positive impression. One example is where you can select the layout of a business card and have 1,000 printed for under \$60. If the cost of this is more than the option presented by a publisher, then it may not be beneficial or cost effective.

Contract Terms

Review the terms of any publishing agreement or contract as they apply to a given publisher to be sure that you understand the requirements as written. The contract should be clearly defined, simple and identify what they will do and what you must do. In any contract there should be an option to cancel if you are not happy with the service you receive. The option should be easy and not complex. Another thing to watch out for is to make sure the contract is non-exclusive. This means you own all the rights to your work. You should only grant permission to print, fill orders, and provide distribution (if it is part of the agreement) and assure that the book gets posted in books in print.

One point to remember is that a contract should not be such a long-term commitment such as seven years. This especially hampers your ability to switch publishers if there is no easy way to cancel the contract in the event you become dissatisfied with the service they provide. If you are dissatisfied and cannot obtain another publisher your ability to market your book will be hampered by the fact of poor service from the publisher. If a person wants to order your book and they have problems getting their order, then any potential customers may be lost as a result of the poor fulfillment. Contract requirements in a publishing agreement typically the author is responsible for filing an application for getting their publication copyrighted. Your publisher can help with the completion of the applicable form.

Submit to publisher

This step is accomplished after you are finished editing your manuscript or article. Submitting to a publisher can be accomplished in two ways. You may submit your manuscript or article through an email on the Internet or you can mail your information and acceptance of the publishing agreement for processing. Submitting through e-mail is becoming a common occurrence. Using this process runs the chance of having the file not being received as sent. Sometimes the process creates changes as a result of the method used by the publisher in receiving the file. Some publishers prefer to receive manuscripts through the mail with the information on floppy disks so they can retrieve and review the information for processing. Having used both methods, I prefer the mail vs the email option. The chance of the information being modified by the process are much less than through email. However, it is important to review the proof to assure the content is the same as what was send. This subject is addressed in the next paragraph.

Approve proof

This step follows the submittal process. Approving the final proof of your submitted manuscript can be accomplished in two ways. Approving a proof can be accomplished online or through a hard copy of the finished product to evaluate. Dependant upon which publisher you choose the finished product should be reviewed in detail to correct any errors accomplished through the processing and/or any errors that may not have been identified prior to submittal. When I submitted a manuscript I found errors both in the document which I submitted and errors in the processing of the manuscript. Either way reviewing the proof of the manuscript allows the author one last time to fix any errors and have a quality finished product.

Comparing the two methods, I personally like the fact that a hard copy of the finished product is received to evaluate the layout, the cover and the content of the document before final publication. If you are satisfied with the finished product and there are no errors you personally have a copy of the finished product, usually stamped proof to distinguish it from an actual production copy. If there are errors some options are to mark on the pages where the errors are identified and type a list of the errors and/or corrections that are needed. This is then submitted in a word file to accompany the marked up copy back to the publisher. Once the errors are corrected, a second proof is sent for review and acceptance. The method to approve is usually through a form, which must be signed and mailed. This applies to only the mailed option. The other process through email is accomplished by sending an email to the publisher approving the final version so the publication process can be accomplished.

Develop a Web Site

When I began my writing process I did not know anything about developing a web site or the benefits that it could bring. In doing research I discovered the qualities that a web site must have. Below are some qualities, which I believe a site must have to be valuable. Additional conditions are identified in my book *Integrity: Do You Have It?* 2nd edition.

Your web site must have a defined purpose from which you should not depart as you develop and expand it. If during your expansion and development you depart from the objective of the site, you may face penalties from search engines by reducing the ranking of your site and pages. The higher the ranking, the more your site can be located in any search engine on the Internet. Below is a list of items which I feel should be characteristic of any web site.

Your visitors must have an easy method of contacting you if they have any questions or comments about the information on the site.

The information on the site should be continually updated to keep it current. If you do not keep it current, the usability of the site will decrease for your visitors.

Your site should be designed so that it easily loads for your visitors and has accessibility to any portion of your site through main links on individual pages.

Keep design simple and easy to read

Have free information for your visitors. People love to get things for free.

Expand pages by separating specific aspects of a main topic such as articles. I have such pages as free articles; my syndicated articles and other writer's articles as examples of how pages may be more detailed by specific topics.

