
Q&A Session

Evidence for Indies

Exploring the *Library Journal* Self-Published Book Survey Report



I just attended the American Library Association Midwinter Conference and did not see any way indie authors could break into the library scene easily. It was all about the big publishers showcasing their books on a big scale. How can an author like myself learn more about getting my books into libraries?



Participating in Indie Author Day is a step in the right direction! It connects you with your local library, allowing you to build a relationship and find out additional ways you can get involved in their collections and programming. Authors interested in reaching new readers through libraries can also submit their books to *Library Journal's* [SELF-e](#) program, which allows books to be available for patrons across the state or province and a chance for national recognition.



I have made my books available through SELF-e. How do I find out if library patrons are reading my books?



Beginning in the summer of 2017, SELF-e will provide reports that authors can request, which will include data on how frequently eBooks are viewed, from which libraries eBooks are being viewed and more. SELF-e authors will be able to opt in to receive these free reports once they are available.



What are the complete Indie Author Day 2017 details? Will it be like the last event?



Indie Author Day events vary from library to library. Once registration opens for this year, libraries will be able to start planning their individual events, which may feature author panels, writing workshops, book readings and signings and more. The only certain commonality that all events have, regardless of what year or place they occur, is that they celebrate and highlight local indie authors. Beyond that, the sky is the limit!



When will the next Indie Author Day be?



Saturday, October 14, 2017



What is the best way to find out if my Indie Author Day event has been rescheduled or cancelled?



While the [Indie Author Day Where](#) page reflects updates as libraries communicate them to us, the best way to stay abreast of your local library's event is to stay contact them.



How can indie authors get books listed on BiblioBoard?



To make their ebooks available on BiblioBoard's mobile library, indie authors simply submit to the *Library Journal* SELF-e program. The process takes about 10 minutes, and includes simple metadata questions.



What criteria do libraries use to select books published by indies?



How libraries determine which indie print books to include in their collections varies from place to place. However, SELF-e's process of inclusion is standard across all libraries. Indie authors can [submit their ebooks](#) to be read by library patrons regionally and even nationally.



When an author submits his or her book to Publishers Weekly's BookLife, does the book need to be a new release, or can it be submitted any time after publication?



Carl Pritzkat's response: Regarding self-published books, there is no new release requirement, as long as Publishers Weekly has never considered it before.



It seems that libraries don't advertize for their events very much beyond the library. Why not?



Carla's Sarratt's response: Libraries' advertizing varies from place to place. NHCPL is fortunate to have a strong relationship with local media thanks to a librarian that does all of their publicity. Social media accounts also help reach potential program attendees.

K.S. Brooks's response: Prior to library programming, it's a good idea for authors to build awareness about the event by writing a free news release. You can find advice on this at IndiesUnlimited.com.



How do I get the most publicity for my novel?



Carl Pritzkat's response: Getting the most publicity for your novel is no easy task, but it starts by identifying the most targeted segment of readers who will have an affinity with your book. The smaller, more focused the segment, the easier to have an impact on them. Once you've identified your segment, then you find out who speaks to that segment — bloggers, reviewers, journalists — and you reach out to them and let them know about your book and why they should tell their audiences about it. Reviews for your book from trusted, independent parties will help get these people to take you seriously. Once you start to receive publicity from your targeted segment, you can use that as leverage to get more publicity in other, related segments.

K.S. Brooks's response: Technically, there are two types of publicity:

Brand Awareness

Brand awareness tends to be more about the author than about a certain book. Therefore, this is more beneficial to authors with a large backlist and an established presence. Examples of brand awareness include, but are not limited to: author interviews, booksignings, and guest blogging.

Sales Marketing

Sales marketing is advertising and promotion designed to spark sales of your novel.

If an author has limited resources, I recommend the latter. The best sales marketing involves paid promotion, usually via targeted digital marketers. These marketers have developed proprietary mailing lists based on readers' preferences and are best suited to getting your book in front of the ideal audience.

The benefit of going this route is that these digital marketers have access to people who have expressed an interest in reading specific genres, versus casting a wide net via “traditional publicity.”

Many author websites, including IndiesUnlimited.com, have free resource pages listing sites like these. Not all of these digital marketers charge authors a fee, and not all that do charge a fee are effective. Every author should do his/her due diligence before paying for any service. That being said, this is still the best way to get your book in front of the right audience.

