

Be Brilliant...

Be Bold...



BE BEAUTIFUL YOU

The
Essential
Guide For The
Perplexed on
Writing,
Publishing,
& Selling
Your Books



B.K. WALKER

Be Brilliant...Be Bold... Be Beautiful YOU!

The Essential Guide for the Perplexed on Writing, Publishing, & Selling Your Books

by

B.K. Walker

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Chapter 1

Be Great! Be Bold! Be Beautiful YOU!

I know what you're thinking..."Good Gawd! Another book full of B.S. and things I already know." I'd probably be thinking the same thing if I wasn't writing it. I am writing it though, and as I sit here thinking about how I want you to know how great you are, I am reflecting on my own inner critics. You know them. You have your own. We all have them.

Inner critics are those small voices in our heads, and no, not the chatter from the characters in our books that all authors tend to hear, but those voices that keep you from fully allowing yourself to just write your book, to know that readers will love it, and to believe that you deserve to have this success.

I don't just think of how they tell me that I won't ever amount to anything, but how they tell me how I have failed at so many things in my life. I listen to them for a bit, shrink to the little girl I once was, but it's now time to ask them to go to sleep so I can focus on my writing.

Inner critics can be so dramatic, and we know that they are just ridiculous in what they have to say, yet we let them keep us in fear. It's that fear that keeps us from being bold enough to reach our greatness.

So how can we move beyond that fear?

It's not easy, I won't lie to you. Quieting the critics can be such an exhausting procedure that you may find you don't even want to get started, just so you don't have to listen to the negativity. Don't let fear hold you back. This is your purpose and you are meant to fulfill it...live it. Be brave and face that fear head on. I know the feeling, and believe me, each time I write a book and put it in front of a reader for review, I sweat bullets! ***What if they don't like it? What if nobody likes it? Maybe I shouldn't write at all!***

Then that first review comes back. Heart pounding, palms clammy. Breathing quickens almost to a painful pace. ***"BK Walker just keeps getting better and better!" ~Jennifer Bonges, review of Night Secrets.***

What the heck was I so afraid of? I read the book myself. From a reader's POV (Point of View). I liked it! Why wouldn't others like it? Then I realize it was just my inner critic talking again, trying to keep me from reaching my dreams, and I've had enough!

My entire life I've had a critic in my life. My grandfather, the man that raised me, used to tell me how I'd never amount to anything. Years upon years I heard this from this man. I went to Nursing school and thought, ***"I'll show him!"***

Not even a, 'good for you!' I don't think he ever said one word about me becoming a Nurse.

All my life I looked for his approval and love. My mother, my aunt, uncle and myself all sought the approval of my grandfather, only to always fall short. My mom moved to PA and got married, my aunt married and owns 2 houses, my uncle is a Civil Engineer and also moved away, and me, well, I wear many hats. I'm still unsure why we felt he was so important to earn that type of acknowledgement, but I've learned to let it go. It was hard, and it took me almost forty years to do it, but I did it. I got my boldness on and let it go.

I only tell you this story because our past shapes us. It helps us to develop, grow, find our greatness and live the life we deserve. Now, you may be thinking, "Yeah right! I deserve a lot but don't have it."

I used to think that myself. I often thought God was playing cruel tricks on me. I questioned every verse in the Bible. Brought my concerns to Pastors, my grandmother (who *is* the most beautiful, God-fearing woman I know!), and to God himself.

The problem is that we don't grasp the answers. We miss them. We don't hear them. They just pass

us by and we have no clue it was even right in front of us. I know I still struggle with this, but, we don't allow ourselves to be still and hear with our hearts.

How can we share our greatness, if we don't even know what our truth is?

We all have a story to tell. It's those of us that want to be bold and move past the fear that our inner critics keep us locked into, that embrace our greatness, our purpose, and actually tell it.

Do you know your story?

Even if you don't know your story, do you have a dream? Don't let anything or anyone stop you from reaching for your dreams and living your passions!

I believe in you! Now go...figure out your story and let the world hear it.

Chapter 2

Big Bad Publishing

Self-Publishing vs. Traditional Publishing

Let me tell you that when I first started writing, I never in a million years would have dreamed I'd become a published author, but I am a published author. My books sell on Barnes and Noble, they sell on Amazon.com. Heck, they even sell at some of the smaller, independent retail stores and probably a few places I don't even know about yet.

How did I get here? It wasn't easy. For years and years I've researched how to market and sell books more effectively.

Let me tell you a little story. When I was first published, I was approached by not one, but two publishing houses. It was so exciting and I had absolutely no clue what I was doing. I was just so thrilled to know that my writing was good enough to be considered by two publishers. I decided which one to go with and signed on the dotted line.

What I didn't realize was that the publisher I signed with was a Vanity Press. There was no editing, not that I even knew what editing was back then, and I surely didn't realize that they would be putting out a poor quality book or that I would be responsible for my own marketing. It didn't take me long to learn that I was pretty much screwed. That was a hard learning curve for me and I became very frustrated. Beyond frustrated, actually.

After joining some forums associated with this supposed publisher, I found that many authors were frustrated for the same reasons. We all felt like we'd been duped. I decided that I wanted to know more and took the time to get to know some of these authors. I was going to develop a plan so that we could ease our frustration and know where to get where we wanted to go from where we were currently at. I was determined to lay the stepping stones down, paving the path so authors wouldn't have to be frustrated anymore. They would know what to do, no matter where they were publishing.

I just want to take a second to stress that before you decide where you're going to publish, you need to do your research on the company that you are looking at submitting your manuscript to. Don't fall into a vanity press that will put out a poor quality book and keep you from getting sales and putting your story in front of readers because they're all about the money. Research is key.

To help you with that, no matter if you're looking for an editor, publisher or agent and beyond, you can check out these listings at ***Predators & Editors*** - <http://pred-ed.com/> to help you weed through the bad ones. It's a great site and very resourceful. I encourage you to support their site with a small donation, as this will help them keep up their great research and hard work to help us authors know the truth.

Moving on...I wanted to develop a marketing plan that was easy for other authors to follow. What you need to understand is that whether you are self-publishing or traditionally publishing, you are still responsible for your own marketing. Putting your book in front of readers is ultimately up to you and you alone. Yes, they can publish your book and make it a little easier to put out a fantastic product, but it will be you that determines your book sales and how your book gets in front of readers in the end, and you need to have a plan in place in order to do that.

Let's talk about Self-Publishing vs. Traditional Publishing.

