

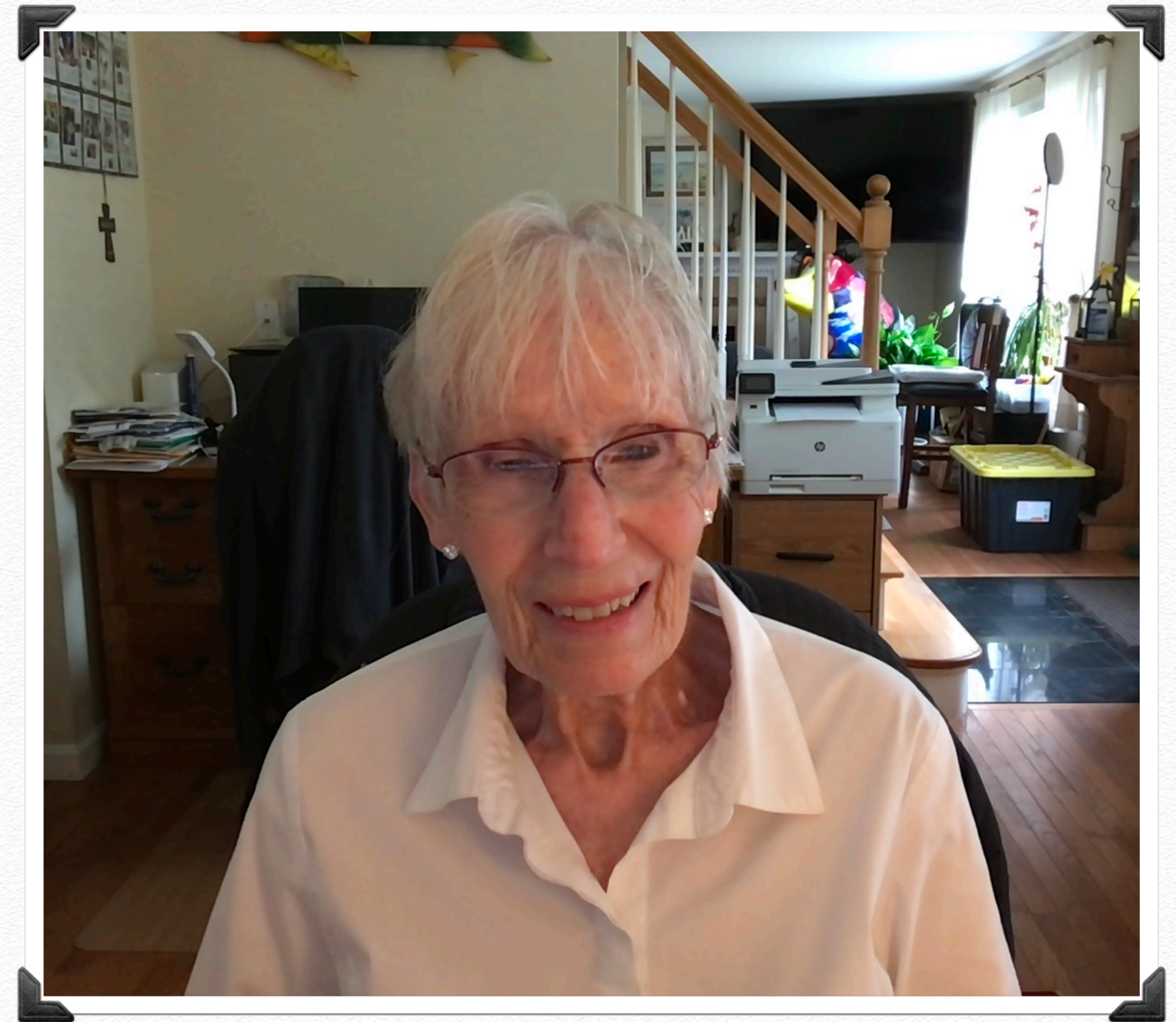
A Writers' Guide to Marketing

S. D. Anderson, Founder
Cape Cod Writers' Studio

Introduction

The Wednesday Studio was over. I headed to the kitchen to make a cup of tea while I reflected back on the current writers in our weekly meeting. I had had to cancel the studios for the entire month of January while I dealt with Covid 19 and its lesser strain of Omnichrome Variant. Apprehensive that the entire group would leave me, it was a miracle to see my core group and screen share their new stories... Eight years of dedication had paid off.

