

3 Writing Secrets to Give Your Novel a PR Edge

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1. Provide a local angle. Set your story in a real place. People who live in the area love to read about restaurants, amusement parks, streets, landmarks, etc. they know. And if you set your story in your own area, it simplifies promotion greatly. You can easily spin the local PR, then let it ripple outward regionally, then nationally.

2. Carefully evaluate your main characters. Does the protagonist have an interesting profession or hobby you can use as a sales hook? One novelist I know sold her book in spelunking shops because caving was the avocational pursuit of her main character. Another merchandised her mystery in Volvo dealerships. Why? Because that make of car played an important role in the story.

3. Revolve your story around an important "issue." Add an aspect to the plot that addresses something newsworthy. If there is a dominant thread that deals with a timely topic, you may be called upon when a fast-breaking news story hits. Topics you might consider, for instance, are Internet privacy, battered men, terrorism, fetal tissue, obesity, or medicare woes. You get the idea. By the time you've written at length on the subject, you will become an "expert" on that topic. Monitor the news each morning for references to your theme, then immediately piggyback on it with emails and faxes to the media.

As a fiction writer, you can greatly impact the marketing potential of your book. Use the guidelines above to write a savvy book. Planting interesting angles during the creation process opens doors to lucrative results when your finished book comes out.

Marilyn and Tom Ross are the coauthors of 13 books including the best-selling Complete Guide to Self-Publishing and the award-winning Jump Start Your Book Sales. Through phone consultations and ongoing coaching/mentoring, she empowers authors and self-publishers to realize their dreams. She can be reached at 720-344-4388 or Sue@SelfPublishingResources.com. Visit <http://www.SelfPublishingResources.com> for free meaty information on writing, self-publishing, and book marketing strategies. © Copyright 2005 Marilyn Ross