With Traditional Publishing, after you've done your research on the company, have decided which company you want to submit to, you need to do a little bit more research. You will need to find out how they want you to submit your manuscript by finding their submission guidelines and following them to a T. Don't ever just submit your manuscript without reading their guidelines; it's a good way to just get

it thrown in the trash.

Once you know how to submit, you will want to write a proposal outlining why you think your book would be a good fit for that company, and include how you plan to market your book once you are published. Get creative, step outside of the box and think of ways that will make you stand out and be memorable. If you grab their attention from the beginning, especially if you're looking at a bigger publishing house, then you're more apt to get your manuscript accepted. This is what a great proposal is all about and including a marketing plan is a big key.

Once you get the call that says they would like to know more, or to submit your full manuscript, send them a personal thank you with a gift such as, chocolate bouquet or bottle of champagne. Let them know you appreciated talking with them and that you look forward to working with them. That would make you stand out, don't you think? I know if someone sent me a bottle of champagne just for considering their work, that would stick in my mind when making a final decision.

Don't be afraid to get creative; be extremely creative in writing your proposal and thorough in your marketing plan. You can find sample proposals online, but do more than just copy them and fill in your information. Use your imagination, step outside your comfort zone, and tell them why they can't live without your book.

Takeaway:

- ≡ Research the Publishing House you want to submit to
- ≡ Read and follow their submission guidelines
- ≡ Write a creative proposal
- ≡ Don't over submit, and don't under submit
- ≡ Step outside your comfort zone with your fabulous creative and BE beautiful you!

Let's talk Self-Publishing. I *love* self-publishing. Ever since I had that wreck, and I mean train wreck, with my first book, I've gone with self-publishing and have not looked back since.

Self-publishing gives me *complete control* over my story. I get to write my story - my own way, I get to pick who edits it, I get to design the cover, write my own killer synopsis using my own sound bytes, and I have total control over the price of the book. If I want to raise the price, I can. If I want to lower the price by running a sale or reducing the price of the first book in a series, I do it. If sales are fluctuating, say sales have dropped, I can lower the price to boost them back up. If sales are going good, I can up my price to reflect the changes. If I want to run a KDP free day, I can. If I want to run a special giveaway or contest, I can. I'm my own decision maker and don't have to get permission of a publisher to do what I want with *my* book.

Best of all, I can do it when I want to do it and not waste time writing into the publishing house requesting the changes to be made then play the waiting game while waiting for a response or for the changes to go into effect. It's my book, and I'll do what I want.

I know! It's exciting and you're convinced, right?

There's a few places you can self-publish through, but I want to talk about two specific places that I have used in the past, [CreateSpace](#) and [Lulu](#). I have used both and like both companies, but have been using *CreateSpace* a lot more. *CreateSpace* is in connection with *Amazon*, and for me, it just makes it that much easier to list paperback and digital.

With both companies, you don't have to commit to order in bulk, they are both Print On Demand publishing (P.O.D) and you get an author discount when ordering books for your own stock. P.O.D means that they are not pre-printed, but printed as the order comes in. This means there will be no buy-backs for books unsold, because they are only made when the sales come in. It's brilliant, really.

Both companies are free to publish, you only have to purchase your proof copy before approving

the final book, and both give you a free ISBN number, which all books need. You are provided with instructions on formatting your book, but if you just don't understand the entire formatting process, you can send your book out and pay someone to do it. There are many formatters out there, all you have to do is *Google* them, but I recommend my friend, [Katie Salidas](#), author of *Go Publish Yourself* and the popular *Immortalis Series*, or [Assisting Authors Online](#) for assistance in formatting your book.

Another great place to self-publish is with [Outskirts Press](#). I've never personally used them, but they do offer a lot of support and instruction, helping you from step one to marketing.

It's totally up to you which formats you make available to your readers, ebook or paperback. I do both, some only in ebook, some only in paperback, some in both formats, and have success with both. It's just a matter of personal preference.

You can publish an ebook to *Amazon* only, or *Amazon*, *Smashwords.com* and *Barnes and Noble*. You can format your book per their formatting guidelines and upload it to these sites for free. It's a great way to get your ebook out there quickly. If you're going to enroll your book into *KDP Select*, which is a program on *Amazon* that you can offer your book for free 5 days in a 90 day period and it becomes available for borrowing, like checking a book out at a library to *Prime Members*. It's a great program and I do have books enrolled, but you need to know that your ebook can only be for sale at *Amazon* to be enrolled in this program. *Amazon* will check and if they find your ebook for sale elsewhere, like at *Smashwords.com*, they will un-enroll you from the program and you won't get that book back in until it no longer shows up on any other store's site. *Key - if enrolling to KDP Select, your ebook needs to be specific to Amazon only* (*Quick tip, run a free day within the first week of publishing and then after you have at least 10 reviews, but 15-20 is way better.*)

You can also sell your books from your own website. You can format your book to PDF's, epub or mobi and offer them for sale right from your page. There are free programs that will convert your book for you, again, just do a little research.

Takeaway:

- ≡ Self-Publish with Print On Demand
- ≡ Total control over your book with Self-Publishing
- ≡ Read the formatting guidelines or have professionally formatted
- ≡ Sell books in both paperback and ebook
- ≡ If enrolling in KDP Select, make sure your book is specific to Amazon only

That covers Self-Publishing vs. Traditional Publishing and if you have any questions, you can drop by website - [BookIt! BK](#), my Facebook page at [BookIt! BK](#) or email me at bookitbk@comcast.net.

Chapter 3

Turn Your Muse Loose

Now it's time to release your brilliance, be bold, and **be beautiful you**. Get rid of the negativity, don't listen to the inner critic, step away from the negative people in your life, and let your muse run wild. You'll feel better, trust me, and it will relieve that ache, that undeniable feeling that there is something more for your life.

Show up.

The key to writing is to just show up and start writing, but if you're like me, especially now that I'm getting older and have so much on my plate, I need to plan my books. The best way I've found to write my books is to use 3x5 index cards.

Before you start with, "I don't need to outline my book, I'm a Panster" or "I don't need to plan ahead, I just need to tell my story", and for those of you that don't know what a Panster is, it's just a term used in the writing industry for a writer that just writes the story, with no planning on direction, flow or characters. When writing, a Panster just writes from start to finish without any plan or outline to follow and it flows beautifully as they go, before you get ready to bash me over the head...