Has it really been eight years????



My Passion

- ❖ Writing is my passion. I love to play with words and put them together to make a story, and I was always a voracious reader. When I gave up the corporate world and said 'hello' to 'my time', writing became my focus again. Not the corporate writing of personnel manuals but stories about ????. What should I write about?
- ❖ Advised to 'write about what you know' I took that as my cue and created my first book about ANGELS. Unfortunately, a book about Angels was not the acceptable genre it is today. Now what?
- ❖ I began searching for a writers group and found one locally that met once a week on Tuesday mornings. Perfect.
- ❖ I stayed with this group for 3 years, probably the most difficult thing I have ever done. The other writers, mostly male, tore my work apart and criticized every aspect of my stories. BUT it forced me to become a better writer. Even though I cried all the way home each week, my writing skills did improve. And something else happened.....

Out of the Ashes....

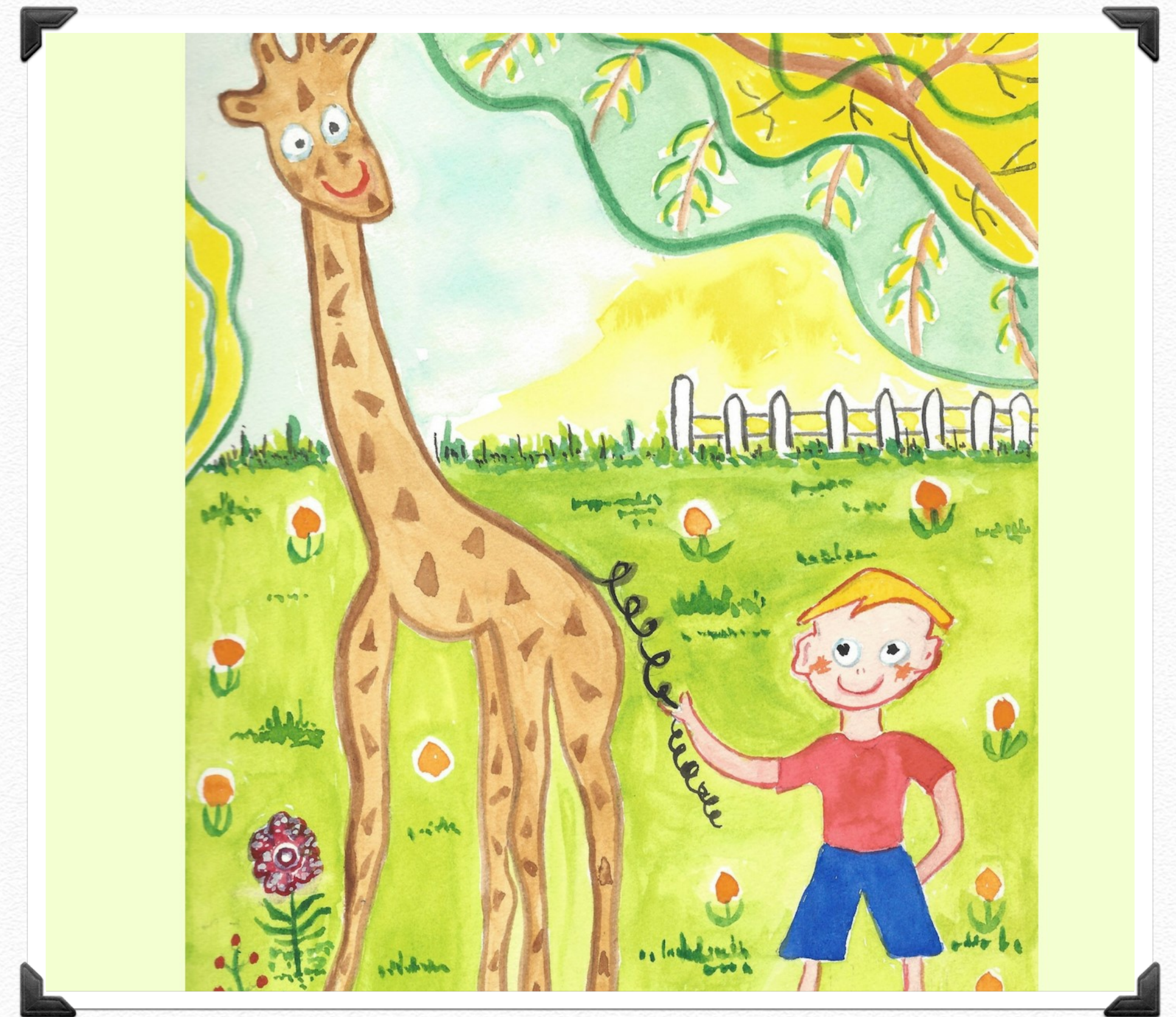
- ❖ I vowed, on those rides home, that if I ever started a writers' group it would be built on love and compassion for each other and their work. No one in my studios would have to suffer the humiliation and degradation that had been my companion for those 3 years. There had to be a better way to nurture writers.
- ❖ Writers, by nature are solitary figures, and tend to work alone, so to find a safe environment to read chapters and help other like-minded writers is a big step, and a frightening one. That is why we offer several levels of studios for writers.