It is important to have all the qualities above. Always make your site easy to manage and have a way to track visitors from their location, time spent and what pages they reviewed. This helps to review and increase the quality and content of any page so visitors stay longer. Longer visits increase the possibility of generating a sale of your product or service.

Submit Web Site to Search Engines & directories

It is important to submit your web site to various search engines and directories. I recommend doing this through a manual process. There are many sites which offer submittal to search engines. Some are free and some have a cost associated with them. Stay away from FFA sites. These are sites, which use a computer program to submit to a number of search engines/directories. Search engines penalize sites through rank assigned for any, which use an automated system. This is why I recommend doing it manually. It may take longer but selecting specific search engines and directories, which are related to the purpose of your site, increases the possibility of improving your search engine rank. You should however submit to the major search engines such as google and yahoo.

The way to locate sites for submittal is to search the Internet for search engines and directories. There are a number of major search engines and directories. Some offer descriptions of what the sites are for and this helps to decide if it is one you wish to use. Some search engines and directories are for specific products/services. If it does not fit your product or service, I recommend not using it. Another aspect of submitting to search engines/directories is they have a characteristic where submitting to one ends up on several others. Search engines spider from one site to another. This means if you submit to one it filters to many others.

Some directories have directories of other directory sites and give details and rates the quality of the site and if the process is easy for submittal. Other directories have a list of search engines, which can be accessed to submit a site depending upon the purpose or scope of the sight. I have not and will not submit my site to all search engines and/or directories that I discover. Submitting to a search engine web site or directory that is not applicable does not provide any benefit and is a waste of time. I have included a number of search engines and directory sites on my web site www.myqualitywriting.com. Providing this kind of information helps other writers to use this tool. I have not listed all sites but only the ones, which I have used, or feel they, are worthy of mention. This does not mean that others do not offer benefits for submittal. It only means that I have not used or evaluated the site.

Press Releases

Press releases are a good source to bring exposure to your books and/or articles. This is something that I did not know existed when I had my first book published. I discovered a site, through a writer's forum, which I now use constantly. The site is free and/or you can donate to gain wider exposure for your press release. One point, which must be emphasized, is the content must be a news item and not an article. The quality of the release improves the value of the information and helps it to gain more exposure. The site that I use is www.prweb.com. It is a great site with a large amount of visitors. Whatever site you use, make sure that the volume of visitors/links is such that you benefit from using it. This site rates the content of the information from 1 to 5. If your release is considered high quality, more distribution is granted with a wider exposure. The site also offers with a contribution to choose 10 categories in which to apply your release. With the contribution, you will have the opportunity to see the statistics of the release. Information includes the number of times it has been viewed, printed, viewed by the media, the number of times it has been forwarded and the number of times it has been picked up as a PDF file.

While there are more sites than the one I use, look at any cost and/or benefits that the site offers. This will help to gain exposure and recognition to you and your product/services. A press release should be used whenever an event occurs. It could be the scheduling of a book signing; a radio interview, a TV interview or anything that would be considered news surrounding you or your product (s) or services (s). It may also be the syndication of an article or the generation of an electronic newsletter or magazine. All these are examples of items, which would be considered news. You must make sure that the content of the press release is written to identify the event and not why or how the action was initiated. The conditions to be addressed in most cases are who, what, where, and when.

Marketing

Marketing is an aspect that is continual. As a writer and author marketing must be a continuous activity. If you want to keep your name and products in the public conscience, then you must use all available resources. There are many free sources of information available through the Internet to help in the marketing activity. There are free ad web sites, marketing newsletters, writing newsletters and writing forums among others. I use and will continue to use these available methods to always keep my name in an activity that will increase my exposure and recognition. Some of this activity involves writing and submitting articles, having the option of generating a blog, which has become increasingly active. Another way to increase exposure and link back to your web site, if you have one, is to send comments about news events in various online newspapers. This can be locally, regionally or nationally. You must make sure that the comments are relative to the article. Another example that has been on the increase is podcasting and may eventually become something that helps authors to be recognized for their subjects.

Other specific aspects of marketing are discussed in the subsequent paragraphs remaining in this ebook.