There is no right or wrong way to write a book, but my thoughts here are great for plotters or if you get stuck in your writing. So just know that it's a suggestion, not a law. I actually tend to write as both a Plotter and a Panster, it just depends on the story and my mood.

As I do get older and my mind isn't what it used to be, I do love the concept of laying out my book ahead of time and outlining my story. I find it helps me keep on track and if I do get stuck, I just look back at the cards to re-focus my thinking getting right back into the flow of the story.

Here's what you will need:

- ≡ 10 - 3x5 index cards (you may use more)
- ≡ Recipe box
- ≡ Tab dividers (like page dividers, but for recipe boxes A-Z)
- ≡ A good writing pen
- ≡ Journal

Recipe boxes will help you keep your book ideas organized by title, by character, or however you want to keep track of them. It's a great technique to file and keep yourself organized.

I bought my recipe box right at Walmart along with my index cards, and tab dividers. You will find them in the Office area and don't forget to get an awesome pen to write with and a nice journal. It does make a difference if you like your supplies. I think I spent a whole \$5, so it's not a huge investment.

Journaling is a great way to work out scenes and character development, in case you were wondering what the journal was for. It's also great to keep one by your bed so when you wake up from a dream for a book, which is where a lot of my book ideas come from, you can write your dreams down before the memories disappear. A flashlight may be good too, you just never know when your muse will want uncaged.

Once you're ready to start planning out your book, lay out ten index cards. Of course you can use more later, but start with ten. Grab your favorite new pen.

This works for both Fiction and Non-Fiction Writers

On the front of each card write down one topic or scene that you want to cover in your book. On the back of each of those cards, write down three points about each topic that you want to discuss.

Example for Fiction:

Front of Index Card -

≡ Sam Meets Josephine for first time

Back of Index Card -

≡ Sam confronts Josephine

≡ Tensions are high

≡ Fight ensues between them

Example for Non-Fiction:

Front of Index Card -

≡ Niches

Back of Index Card -

≡ How to find your niche

≡ Niche Examples

≡ Marketing Ideas in your niche

Do this for all ten index cards. Once you have all ten filled in like the above example, lay them out in front of you. Each topic on the front of the cards become your chapter titles, and each bullet point on the back becomes your topic of discussion within each chapter. With them all laid out in front of you, you can easily see if they all fit together, if one doesn't fit or is too weak for discussion and can maybe be included in one of the other chapters, toss it out.

Put them in order and you now have your book outlined. Start writing your book based on the chapters you have laid out and discuss the topics on the back.

Another awesome way to write your book is to have a friend sit down with you and interview you based on what you've written on your cards while you record the session.

Example: *Have tape recorder or video recording*

Friends asks you -

What is a niche?

You respond with your answer.

Friend asks:

How do I find my niche?

You respond with your answer describing ways to find your niche.

Friend asks -

Can you give me some examples of Niches?

You get the idea here, but the key is to record the conversation or dialogue like a live interview. You

may also just record yourself talking about each title and the topics from the bullet points, which I have done, but the key is to make sure you record the verbal conversation or dictation. Once you have it recorded, upload it to your computer and create a MP3 of the recording. There are free programs to do this, all you have to do is search it. I like to record myself talking about my books in a video, then I take that video and use <http://www.vidtomp3.com/> to create the MP3 of my recordings. Usually takes about an hour total to record and convert to MP3.

Once you have the MP3 you can send it to a transcriber and have your book written for you. A Transcriber will type out your book for you from your MP3, sending you the manuscript in a document. It's a great way to save some time and get your book finished quickly. All you have to do then, once you receive your manuscript, is the editing portion, read it over yourself and make your additions or changes, then get it professionally edited. Editing is another must-do in the self-publishing process, and if you don't get it professionally edited, your reviews will reflect the poor editing and it will then effect your sales. So, be sure to get it edited. My Editor recommendation - [Maginfico Manuscripts](#). Lorraine is wonderful and you will love her.

The only thing left before actually publishing is formatting, which we'll cover in Chapter 4.

Let me tell you guys if you follow this method I'm laying out for you, you could have your book written in one weekend for an hour or so of your time. It's that simple.

Where can you get it transcribed? You can *Google* transcribers, [Odesk](#) is a great place and you can have it done for as little as \$10 per hour.

Another great place is [Fiverr.com](#). For \$5 you can get your book transcribed for you. I've used them before and it's a great place to start for lesser money.

Turn your muse loose, and share it with the world.

Takeaway:

- ≡ Use index cards to plan your book
- ≡ Recipe box to organize book ideas
- ≡ Record your book
- ≡ Have book recording transcribed
- ≡ Write book in weekend with one hour of time

Chapter 4

Dreadful Formatting

Let's touch a little on formatting. It can get a little tricky, but it is a necessity. You want your book to look nice on eReaders or in paperback and make it easy for readers eyes when they are reading it. The more professional the format, the better readers will like your book and that equals better sales.

You have to make sure that you are formatting your books according to the guidelines of where you're publishing. If you want to try it yourself, Standard formatting for any office program you're using, if you understand the entire process, is .5 inch margins all the way around, .25 indents for first line, and keep your alignment justified. If you're publishing to Amazon, they will justify your book automatically, and I recommend you do it yourself so they don't mess up the way you want your book to appear on e-readers.

Amazon uses a format called .mobi, Nooks use epub, they have to be formatted for iTunes and Kobo differently than they would for Kindle or paperback. It's good to recognize this and then like I said, follow the guidelines set for that format.

It is imperative that you read through the guidelines thoroughly for where ever you are publishing to, and know it will take you some time to do it. If it's your first time, it may take you a couple of times to get it right, which is why I say read through the guidelines thoroughly, it may save you some frustration.

Each set of guidelines will give you step by step instructions for formatting your books using a program such as Microsoft Word or OpenOffice. You will be able to format your book right from the .doc file, and so you don't screw up your original manuscript, I would save it as a copy of the original file in case you make mistakes. This means have your original, then save another copy as a .doc file titled Bookepub or Bookmobi.

Now, there is an epub generator that you can use to create your epub files, all you have to do is Google it, but it won't work for Amazon or Smashwords. You still have to follow their guidelines. Of course, if you get extremely frustrated, you can always send it to the professionals, but after you do it a few times, it becomes easier.

