

How can a website benefit and author?

By Joe Balestrino

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As someone who works with writers and is a writer I thought I share some information. Now, I am not an authority on publishing or have been a published author. However, I am a web designer for writers. I also know about marketing and here is what it comes down to.

Some authors think all they need to do is write the book. That's it. They figure after writing a book and finding a publisher to publish it that is all they need to do.

Well, how much promotion will your publisher do? Truthfully, unless you are already a well established writer, not a whole lot. So, how will your book sell. If no one promotes it well if it doesn't sell well what are your chances on getting another book published? Do you see where I am going with this? Now, I am not saying to stand in front of Barnes and Nobles reading excerpts from your book. But, what do you do? We all know writers usually do not get paid much up front. Some get a small percent off sales. So, why would the publisher launch a big advertising campaign for you? They probably only have a few hundred or maybe thousands of authors just like you. They are making their money. But, how much will you make?

The perfect and most affordable way to advertise your book is with a web site. You do not need a fancy expensive high end site. You also do not want a cheap looking site with a long web address. A domain name with your name would be great. What would you place on your site if you had one? More importantly, what is the purpose of the site.

The purpose of your site is not just to sell books. It goes way beyond that. You want to create a fellowship and friendship with your readers. You need to make people know who you are and what you write about. Tell them what reviewers say about your book. Tell them what readers have to say about it to. Granted, this won't happen overnight. Just think about what you can do with your site. Readers can talk to favorite author via email. Which readers will love. You will know more about your readers. What they like and dislike about your book. What they want to read about next. The possibilities of the information you will gain is priceless. Start a buzz on your site about your new book, tell them of book signings and more. Your readers will tell friends and the anticipation will build. Is that what authors want? Authors want to bring their visions into other people's mind. They want recognition for their hard work. They always want to know people enjoy their hard work. You think the publishers care about all that?

Not published yet? A Web site can still help. I am interviewing publishers as you read this article. Asking them the million dollar question. What does a publisher look for on a writer's web site. I know some of the answers already. You will certainly want to know what they had to say.

The key to success is to build an ongoing relationship with your readers. They will help spread the word about your work. The better you know your audience the better you can make your books reflect their needs and wants.

Joe is a published writer both on and off the Net. He has covered topics from marketing , and small business to free software and website promotion. To find out more and learn about his services see <http://www.jnb-design.com>

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