Articles

I started the process of writing articles slowly. I began with a professional organization to which I belong and submitted ideas for articles in the respective divisions. This is a great way to begin. You must select a main theme that articles can be centered around and then select organizations, which allow submittal of articles. The organization I used has a review process and this is a good place to start. My main theme is integrity and articles that I write center on various aspects of this theme. The main thing to remember is to provide a unique approach to a topic in your articles, as you do not want to write something that has already been written. Examples of these articles are integrity in management, integrity in auditing, integrity in education. After I became comfortable with writing articles I began to branch out and search for sites which offer submittals without costs factors. I found sites that not only had an easy process to submit but provided some syndication and choices for allowing use by others to use them either with a charge or free.

After reading many information sources on the reasons to submit articles and how to gain ideas on what articles to write, I expanded my activity by looking at news articles and developing angles on news events of the day. This is something that provides an abundant source of topics on which to write.

There are many sites which offer submittal of articles. I recommend choosing sites that offer exposure to a number of visitors. Some pieces of information to look for involves the volume of visitors to the site on a daily, weekly or monthly basis. Another aspect to determine the popularity is to search for the amount of links that a site has and the search engine exposure. One source to do this is www.marketleap.com. This site provides valuable information as to the popularity of a site that is an aid to help determine which ones you wish to choose.

The use of articles is beneficial in that it provides exposure for your web site, if you have one, exposure to your products or services and gaining exposure to develop a reputation as a source for a particular topic. This is accomplished by placing information in your author bio that provides a link to your site, books and other information that you want your readers to know about you. Articles should be used wisely and should be of high quality, honest and reliable for the information they provide. Writing articles simply to gain exposure will not benefit your reputation and interest in your product or services unless they offer meaningful information.

Radio, TV and Newspaper Interviews

One way to get interviews is to use information received in newsletters and/or reading books. I had one radio interview as a result of reading a book. I contacted the station and sent them a copy of the book. They responded and scheduled an interview with me and it is available on my web site: www.myqualitywriting.com. Another interview that I had was discovered through a writing newsletter, which I receive. One comment in the newsletter was this site was looking for authors to interview. I contacted the organization

and the interview was scheduled. The length of the interview amounted which resulted was around an hour. It was a podcast and was a discussion on my book and web site and was more of a conversation than asking a list of questions. The interview link is in the process of being posted on my site

I had my first television interview as a result of responding with comments about an article by a TV news personality. I sent my comments and information and he called and scheduled an interview, which was televised on February 17, 2006. Sending comments regarding news events helps to increase exposure for you and the topics on which you write. One key is to make sure your theme or niche is relevant to the news topic on which you are commenting. Another key aspect is to use all available resources that are available to get exposure for your topic on radio and TV and/or newspaper. I had a newspaper interview from my local paper by contacting them and let them know that I had written a book and was a local author. They were happy to schedule and write a column about my book and me. It is important to remember that you never know where your activities can lead by using all the available options.

Marketing Newsletters

There are many marketing newsletters. I have several that I use often to obtain information to help me market my books and articles. When choosing a marketing newsletter you should look at the type of information it offers and evaluate the content. If a newsletter does not provide valuable content applicable to what I am marketing, I unsubscribe to it. In the beginning I subscribed to many marketing newsletters. As I received them, I evaluated the ones providing the best benefit and discontinued the remainder. Some newsletters provide tips on what works in the marketing area and the examples of best practices. They also offer reference to other sites that are useful in getting the most from this tool. Some of these newsletters are listed on my web site www.myqualitywriting.com Various marketing newsletters may address specific aspects of marketing and you must be sure that the specific angle applies to your marketing needs.

Writing Newsletters

Writing newsletters offer valuable information on the subject of writing. They often come with the benefit of having a writer forum where you can post questions and receive input from a number of other writers. These writers may have more or less experience in the writing field. I have found writing newsletters to be valuable and subscribe to several. Samples of these are noted on my web site. The ones identified are not meant to be an all-inclusive list but it is a start to gain information for new and experienced writers.

Establish a list of marketing sites

It is important to establish an of list of marketing sites and what they offer for future reference. There is much that offer free access to information while others require a cost. I have found that there are a variety of sites, which offer a multitude of information on marketing, publishing and articles associated with the process. I have generated a limited list of marketing sites, which have helped me and may help others in beginning or expanding on their efforts to be published and recognized. This list is on my site for use by any visitor.

Participate in writing forums

It is important to participate in writing forums. This gives you exposure for your books, articles and web site by participating in questions posed or submitted for input. I have found writing forums are a valuable tool and should be widely used. Writing forums usually offer a wide variety of topics from which anyone can learn whether you are a beginner or experienced. I have learned much from writing forums such as www.writersweekly.com and others that I reference on my site. I am able to post questions or comments related to other topics.