You want to make sure you have a title page, a copyright page, table of contents - make your table of contents linkable - and your author page or bio page. The guidelines all describe these in detail, but I wanted to touch on the table of contents and why you want them linkable. *If you're not sure how to do it, I am going to say it again, Google it. I have spent most of my self-publishing learning curve by searching Google and it's all there, you just have to look for it. YouTube also has awesome videos for how-to's on formatting your book.*

Back to TOC's (Table of Contents). On Amazon, if you notice that most all books say, "Take a look inside", just above the cover. This means that readers can test a portion of the book before deciding to buy it. This is when you want to make sure that you entice them to follow through and purchase the book. By making your chapter titles catchy, attractive, and linkable, you will hook the reader into the no-brainer decision of buying your book. Use copywriting in your TOC's which will help you sell your book. If you have catchy, sarcastic or attractive chapter titles, then they will click on them to read about them. When they read your work, they will love your writing and buy the book. Brilliant!

Making TOC's linkable makes it easy for readers to move around in the book as well, especially if they want to quote you or find something per your chapter title, they can click on the title and be taken right to the chapter in your ebooks. Ease of access my friends.

Takeaway:

- ≡ Follow guidelines for where you're publishing
- ≡ Format Properly or send out to professional
- ≡ Use Copywriting in TOC
- ≡ Make TOC linkable

Chapter 5

They Do Judge A Book By Its Cover

I know you've heard the expression "Never judge a book by its cover", and you better believe that readers do judge books by their covers.

You want to make sure that you have an awesome cover for your books and one that is relevant to your genre. What do I mean? You can easily research book covers to see what's selling right now in your genre, and though you don't want to copy an exact cover, you can definitely get ideas and become inspired by what's currently selling.

The best way to do this is go to Amazon, type in the category or genre of your book and look at the covers from #1 in that category to #100. I bet you'll see they all resemble the category, such as Urban Fantasy using a bad-ass chick with some sort of weapon or Historical using women in large hooped dresses. See what's hot and what's not. Check the colors, fonts, styles and see what attracts your attention.

If you're with a publishing company, you want to make sure that you are the one that approves the final cover before it publishes, this will save a lot of frustration down the road. If you're hiring someone else to design your cover, still do your research so you know what's hot and can guide the artist to what you're looking for. You want a 100% Satisfaction Guarantee or paid in full upon satisfaction. If you are going to send your book out, I recommend Pit Vixen Designs at www.pitvixendesigns.com for cover designs, they do great work and invoice you for half down, and the other half after the cover is to your satisfaction, not to mention it's my company.

If you're designing your cover yourself, there's a few other things besides research that you need to consider. First, don't just pull images off of Google, Bing or Yahoo. There are copyrights to some of the images and you could get into a lot of trouble if you don't purchase images for commercial use. ***This is very important.*** A few places you can find images are [Big Stock Photo](#) or [Getty Images](#), but you can also do a search for stock photos and you will get a list of sites you can purchase images from to avoid copyright infringements. You can also do a search on Google, then click on the "Settings" tab and scroll down to "advanced". Once there, scroll down to "Usage Rights" and click on the "free to use, share or modify, even commercially". There you may be able to find a few images for your cover, such as background images.

Colors should be brilliant, vibrant, eye catching and compliment each other. Contrast should be phenomenal and the images must be clear. You do not want blurry pictures for your cover art or it will ruin it. You will want your font to stand out, be easily readable from a distance is best for both the title and your author name, and don't use more than three font types. Average font size is 12, using a Times New Roman or Arial font. If they're scrolling through Amazon looking at books, you want your title to pop out at them along with your name where they can easily read it without having to click on the book. You want your colors to make them stop on your book to see more or learn more, and if you use bright, vibrant colors it will draw them in. They eyes of the reader should move in around the cover from left around to right, like a swirl, or in a Z motion. This is how you want to draw their attention, having their eyes move in that type of motion. Look at the cover to this book and you will see what I mean. Your eyes are first drawn to the red rectangle and the words Be Beautiful You, then they circle around to the top left and across to the girls green shirt, down to the feathers and scroll to my name.

Takeaway:

- ≡ Awesome covers equal sales
- ≡ Bright colors
- ≡ Readable fonts
- ≡ Eye-catching covers

Chapter 6

Snag Them With A Killer Synopsis

Okay, you want your synopsis to count, because after your great cover, which will cause them to turn your book over to read the description, you want to close the sale with your synopsis. If it's not great, you've just lost a sale.

If you've done your job with your synopsis, they will buy the book right then and there. If nothing else, you've at least enticed them to take a look inside to see what you have to offer, and then sell them the book.

It's all about a process of drawing the reader in, hooking them, and closing the sale. It starts with the cover, then the title, and ends with the synopsis. So how can you create a killer synopsis?

You will want to use sound bytes in your synopsis. What do I mean by sound bytes? That is when you create that one word or sentence that will hook the reader, drawing them in to find out more and enticing them to want to read your book from beginning to end, or at least look inside to sample your writing, closing the sale.

So you want a great one word or one sentence teaser at the very beginning. This can be a quote from your book or idea behind the premise.

Here is how I wrote my synopsis for my book, Night Secrets:

≡ Vampire twins - one wants to love you, the other wants your blood. A Werewolf - vows to protect you. Magic - stirs within you.

Imagine if Maggie Steifvater, Stephanie Meyer, and Laurell K. Hamilton sat down together to write a fast paced, steamy, paranormal romance full of thrilling twists and turns, featuring thirsty vampires and sexy werewolves.

That's Night Secrets, a suspenseful paranormal romance written by B.K. Walker, author of Dares And Dreams and Death Upon Me.

After Keira Crosby spends months mourning her parents' death, Jared, her best friend, is determined to get her out and moving on with her life. Night Secrets, a new club in town, has a grand opening bringing with it dark secrets of the night and magic within Keira she never knew she had.

For Corbin, Keira ignites his passion. For Dante, she ignites his thirst. It's up to Channing and his pack to keep her alive from the supernatural beings he hates most...Vampires. As the secrets of the night and Keira's heritage unfolds, her world is turned inside out. Who will be the last one standing?

Night Secrets is a fast-paced, page turning paranormal romance with the perfect supernatural mix that you can't stop reading and will leave you aching for more.

This has definitely helped to increase my sales and the general breakdown is this...

≡ Hook - one sentence or short, short paragraph to draw them in.

- ≡ Premise - conflicts and resolutions of main character.
- ≡ Teaser - leave them wanting more.

You can compare your story or writing to something that may be familiar to them, introduce the conflict of your main character and where the resolution is heading, and always leave them wanting more.