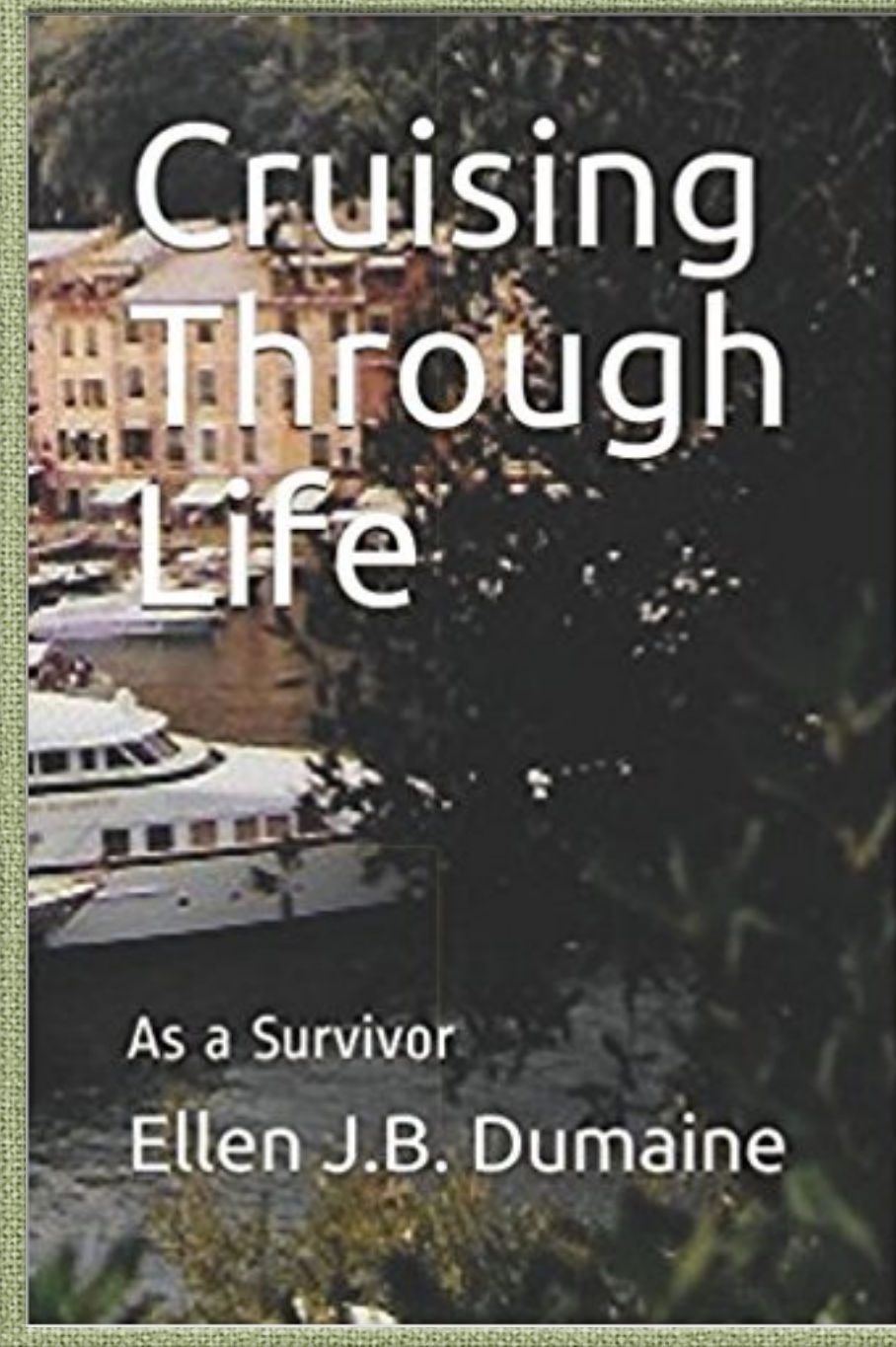
Dennis Port Public Library

- ❖ September 30, 2016 was our first session. Cindy Cullen, Head Librarian, had been gracious and kindly allowed us to use her meeting room on Fridays from 10:00 to Noon. We started with 4 writers. The numbers increased to 12 to 14 each week, all with stories to read.
- ❖ Felix, Deb's Cubillos therapy dog attended each week, too, and helped anyone in the group who was in need of 'therapy'.
- ❖ Or had a cookie for him...

Marion's Story

Squeeze and Sneeze was Marion Harcourt's first book. Marion is 94 years young and since this book was published, has done her second book and is working on her third. She illustrates her books, also.





Ellie's Book

Cruising Through Life as a Survivor...

Ellie's Story

- ❖ Ellie was frantic when she arrived at our studio with her manuscript clutched in her arms. She had to get it published. It was urgent! We finally did find out that she had been in remission for several years but the liver Cancer had flared again.
- ❖ Her book was about her time as a chef on a privately owned yacht. Her recipes are included, especially the chocolate cake she baked for Chuck Norris. The cover is her personal photo of their time in Monaco on the French Riviera.

Centerville Public Library

- ❖ We opened our studio to the Centerville Public Library. On that first day, 37 people crammed into the room expecting a writing workshop. This told me that there were writers out there who needed what we have to offer. The group narrowed down to 15 or so weekly writers. And were constant until.....

Covid 19 struck.....2020

Now what???

- ❖ With 3 active studios in 3 separate libraries and 112 members, what do we do now?
- ❖ ZOOM became the answer for us and so we switched. Most of the members were familiar with the technology and for those who were stumbling, we worked with them to give them on-the-zoom-training. It was heartening to watch the members helping each other and me learn to maneuver through the intricacies of Zoom. Our studios now became an adhesive community, each member looking out for each other. Three studios were squished into one and our Wednesday Studio became our home base.