Write articles surrounding your book

A good way to gain exposure for your product or expertise is to write articles around the topic of your book or niche. This is something that is easy when you think about it. A book that has the subject of integrity such as mine has wide-open possibilities for writing articles. There never seems to be an endless supply of examples where integrity or the lack of it is in the news. There are many sites which offer submittal of articles for free, some of which are listed on my site: www.myqualitywriting.com. However, you should be careful to use this option wisely. You do not want to provide articles to another site to help them gain more ranking even if you gain exposure. The exposure part is something that can be checked. One way is to check the search engine saturation and link quantity by using a site called www.marketleap.com.

Another example is sites that are strictly a directory of articles for others to use. In this respect it is beneficial to use these sites as they usually gain more exposure for you in topic area as a directory. Most directories of articles are free to use. Several sites offer syndication for your articles and this in turn helps to provide exposure to the media sources that review the various sites. Dependant upon your topic there may be a number that offer possibilities on which to write articles about a book you have written. If there are several aspects covered in your book you have the possibility of having several short articles. This may be the result of any news events that may have surfaced. As an example my subject is integrity. I have written articles titled integrity in management, integrity in education and integrity in auditing.

Link Exchange

Link exchange is a great way to gain exposure to your site. It is important to remember that link exchanges should be made only if the sites are of high quality and

relate to the purpose or theme of your site. It should also be compatible with the subject (s) on which you have written, relate to your main theme or purpose or will write about in the future. One site that I have used extensively is www.linkmetro.com. This site is great and it offers a filter option to let you determine the types of sites and subject areas where you may be interested in an exchange of links. You receive e-mail when a site has requested a link exchange. When this occurs, you log into the site and click on monitor link exchanges. This takes you to a page to review the list of sites, which have requested a link exchange. A link is provided to take you to the page where your site is listed. There is no requirement that you must accept all the link requests but you must provide a reason if you reject the request. If you accept the request you must provide the link where you have posted the exchange and it must be in place before making the decision to approve. If the link is not in place the approval process will be rejected as it checks for the links before accepting the approval.

Make Presentations

If your topic were one that is conducive to making presentations, I would highly recommend this activity. An example of places involves organizations of which you may be a member. I have given a presentation on my book to a professional quality organization and it was widely received. This is a good tool to use to gain exposure and recognition for your topic. It is also a good possibility to have increased sales through those that attend the presentation. Word of mouth is the best marketing tool and those that are in attendance will spread the word about you and your book to others they know. This increases the possibility of sales and visits to your web site, if you have one. I highly recommend that you make yourself available for these types of organizations if your topic is conducive to their purpose.

Make List of Bookstores/Places that sell Books

Make a list of bookstores and/or places that sell books such as Wal-Mart, Target that have your book (s) for sale. This provides an opportunity to pitch a proposal to schedule a book signing. When searching for whether your book is listed, first try your name and then the ISBN if the name is not in the system. A method to get bookstores and places, which sell books, is to use the various bookstore association listings and accessing the sites, which have a web site. A listing of these is available on my site, www.myqualitywriting.com. I recommend a spreadsheet, either excel or access. I have used this in the past and when searching for my second book I found that the original was still listed in error. I was able to contact the main provider, through email, of the listing to the bookstores and have the change made. This helped to bring additional exposure to my book for potential buyers.

Another reason for creating a listing is to thank the various stores that list your book and offer them additional information that may help them sell. Another benefit provides a listing of stores in your local area to concentrate on visiting to draw interest in your book (s). Having a visit by an author, a local author, adds visibility and interest in your

book (s). Many local bookstores support local authors and if you do not know they exist or even list your book, there is no way that you can gain this exposure.

Having a list of bookstores that offer your book (s) for sale provides an opportunity of marketing through email, though you must be careful as to not be considered spam. If you have a purpose for contacting them such as correction of any errors, then it would not be considered spam, in my opinion. The listing also provides a means to determine the exposure for your book (s) in various areas and may be an aid to increase marketing efforts where your book (s) have limited exposure.

Author Bio: Author Integrity: Do You Have it? 2nd edition. He has signed the business ethics pledge and has written three published articles on integrity. The articles are integrity in education, integrity in auditing and integrity in management. He has designed his own web site www.myqualitywriting.com, and is a resource for writers, his products and services.