What would you want to know if you were a reader looking at your book? Here are some questions you can ask yourself when creating your synopsis and I've listed mine for Night Secrets in ()...

- Who is the main character? (Keara Crosby)
- What they want? (Safety from Deranged Vampire)
- What is the main conflict that stops him/her from getting what they want? (Deranged Vampire)
- What is the resolution that helps your Main Character get what they want in the end? (Werewolf that wants to protect her)
- How does the experience change your Main Character's life? (She learns her destiny)
- Who is the target audience that will read your book? (Paranormal Romance Lovers)
- What are your credentials or expertise as a writer? (Author of other books)

Takeaway:

- ≡ Hook the reader
- ≡ Entice them to buy your book
- ≡ Close the sale

Chapter 7

Let The Marketing Begin

If you're just starting out, chances are you have no idea what an Author Platform is, but this is where it all begins. Building your platform takes a lot of hard work, consistency is key, and should begin before your book is even published.

So, where and how do you start? Good question.

It's all about sowing before you reap!

You should be talking about your book, publicizing it the minute you decide you have a book in you. Not only will readers help you stay on task, it gives you the sense of responsibility that you have to finish your book to please your readers. It's almost like making them your accountability partners, but secretly.

Talk about your writing on Twitter, on Facebook and on your blogs. The more you talk about it, the more readers will be looking forward to reading your book when it does become published.

Start by building a blog. Don't panic if you've never blogged before, I actually have a free workshop you can take to learn the ropes over at my site, [Build Your Blog Community in 7 Days](#). You can sign up by simply filling your information in the form. While you're there, you can also sign up for my free Ebook Marketing workshop too, that will help.

You can create a free blog using Wordpress or Blogger, simply follow the online instructions. Use your blog to post about your writing experiences, road blocks, share small excerpts, cover reveals, teasers, scenes and dialogue between characters, anything to do with your book, yourself, and what you are doing. You can even post about things you're learning along the way, like building an author platform, or if you're offering your book for free, post about it. Keep them updated, link your blog to your Twitter and Facebook, so every time you do a post, it will automatically send the link out to share with others. Be active, engaging, and gain followers. Blog frequently. Don't just talk about your books, but your life as well. Engage with your audience regularly.

If you need help with your website and/or blog, you can visit [Pit Vixen Designs](#).

However you decide to create your blog, use the same colors or signature statement & taglines on all your networks. This is called branding. It's a great way to help readers identify you right away. So think about colors, symbols, statements and styles that you can use across the board on your blogs, social media and book covers even. Something that when readers see it, they will automatically think of you.

Once you have it all set up, you can now tease readers with your writing. Give them character quotes or descriptions. Ask readers questions about what they like to read. Let them know the progress your making with your writing and how close you are to publishing. They will cheer you on, get excited and be waiting in line to read your work.

If you find yourself struggling in your writing, ask your readers what they would do or for their advice. Give them funny or romantic quotes your characters say in their dialogue. Let them know if you're having a bad day, if you're happy, sad, or mad. People love to make connections with authors and the sooner you start forming relationships with readers, the easier your marketing will be later.

Use hashtags on Twitter, and Facebook now uses them as well to make it easy for people that are talking about the same thing to find you. A couple popular tags are #amwriting and #amreading. When people click or search these terms, you will show up for using the hashtag and possibly gain another reader. Let people know how you're doing in your writing, how many words you've written or chapters

to go. They love to know this stuff. Believe me when I tell you that when you start forming relationships with people on your social media networks, keeping them in the loop with your writing, they are going to want to read your book. You may even be able to start setting up your beta readers, which are readers that you set up to post reviews of your book on release day or in the first month of release, starting on the first day you begin writing. What you would do is put up a status message or send to your mailing list that you are looking for beta readers. If people are interested, have them get in touch and you will get them a free copy which you can Kindle gift so you still get paid royalties, or better yet, on release day price your book at \$.99 and have them all buy it at that price and then leave a review on Amazon with a verified purchase. People can spare a buck to support you, and they will. All you have to do is ask.

Use your Facebook, Twitter and even Pinterest. On Pinterest, which I love, you can find images that relate to a scene of your book, or looks like your characters and use it to create hype about your book. Use the same images on your other social networks, see if your readers agree with your image with the information you've given them already, and it's a great way to strike up a conversation with a potential beta reader.

This is all great because now you've been making public announcements about writing a book, you've got readers excited about reading your book, and this will help you keep writing so you don't disappoint them. Knowing you have people waiting will keep you on track and moving forward. It becomes a great incentive and more of a celebration on release day when you have others to celebrate with.

It's a great foundation to building an awesome Author Platform and putting your marketing in motion from the very beginning. From the moment you decide to write a book, that's when your marketing begins.

Once your book is published, you need to be doing something at least 5 days per week to put your book in front of readers. This means that you are seeking reviews, booking a tour, visiting blogs and asking if they'd like to do a guest blog swap (you blog on their blog they blog on yours) or inquiring to Podcasts and Blog Talk Radio stations for interviews. Whatever you decide to do, just make sure you are doing something every day. (See [It's Market O'clock Somewhere TM](#))

Takeaway:

- ≡ Build Your Author Platform
- ≡ Create A Blog
- ≡ Get On Facebook/Twitter
- ≡ Engage Your Audience
- ≡ Do Something Each Day To Put Your Book Out There

Chapter 8

Does It Ever End?

When will your book marketing end?

Never.

You will always have to promote your book. If you want to see sales, especially daily or monthly, and get reviews, you're book promotion never ends. It's the bottom line. You need to be doing something every single day, at least 5 days a week. You can take weekends off, but a minimum of 5 days you need to be doing something to put your book out there and getting it in front of readers.

If you thought that becoming an author was going to be easy, boy were you mistaking. I bet you had no idea that writing the actual book would be the easiest part of publishing it, did you?

So, how do you continually promote your book? I'm going to break that down in the next chapters, but the most important thing here that you needed to know is that marketing your book for continuous sales is never-ending, consistent, creative, hard-work. It's imperative that you realize this and are willing to commit to do the work to gain the outcome you desire.

Takeaway:

- ≡ Book Promotion and marketing never ends.
- ≡ Consistency and Persistency are key
- ≡ Do something each day, 5 days a week to put your book in front of readers

Chapter 9

The Commandments of Social Media

There are so many social media networks out there, how do you know which ones to use that are best suited for book marketing?