- ❖ I am so grateful for the kindness and patience the members had/have for each other.

- ❖ Well, there you have our story. Some of you probably already knew, for some it is new information.
- ❖ Here is where I would send you on to another site to sign up for whatever I was selling. Only, I am not selling anything except perhaps my coaching.
- ❖ No, my purpose is to create a guide for you to use (free of course) to set your own marketing for your book into motion.
- ❖ Here are the easy and fun steps you can follow to create your own personal marketing story.

The Seven Steps

- ❖ Before I go any further, this information came from someone new to me, Lisa Bloom, and her wonderful idea of storytelling as a selling tool. She is a storytelling coach.
- ❖ As a writer who has oodles of books to my credit and has never outwardly marketed any of them, this idea had so much appeal to me, I knew I had to share it with my writers.

- ❖ It is easy, painless and telling my story does not make me feel. “Smarmy”. Here are the 7 steps or stories that sell, according to Lisa.

- ❖ THE STORY OF YOU
- ❖ THE STORY OF WHAT
- ❖ THE STORY OF WHO
- ❖ THE EXPERIENCE STORY
- ❖ THE FAILURE STORY
- ❖ THE VISION STORY
- ❖ THE PROOF STORY
- ❖

- ❖ In writing this, I feel that I have covered all of the steps, perhaps not in the same order but the vision story is what I have in sharing this with my writers.
- ❖ Writers are storytellers by nature. And you are experts at it! Use this guide to create your own story, or better still, download Lisa's PDF file and put it up on your screen until you need it.
- ❖ <https://content-giveaways.s3.amazonaws.com/7-Stories-that-Sell-eg.pdf>
- ❖ lisabloom@story-coach.com

- ❖ Marketing can be fun and easy if you know how.
- ❖ Use this idea to create your new marketing campaign. Even if your book isn't finished, people will always ask you, "A writer? What do you write?" Then tell them your story.....
- ❖ I intend to use this as a free give-a-way on my website. My advice is for you to download Lisa's *7 Stories that Sell* and start creating your story. You won't regret it.

Best Wishes for your story-telling marketing campaign ...

Stay tuned for more from
S. D, Anderson, Founder
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