

THE HEART OF THE CHRISTIAN WRITER - Lesson 4

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Hi All

This is our last session together. I hope that I have presented you with tools to help you understand the Heart of a Christian Writer. Our four weeks together have included: God is the priority of our lives and our calling to write; God and creativity; the challenge of editing, critiques, and rejections; and marketing and professionalism.

I have learned so much from you! Thank you for growing with me, and I pray your writing will be blessed.

Lesson 4: The Fourth Portion of the Christian Writer's Heart - Marketing and Professionalism

Prayer: Heavenly Father, help me to mirror Your Son in all I do. As a professional who writes for You, direct me to expand my knowledge and to represent You in a manner of holiness and righteousness. In Jesus' name, amen.

Well, writers, you've met them. You know whom I mean, the ones who profess to be a Christian until you deal with them on a professional level. Unfortunately, you can't tell the difference between your secular and Christian acquaintances.

Some Christian writers believe that because they have the security of a heavenly home, and God has given them the gift of writing, that God will put their work at the top of the best sellers list. You know them. They refuse to edit, listen to constructive critiques, or market their work appropriately.

This is not a session on how to market your book with professionalism, but how to approach your plan with a Christian prospective.

The following is an "edited" version of Guerrilla Publicity - by Jay Conrad Levinson, Rick Frishman, and Jill Lublin. I will attempt to take his suggestions and put a godly twist on it.

1. Introduce yourself with a sound bite. You don't have to shout the words "I'm a Christian" but you can be respectful, state your genre, and pitch your book with clarity and conciseness. Few people have time to listen to the full story, so not only must you choose language that will grab and captivate the media, but show your faith by mirroring Jesus. He (Jesus) is the star of the book. Represent Him rather than yourself. Your first impression to the media representative advances or crashes your career.

2. Speak from the heart. To successfully promote your product or service, you must

honestly believe in what you're promoting, which is the story God has given you. You can't fake enthusiasm or dismiss the fact you are representing a work originated by the Creator.

3. Follow up. The magic formula for getting publicity is follow up, follow up, follow up. Was not Jesus persistent?

4. Get others to spread the word. Do you not belong to ACRW? Are we not a great bunch of Christian writers? Do we not love and encourage our own? We have a number of great book-reviewers who will go to tremendous lengths to promote your work. Word of mouth is the best way to promote your work. To build a successful writing ministry, you need networks, strategic alliances, etc. to help advance your work. Everyone you know, hear about, meet, and do business with is a prospect for your network.

5. Speak before groups: ladies groups, writing groups. Speaking before groups increases your visibility, reputation not only as a writer but also as a Christian, and stature in your industry. It establishes you as an authority in your field, draws media attention, and makes you more attractive to potential customers and clients.

6. If you want to promote your work - give to others what you want given to you. Does that sound familiar?

7. Return God's blessings by giving of your time, talent, and tithes.

For professionalism in marketing, I suggest:

GUERRILLA MARKETING FOR WRITERS - Jay Conrad Levinson, Rick Frishman & Michael Larsen

BOOK PROMOTION FOR THE SHAMELESS - Lorna Tedder

Subscribe to John Kremer's tips for marketing - www.bookmarket.com

I'd also like to suggest the following books on writing technique. This doesn't mean you need to rush out and invest money - but when you do have the extra funds, consider these:

STEIN ON WRITING - Sol Stein

HOW TO GROW A NOVEL - Sol Stein

WRITING THE BREAKOUT NOVEL - Donald Maass

SELF-EDITING FOR FICTION WRITERS - Renni Browne & Dave King

WORD PAINTING - Rebecca McClannahan

There are many excellent books. Recommended reading is a common topic on the loop. Thank you for your attention this month. May God bless you.

DiAnn