We've already discussed some of the more popular ones, Twitter, Facebook and Pinterest. You will use images and sound bytes to promo your book via these networks. A couple other ones that I use are StumbleUpon and LinkedIn, but there are places like FourSquare, Sverve, and Book Blog Communities such as Book Blogs on Ning.

How do you know what to post and to where?

I always suggest that you focus on 3 things until you get rolling. So blogging is a give-in, and you should be posting to your blog at least 2-3 times per week. I can hear you screaming now, "What do I blog about?", right? You will blog about things like we discussed earlier such as character profiles, excerpts, love scenes, character dialogue, character quotes, images of actors/actresses that you think portray your characters if it were to be made into a movie, cover creations or take a poll. Ask questions of your readers, post your book reviews, become a tour host so that you have great content from new authors that you can introduce to your readers. There is always something to blog. It's always a good idea to make it easy to share from your blog and ask readers to comment and share. Sometimes it's as simple as asking them to do what you want.

Then focus on one or two networks. Constantly share your posts, your updates, and images to all 2 or 3 of the social media outlets you choose. Remember that Twitter only allows 140 characters, so use them wisely - post quotes, questions and teasers. Only use a link back to your post or actual buy links 2 - 3 times per day. The rest of the time you are simply engaging readers. *Out of every 3 tweets, only one should have a link*.

Only post actual buy promotions on Facebook 2 times per day and 1 promotion should be inviting them back to your blog to join your mailing list so they don't miss new updates. Same for all other social media.

Pinterest - *make sure when you pin an image you're pinning from your blog* so when people click on it, it directs them back to your blog. Use your actual blog links in the description when posting to Pinterest so people get used to seeing it.

Don't get all spammy when promoting your books on social media. Don't say, "Buy My Book" as this is a great way to lose readers. Instead, get a little creative. Use teasers with "Read More..." and link back to your blog for an excerpt. On that blog post have a link to buy your book. Use "Now Available At Amazon" with a link directly to Amazon. Will look like - Night Secrets Now Available at Amazon.com.

The point is that you want to form relationships with your readers, get to know them and let them get to know you. Engage them. Talk about life, love and happiness then talk about your writing. If you don't form a connection with them, you will lose them forever, and they will start ignoring anything that comes from you. People like that connection, readers especially like to connect with the authors they love.

Make the connection first, then introduce the sale.

Quickly touching on Mailing Lists - you should have a way for them to subscribe to your mailing list. This will be important as a way to keep in touch with your readers and keep them in the loop of new books, new releases, upcoming events and news. You should get yourself an autoresponder platform such as [MailChimp](#) (free), [Constant Contact](#) or [Aweber](#). Constant Contact and Aweber do charge a monthly fee, I've used all of them and currently use Aweber, which you can get started with and your first month costing you only \$1. Create your opt-in (signup) form, add it to your site, your

Facebook page and start encouraging people to (opt-in) or join your mailing list. You can offer a free gift such as a free ebook from your backlist, a monthly gift card giveaway for subscribers only, or a free service or report. This just gives a little incentive to be joining your list. Once you have your book published, go on tour, work on a new book or need reviews for an upcoming release, use your list by sending them a mass mailing via your Autoresponder Client.

Your 'About Me' should be the same on all networks across the board. You want to have them all saying the same thing and be using the same pictures, so no matter where a reader goes, there is no mistaking they are with you and not someone else. This falls back into branding, using colors, signature taglines, quotes, and author pictures or symbols. You can check out my video training on About Me's by clicking - <http://youtu.be/kYvcpyj0mHg>

Takeaway:

- ≡ No Spamming
- ≡ Promote 2-3 Times per day
- ≡ Focus on 2-3 networks only
- ≡ Engage your readers
- ≡ Have fun!

Chapter 10

Entering Into Unknown Domains

Let's touch a bit more on blogging. As I mentioned earlier, you can grab a free blog using places like:

- ≡ [Blogger](#)
- ≡ [Wordpress](#)
- ≡ [Live Journal](#)
- ≡ [Tumblr](#)

Free to get started and all you have to do is come up with a name for your blog and that will be the address plus the platforms extension like, [bkwalkerbooksetc.blogspot.com](#).

There are other options though. *gasp* Better than free?

You bet. You can also get your own domain, a lot of times you can register a domain name for \$.50 a year for the first year. You may want to get your own domain name because, 1. It will help you in search engine rankings, meaning people can find you, 2. They're often easier to remember than which platform you're with. It's pretty simple and I use domain names for most of my sites, though a few I still use the free platform.

[GoDaddy.com](#) is a great place to get both domain registration and hosting, and their prices won't break your bank account. You can register a domain and get hosting with Wordpress for \$79 a year. I use this for almost all of my sites, but two I host with free platforms and just park my domain. That is something you can do on Weebly or Blogger, you can purchase a domain name and park it on a free site. Saves a little bit of money, but you still may have to hire a web designer if you don't understand how to park a domain name and you need help with that.

Other places are brainhost.com or hostgator.com, both a little cheaper than GoDaddy, but nowhere near the service and have more downtime than GoDaddy.com.

No matter which way you decide to go though, it's not a big deal as long as you create yourself a blog or website. The only reason I recommend Wordpress hosted through GoDaddy is because it's geared towards businesses and will automatically put you ahead of the game for search engine rankings and selling your books.

Once you have your blog all setup, then you're all set to post. I wanted to give you some more ideas on posts that you can do to engage your readers.

Top 10's:

- ≡ Top Ten Things Readers Didn't Know About You
- ≡ Top Ten Things About <YourBookTitleHere>
- ≡ Top Ten Favorite Songs
- ≡ Top Ten Favorite Books/Authors

Other Ideas:

- ≡ Writing Tips
- ≡ Marketing Tips

- ≡ Social Media Tips
- ≡ Something funny that happened in your day
- ≡ Guest Bloggers - another author as a guest on your blog
- ≡ Author Interviews - you interview another author
- ≡ About your pets
- ≡ Funny videos you find on YouTube or Vimeo
- ≡ Hobbies

Becoming A Tour Host again is a great way to find guest bloggers and authors to interview. I run the Virtual Book Tour Café, and always have authors going on tour. You can become a host for us by visiting www.virtualbooktourcafe.com/become-a-tour-host.html to signup. You can choose to review a book or host the author for another feature. Great way to get free content to keep your blog active. I provide authors with a general list of guest blog topics that you can choose from to write up for yourself and post on your own blog. You can also Google topics that authors talk about to find other topics, then write an essay type of blog post.

