



Get into Barnes & Noble & SUCCEED!

With Jaimie Engle



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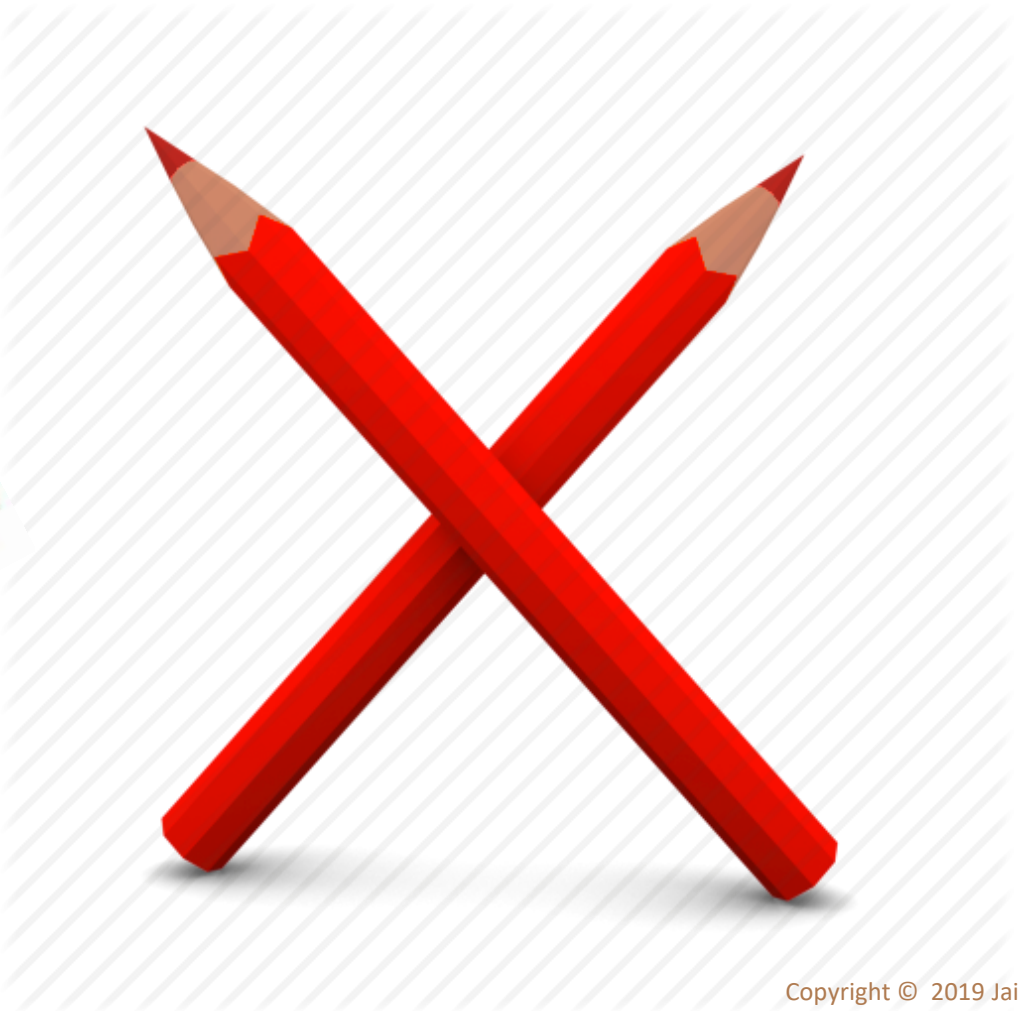


Getting in the Store



Review Process

- Book
- Awards & Accolades
- Marketing Plan
- Sales
- Author Info



How did I get denied when...

- Recommended by the FL Dept. of Education Summer Reading List
- L. Ron Hubbard Award Winner
- Nebula, Bram Stoker, Shirley Jackson Nominee
- Consistent face to face sales

There are somewhere between **600,000** and **1,000,000 books** published every year in the US alone, depending on which stats you believe. Many of those – perhaps as many as half or even more – are self-published. On average, they sell less than **250** copies each.
(Forbes.com)

What now?

