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Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet. Hey, business owners, welcome to today's episode, today, we are talking about re releasing a book that you have already on the market breathing life into that existing book. So this is not about a complete book revision per se, which is where you're, you know, changing a full, you know, 10% 20% of the content, adding something new really like pulling chapters out things like that, where it's a new book entirely. This is not that this is just taking the book that's already on the market, and breathing some new life into it, whether you're adding some new content here and there or not. So why would you do this? How would you do this? When would you do this? Let's dig into some of these scenarios so that you can make the best informed decision and know when it's time to breathe new life into your existing book, if it is, so sometimes things change in your industry, sometimes things change in your business. Those are great examples from the get go of when it makes sense to rerelease your book, whether it's a new book altogether, a second edition of your existing book, or honestly, just you make the changes to the ebook file. For example, when I wrote right published market, Amazon KDP, was called Createspace. That's what they called their self publishing arm back then. So my book was on the market, talking about self publishing a book, create space, create space, create space all over the Amazon section. What when create space went away, but my book still talks about it. It made the book seem stale, and outdated. And as if I didn't really know what was going on in the industry. And as a thought leader, and looking for credibility from the book. That is absolutely not what you want. In 2022, my client, Braden Drake, rereleased his book, because he changed the name of his signature program, which he talks about all throughout the book. So again, same thing, you don't want to be talking about something that doesn't exist anymore, that people can't go online and find anymore, especially as if you're using the book to drive people to Sid signature program, obviously, you want it called the right name. So that was another example of when it made perfect sense to you know, rereleased the book, the biggest pushback, and pushback is probably not, not the right word that I hear is, you know, I guess it's, I'm gonna call it a myth, not pushback, is, you know, my book came out x months ago, X years ago, so why would I bother? And I hope that you're thinking to yourself right now, well, God always says that book marketing is a marathon, not a sprint. And that, my friends is why

because your book is, it's a tool for you to use in your business. But that tool can only work for you, if you're leveraging it if you're putting it to work, right. So the book is about your knowledge, not necessarily about your writing skill, though, of course, you want a nice experience reading experience for your audience. But it's really about sharing your knowledge and information. And so if something, whatever that may be on the back end in the background, or even front facing to the world changes, then your book should reflect that. So that's one of the ways that you need to think about breathing life into this existing book. And again, especially with an ebook, you are literally making the change and re uploading the file. Obviously, this is a little more difficult with a print book, because probably the layout needs to be redone. And then the new file uploaded, let's a little bit more labor intensive, I will grant you that. Same with an audio book, maybe you're re recording something or re recording some piece and mixing it in or re recording the whole thing depending on you know how much you're changing. But for ebook editions, especially, this is an absolute no brainer. So I'm gonna give you a little pro tip here. Whether you're ready for this step or not. Always, always always have a book update file folder, however you want to keep this so that when it is time you're ready to go. So you're talking here about you know, content updates. You If you work with somebody, your book is two years old, but you just worked with somebody that you know, would make a great case study, a stronger case study for working with you one on one than something you have in the book. That's something to write up and keep in there. So you're ready to go. A lot of times, if you've written a book, you know this, or honestly, anything that you put out there, you know, five minutes later, you think, I should have said that differently. Or I shouldn't use this word, not this word. And that happens all the time with book writing, because you read the book. So many times when you're writing it, that you're just so sick of seeing the words that it's done, it's ready to go. And then as soon as the book is you hit upload on Amazon, or print or whatever you think, you know, I really wish that I would have said this this way, instead of this way, I think it's more clear, I like this word better, you know, whatever the case may be, because that you thought of quote, unquote, too late for the book, those can be updated the next time you release the book, if typos slipped in, those can be fixed. If formatting errors slipped in, those can be updated. So it's never too late to fix anything, it's just a matter of easier with an ebook versus not. So another thing to think about is, there are other ways to revitalize and breathe life into an existing book, short of re releasing the actual book itself. You can think about, you know, additional products and services that would go along with the book, maybe there's some kind of content series, like a limited podcast that supports the book, maybe you could add a workbook that you could sell in a bundle with a book, maybe you have a new course that the book pairs well with. So there's all sorts of you know, additional products and services that will give you an opportunity to talk about the book, again, as if you know, you're breathing this new life into this existing product. You can also refresh your your book marketing. So you could update the book website, you could update your Amazon Author Page, if you're using Amazon, you can add the book to your email signature, you can make, you know headers and pin posts on your social media pages, you know, sort of remind people that you have a book, right? We are all guilty of this as business owners about not talking about our stuff enough, whether it's our services or products, anything we have available, we are all guilty of this right of not talking about it enough. So sometimes it really is as simple as just, you know, reminding people that you have a book and things like updating your book website that you can then show off, it's an easy way to market the book. Another one is to have a live event, a book launch party, when the book comes out is obviously lots of fun. But you could have some other kind of live event, not just at the launch as sort of a refresher or relaunch, you know, whatever you want to call it. All different kinds of options there too. But a live event

is also obviously a super fun way of building the buzz reminding people that the book exists. That's really your bottom line here is that you want to remind people that the book exists, whether you've added changed content or not. And that's the real big takeaway for you today is that it's never too late to market to make a push for your book. It really is this long game. And sometimes there are things that will dictate Oh, we should do this. Now, you know, like I was talking about those examples earlier in the episode with Createspace KDP for Amazon. But also, this is something that's sort of ongoing. You could you rerelease your book, once a year, if you want to? Do you want to make that effort, I don't know, it really again, depends on what has changed what has not changed. But regardless of whether there's new material, not new material, book marketing is an absolute marathon, not a sprint. But there are these ways that you can sort of, you know, give it a little a little push refresh, just to remind everybody that it's out there and get that cycle going of all the things that you want to do with your book, whether that's credibility, or speaking or visibility, you know, whatever those goals are, you can get that momentum going again, with a refresh. So that is what I have for you today. Friends. I hope that this information was helpful. I hope that it's given you some ideas of how you can breathe life into your existing book, whether you're adding new content to it or not. And until next time, keep writing

and keep marketing. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you taken some time out of yours to journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me Your book publishing expert resources co writing times and so much more you can learn more at the link in the show notes I hope to see you inside the lab