You can post polls, reader surveys or simply ask your readers what they'd like to see more of. The key is to remain active, make it easy to share your posts and literally ask them to share with their social networks.

Pick two days minimum to blog each week and do it on the same two days each week. This way readers know when to expect new blog posts from you and know to visit your blog on those days. As long as you are posting content that gives value, then they will be waiting for the next post. Statistics show that Mondays, Thursdays and weekends are best times for blogging as it's when blogs get read the most.

You want to make sure you're following up with your blog comments and questions. When someone leaves a comment, personally reply to it answering their questions or thanking them for stopping in. Then reciprocate. Visit their blogs and read their posts, comment and share back. It creates a ripple effect.

Blog hops are another great way to engage readers and increase your blog followers. You can find blog hops by searching them in any search engine or a great place that does a lot of book blog hops is at I Am A Reader, Not A Writer. My pal Kathy always has hops which you can signup for there or can guide you to one that she may be co-hosting. Love blog hops, they are a lot of fun and guess what? You can give your book away as a prize. A great way to get more reviews.

Takeaway:

- ≡ Think domains
- ≡ Create blog
- ≡ Post 2-3 times per week on your blog
- ≡ Stay Active
- ≡ Engage readers
- ≡ Ask them to share

Chapter 11

The Truth About Virtual Book Tours

When I first heard of virtual book tours, I was beyond elated with the idea of it. I had never heard of it before, and when I was introduced to it, I had to let others know about it too.

What is a virtual book tour?

A Virtual Book Tour (VBT) is much like a live book tour, like when you see authors doing book signings at Barnes and Noble, but it's all done online, virtually. You never have to leave the comfort of your own home. It's a great way to gain some exposure for you and your book, possibly some reviews and definitely new followers.

There are several VBT companies out there, but for the sake of this book, I will be talking about my tour company, [Virtual Book Tour Café](#). As I said, I was so excited to learn about VBT's and couldn't wait to share with all those frustrated authors I mentioned in chapter one. I put out a post in the forum, started a blog group on Ning, inviting all that wanted to participate, a place we could all gather to discuss the entire process. With only a month of planning, I organized tours for over thirty authors, including myself. It was so much fun and what started out as an experiment, grew into something much more.

That was back in 2010 when the VBT Café began and has been growing strong ever since. The coolest thing is that I get a great platform to find new books, meet great new and rising authors, and offer some coaching in the process. It's my own heaven.

Book Tours give you awesome exposure, because many readers won't take a chance on a new-to-them authors. It's a great way to put yourself out there, introduce your book and start forming relationships with new readers. You can invite them back to your blog, to follow you on your social networks, and as long as you're blogging and working your social media, it's a great way to grow your followers and gain their trust so they will buy your books and spread the word.

It allows for readers to get to know you through interviews and guest blogs, and find out what a great writer you are when they get your book for free during your tour in exchange for a review. It's a great resource, especially for new authors.

When booking a tour, there are a few things you need to know. I don't want you thinking that if you go into a book tour that you will automatically see sales, because you won't. Though most authors do see an increase of sales during their tour, don't think it's just going to happen automatically. Book tours guarantee exposure, not sales. Let me say that again, book tours guarantee exposure, not sales. *Remember, BK Walker did not say book tours would get you sales*.

Just because you book a tour does not mean your marketing stops. You still have to do something everyday to be promoting your book and yourself, and that is the ultimate responsibility of you, the author. I think that is where a lot of authors get really disappointed. They think by booking a tour that the tour company will just do all the marketing and the author can just sit back and do nothing. It's extremely important that you understand that no book tour company can guarantee sales, only exposure. *You* still have to be working your marketing, chatting up your tour, figuring out an incentive to help increase sales during and after your tour, and putting yourself out there.

Book tours are just a tool. The whole point behind a book tour is exposure. Not sales.

Again, a great way to experience first hand how a book tour works is to become a tour host. Once you get the main idea, book your own tour and do the same thing for yourself that you would do for another author that was a guest on your blog. At the VBT Café I do offer discounts for hosts that want to tour with their own books, but their are rules that go with that.

I don't guarantee sales, but I do guarantee exposure. All authors get a free ebook, Author Tips and

Tricks for a Successful Tour, which gives you a blueprint for creating a successful tour for yourself. I create social media tweets specific to you and your book, and all tours are promoted to all of my networks daily, with an outreach of over 300,000. This doesn't include my hosts outreach, or our Pit Crew, which is our own Street Team, only my outreach. I also give some one-on-one coaching during your tour if you ask for it.

Takeaway:

- ≡ Virtual Book Tours as a marketing tool
- ≡ VBT for exposure
- ≡ VBT for blogging
- ≡ Gain followers
- ≡ You still need to market yourself

Chapter 12

Marketing On A Shoestring Budget

I know I'm not the only one that didn't plan a budget for marketing. When you're just becoming a published author, you're more excited about just getting your story out there and the new title of 'Published Author' than worrying about how you're going to sell the book or get it in front of readers.

Am I right?

I know for sure I'm not the only one. I've seen people spend thousands, and when I say thousands, I mean \$20,000 plus on marketing. They hire a publicist, pay for these huge campaigns or extravagant events. It can be draining, frustrating and leave you broke.

Being a single Mom, I didn't have the budget to be spending all this money on marketing. I had to put food on the table, pay rent, pay my truck payment, insurance, not just for me, but for my kids too. Kids have needs, darn them anyway, lol. Believe me when I say, I probably spend less than \$100 each time I decide to spend money on a promotional campaign. I'd rather have that money for my kids or if we need anything as a family.

There are a few things you can do on a shoestring budget, and it won't overdraw your bank account leaving you completely broke. It will cost you some money, but it won't cost you an arm and a leg. I promise.

Facebook Ads:

Facebook ads are a great way to run a new release or sales campaign. When you first publish your book, you can run a Facebook ad to announce that your book has just released and currently on sale for \$.99, or whatever the sale price is you set at Amazon. Same thing for a price reduction or special sale.

What you want to do is take your Amazon link where your book is for sale and copy it. Then you want to shorten it using <http://bit.ly>, a URL shortener. Then what you do is go to Facebook, enter that link and it will automatically bring up your book and its information. Post it to your Facebook fan page, or your profile page. Then if you look, just underneath the post it says either 'Boost Post' or 'Promote Post'.