- Author Visits
- Conferences
- Teaching
- Local Events
- Giving Back
- Media Releases
- Social Media Presence
- Attending Functions
- Expanding Audience
- Building Brand

Media Releases

- Personal Branding
- Business Branding
- Book or Product Releases
- Announcing Accomplishments
- Announcing Certifications

Media Releases

- Inspirational Stories
- Your Views Related to your Area of Expertise or Business
- Human Interest Stories
- Helpful Tips & Advice
- Conferences & Events You've Attended
- Polls, Surveys, & Trends

Media Release Formatting

FOR IMMEDIATE RELEASE

Contact Info: First and last name, Title, Telephone, email, website

- **Headline:** Brief, under 100 words, but powerful. It must attract attention.
- **Summary:** 1 or 2 sentences to draw reader in.
- **Dateline:** City, State, Date

Media Release Formatting

- Content: 3-5 paragraphs, 250-500 words. Cover the 5 Ws. Include Quotes. Short paragraphs with bulleted or numbered lists.
- CTA: Clear Call to Action.
- Bio: Concise & Pertinent.
- End: # # #

- Name & Contact Info
- Hook paragraph
- Information you are comfortable talking about
- Credentials to back your expert opinion
- Availability
- Booking information
- Social media links

Positioning yourself as an expert in a field encourages the media to reach out to YOU!



And that's exactly what
happened!





Succeeding in the Store



Partnership & Marketing

- Brevard Adult Ed
- Shared Cost of Ads
- Brought in followers
- Advertised to group
- Community-Edged
- Videographer/Photographer
- Media Release
- Facebook Event
- Facebook Ad
- Google Ad
- Direct Mailer to schools
- Giveaways

Poster from Barnes & Noble

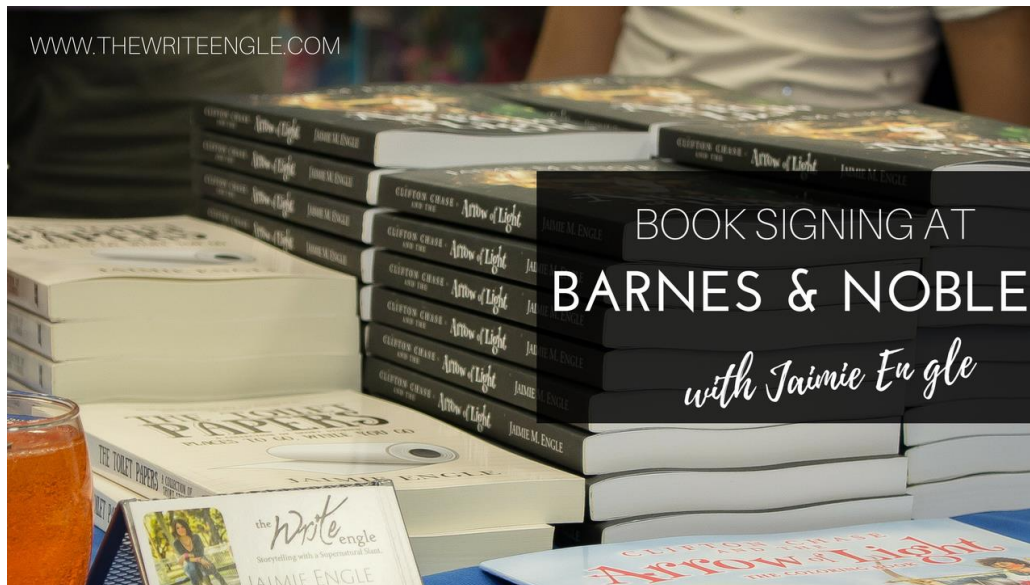
Printed and mailed
with handwritten
invite to every school
in my county.

Facebook & Google Ads

Created a Facebook Event and Purchased a Google Ad; promoted both ads.

Hosted by Brevard Adult Education
Brevard Public Schools and Barnes
& Noble (Melbourne, FL).

**Freebies to First 100
Through Door.
Drawing for \$25 Barnes &
Noble Gift Card.
Preregister.**



https://youtu.be/SWogt_AI7kk

Hired Professional Photographer & Videographer

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Results?

- More than 60 attended, standing room only
- Sold more than 50 books in 15 minutes
- Shared story with new writers, fans, and friends
- Built relationship for referrals with other B&N stores
- Raised several hundred dollars for Brevard Adult Ed
- All books stayed on shelf in store for several weeks
- Signed all the books for ZERO RETURNS!



The B&N coordinator interviewed me for success tips to share with other authors!



What about your story?



Get noticed!

- Build your brand
- Stand out as an author
- Give back to the community
- Share with media outlets
- Create demand!

Need help?

3 Month Mastermind Course

\$299
per
month

- Find your unique element to brand
- Access to local school media specialist list
- Create your expert media release
- Provided with list of local media to contact
- Inclusion in exclusive FB group to network ideas

About Your Instructor:



Jaimie Engle writes dark thrillers where magic turns ordinary into extraordinary. She loves weaving lore into her novels and creating the *Stories that Shape You* through JME Books. Engle cosplays her characters and invented WickBooks® story-scented candles where readers *Experience the Story*. She is available for school visits, conferences, and conventions, and loves to reward her fans! Discover more at theWRITEngle.com.