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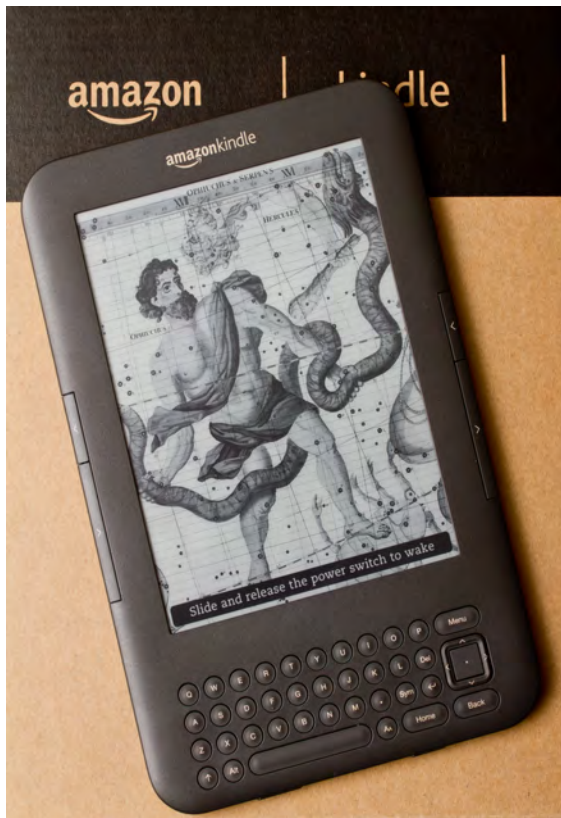
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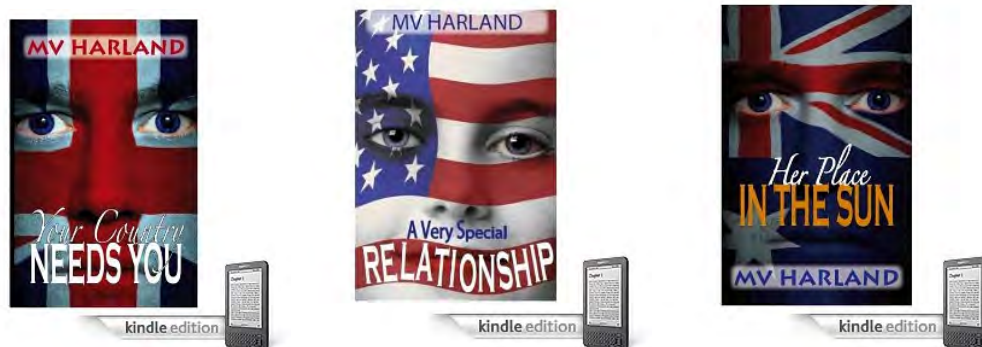
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A CASE STUDY

By MV Harland



eBooks, Apps...and a book trailer! One self publisher's guide to using new technology to market his books.

In 2008 I self published *Your Country Needs You*, initially with an altogether different cover.

I then set about taking the book to market – and to be honest made very little headway. It was so frustrating. The buyers at various wholesalers told me that whilst the plot was good, the cover was not 'commercial' enough. What on earth does that mean?

I passed the problem to the YPS design department, whilst I set about writing a sequel, *A Very Special Relationship*, with an American flavour. As you can see, YPS came up with a daring and bold redesign that hits you right in the face! So when *Her Place in the Sun* (which is set in Australia) came along to complete the trilogy in 2010, the same theme prevailed. The stunning results speak for themselves.

So the writing and production was complete, but what do you do next to promote and sell a book? Well, only a year ago you would have sent review copies to buyers at bookshops and wholesalers, then sat back and hoped for the best. You would have had a long wait as their 'in trays' are full of JK Rowling wannabes. In all probability, the result of all your work would simply gather dust.

Luckily the last twelve months has seen a revolution in the way that books are both read and sold. New technology is making it much easier for authors to promote their books. eBooks are now the name of the game and you have to utilise this option to really get into the marketplace. Amazon has announced that they now sell more eBooks than hard copies and this trend is set to continue.

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And finally the icing on the cake – a short 80 second promotional video was designed by YPS and their partners in the USA. It's now on YouTube and Facebook.

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