See the red arrow? That's where I'm talking about. Click it. It will give you a drop down menu where you can boost that post for \$5 up to \$40, and you can even set it for targeted viewers or just for friends of people that like your page. Set it for the price you want and that's it. Let it work it's magic. It

will appear in the sidebar where you often see "Sponsored Posts" on Facebook and run for 24 hours. You can view it to see how many views it gets, how many clicks and watch your sales via Amazon.

The image shows a screenshot of the Facebook 'Boost Post' interface. The title is 'Reach more people by promoting your post.' with a 'Learn more' link. Below this, there are three main sections: 'Audience', 'Maximum Budget', and 'More Options'. The 'Audience' section has two radio button options: 'People who like your Page and their friends [?]' (selected) and 'People you choose through targeting [?]'. The 'Maximum Budget' section shows a budget of '\$40' with a 'Set Price' link. Below the budget, a red box contains the text: 'This budget will reach an estimated 40,000 - 74,000 out of your potential audience of 110,000 people.' The 'More Options' section has a dropdown arrow. At the bottom, there is a 'Boost Post' button and a 'Cancel' button. Red annotations include circles around 'Audience', 'Maximum Budget', 'More Options', and the 'Boost Post' button. A red box highlights the audience selection options. A red box highlights the budget and the outreach estimate. A red arrow points to the 'Boost Post' button with the text 'Click here to target your market'.

Choose your audience. To change the price, click \$40 and it will drop down for pricing. Depending on how many "Likes" you have, will determine the estimated outreach (the red square outline) or how many people will see your ad. If you choose to target your market, click the second option and then more options. Here you can choose countries, interests, age groups, men, women or both.

Try a different way each time you run a campaign to see what works best. Use the same method to run ads on Twitter or LinkedIn, and remember that Twitter you need to be a little more creative as you have less space to work with, meaning 140 characters.

You can also research blogs to see who is accepting ad space. Many blogs monetize themselves by offering ad space for people like you and me to pay to have our books placed on their blogs. They can cost as little as \$5 and up to \$100. You just have to search it out to find your price range. You want to find blogs that have heavy traffic when placing ads and come up with creative text (copywriting) to go with your image or just use an image. Make sure what your using links back to your actual purchase page, whether that is directly from Amazon or your blog.

To find book bloggers, use Google, type in blogs and click enter. On the "More" tab under the search bar, click it and then click "blogs". This will break your search down more specifically. Then visit each blog and look for their Advertising guidelines or little squares in the sidebars that say "Your Ad Here". Follow their links and instructions. Text ads you want to use sound bytes - teasers to make them want to click your ad to learn more and for images use your covers. Use words like "On Sale Now", "On Sale For \$.99", "Grab Your Copy Now", or "Get Your Copy Today". Mix it up, watch your analytics, like the Insights on Facebook or sales on Amazon, so you know what is working and what isn't. If something isn't working, change it and don't use it. You have to pay attention.

Takeaway:

- ≡ You don't have to spend a million dollars
- ≡ Use Social Media promotions or boosts

- ≈ Target your market
- ≈ Mix your promotions up

Chapter 13

It's Been Fun

I hope this has enlightened you in some way or another. Yes, some of it is very basic and meant for new writers, and I already know that. I wanted to make this simple and easy to understand for the newest of authors as well as introduce some new ideas that seasoned authors may have not tried yet or thought about. A refresher.

All in all, I wanted to give you a plan. A way to get your marketing started and get your book in front of readers.

I invite you to stop by my popular blog, [BookIt! BK](#), where I do book coaching and help authors breakthrough the marketing masses one actionable step at a time, and you can pick up free tools, reports, writing and marketing tips. I offer free video training each week with our PHAT (Productive, How-To, Action Training) Tuesdays Series.

Join my mailing list for your free copy of 40 Questions You Can Ask On Your Facebook Page today to engage your audience. Questions that work and have been tested.

Join our Facebook Community for tips and getting your questions answered at www.facebook.com/BookItBK.

I also put out a magazine each month where you can list your book for free if you want me to introduce you and your book - **CAT Magazine** (Coffeeshop Author Talk). Email me with inquiries or submissions to bookitbk@comcast.net with "<Month> CAT Mag Submissions" in the subject line, and insert the month it's for where it says <Month>.

I want to hear from you and would love for you to stop by our Facebook page and leave a comment on our wall, let us know where you're struggling, comment on our blog or email us.

If you enjoyed this short book, please leave a review on Amazon. I'd love to know what you thought.



Get Your Marketing Off To A Great Start!

It's Market O'clock Somewhere TM Coaching With BK



**It's Market O'clock
Somewhere TM**

Get started with a big plan and actionable steps you can do daily to market your book. It's Market O'clock Somewhere TM teaches you the 5x5 marketing system that BK uses in her own marketing each and every day.

You Get: 3 training videos with BK, Printable workbook, and our Get Organized PDF, PLUS BK's Bonus MP3 of Market That Book Baby (47 Value), so you can listen on the go!

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About B.K. Walker

Paranormal Romance Author of both YA & Adult books, Happy Mompreneur, Animal Lover & Pit Bull Advocate. <http://www.bkwalkerbooks.com/>

<http://www.bkwalkerbooks.com/> B.K. Walker considers herself a Happy Hippy from Way Back. Always having a creative side, when her muse started finding her voice, BK had no choice but to give in and listen. Now having listened and published 7 books, she continues to entertain readers with paranormal romance, contemporary romance, erotica romance and short stories.

BK is an author having published 7 titles with several more in the works. She writes from young adult paranormal romance to paranormal erotica romance, with a few short stories and a bit of drama in between. She's trying her hand at Amish romance and has a new, inspirational book drafted. <http://www.bkwalkerbooks.com/>

After facing the struggles all new authors face, she decided she wanted to help alleviate that pain. In April of 2010, she put over 30 authors on virtual tour, and what started out as an experiment has grown into a thriving business and community known as the Virtual Book Tour Café. <http://www.virtualbooktourcafe.com/>

Being the Go-getter B.K. is, she has self-educated, received training and attended marketing and book publicity seminars to open the doors at BookIt! BK, inspiring authors to breakthrough the marketing masses, motivating them to transform into the authors they are meant to be...one actionable step at a time. <http://bkwalkerscafe.com/>

Currently B.K. is furthering her education to finish her degree in Graphic Art Design and enjoys designing book covers and web design at Pit Vixen Designs. <http://www.pitvixendesigns.com/>