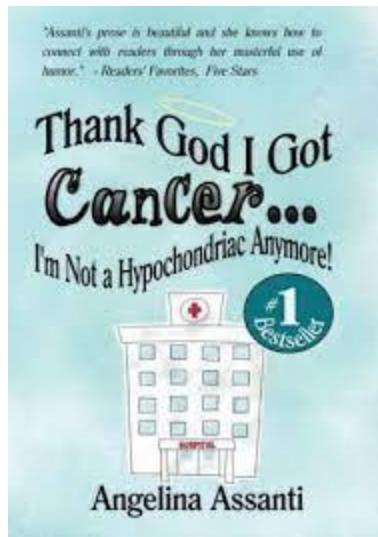




Angelina Assante on Indie Publishing, Book Marketing, Agents

Award-winning best-selling [author and humorist](#) Angelina Assanti shared writing, publishing, book marketing and agent tips with members of ABC-Books at their Sept. 14 meeting at Fruitville Branch Library. Here are notes compiled by Mark Mathes, an ABC member and president of Sarasota Fiction Writers.

“Angelina Assanti was in rare form and had us laughing the whole time. She is truly an inspiration for what authors can do to succeed,” said ABC president Brenda Spalding later. “She is making money with podcasts and will show any of our members how to do it. I will be sending out her presentation with all the links as soon as I receive it from Angelina.”

Her nonfiction book.

[Thank God I Got Cancer...I'm Not a Hypochondriac Anymore!](#)

About book covers. Don't do it yourself.

The goal is to trick people. It looks like I did the cover. Get somebody who knows what they're doing.

When you apply for book awards, they look at book covers. I'm redoing mine.

Judges want something topical. Google what's trending.

Why she loves the Amelia Island Book Fest.

[Amelia Island Book Festival](#): Authors in their schools program submit kids' book. Their festival board picks books. Write STEM, current events, history, topical. Environmental. They buy your book for schools, no returns. Get to know the board of directors. I'd love to say nepotism is wrong. I love it!

How to get your books in schools.

Author and book marketer [Jane R. Wood](#) shares how to sell books in libraries and schools.

She recommends Canva and Grammarly to authors

Use Canva for all kinds of design. It will change your life. It's free. I have premium. Grammarly is like having an English teacher next to you. Recommend premium. Google their free coupon.

Use Google alerts.

Google alerts: anytime someone says *Angelina Assante*, I get an alert.

A helpful word in book marketing.

Using the word *because* is 9x more likely to engage an audience, according to a Harvard study, 1970s.

Authors should use local TV shows.

It's easy to get on TV news and entertainment shows.

Pick the show. Google the exec producer.

Pitch them something timely in a couple sentences: *Did you know...*

Should you give away your print or ebooks?

People equate your product with value, so don't give it away. A few exceptions.

No one cares about the term *best-selling*. They care about awards and that helps get reviews.

Sometimes you have to give away books to get on TV or in the newspaper.

Social media tips

On social media: Be careful. Don't talk about politics, sex, religion or people in Washington or vaccinations. I don't use profanity. Keep it family-friendly.

Speaking fees?

I don't care about speaking fees because I can sell my book at the event. Give back a share of your sales to the charity host.

Mystery Writers of America

\$110 year. Valuable. Classes are top level.

I volunteer to get to know people.

Indie authors should listen.

Let go of your pride and listen to people who know what they're doing.

Why she favors nonfiction.

Favors nonfiction because it's 10 times easier to get guest appearances than fiction.

Disease? I'm your woman.

Podcasts = passive income.

Podcasts cost you nothing. Heard all over the world. It's passive income.

Her first podcast featured authors. No one cared.
It's easy to find guests for your podcast. Everyone wants to promote.
Find topics in the news.
Podcasts are fun. To me, more than writing and I make more money.

YouTube: watch the book.

YouTube is the way to go. People would rather watch the book than read it. Book trailers.

Facebook pushes video.

By next year Facebook wants everybody to video post. It's not going away.

Reddit and LinkedIn.

Likes Reddit.

I don't really like LinkedIn. But you are a professional and people are looking at you. Post or include a short story.

How to find an audience for your speaking.

Read at senior centers.

Volunteer to be a judge at Writer's Digest competition.

Join writer's critique groups.

Apply to be a speaker at a writing conference. Get to know people on the board who will fight for you. They pay for everything.

She's not in FAPA anymore.

The serendipity of strangers in the audience.

6 degrees of separation. You never know who's in the audience. Someone who can help you.

How to Win Friends and Influence People book shows how goodwill helps you. When you're helping people, they'll have a guilt complex and want to help you back.

When you're at a bad event: talk to other authors. We have a sharing writing community.

Where she writes.

I haven't published a book in 5 years, but I've been writing all that time on blogs.

Places to sell your book.

My doctor has a stack of my books. He's in it.

Little hotels have gift shops.

Write tight.

People want 5-page chapters.

Traditional publishing stretches from 18 to 24 months now.

Publication dates were 18 months. They are now 24 months.

What agents read.

Agents read one page.

About her book.

[From BN.com:](#) From multiple award-winning comedy writer, Angelina Assanti, comes her first non-fiction book. Determined to keep her sense of humor through cancer, she talks about what happens to a patient from diagnosis through treatment. Told she would only need surgery, she was shocked to learn she would also need chemotherapy and radiation at her post-surgery appointment. With candor and laugh-out-loud moments, she describes her interactions with people who did not understand what she was going through. Angelina delves into both the physical and mental toll that cancer takes on a patient. The reader experiences each hurdle as the journey unfolds. This is a no-nonsense guidebook for those with cancer and a must-read for anyone affected by this life-changing diagnosis. This book was awarded two national President's Awards from the Florida Authors and Publisher's Association and was a 2016 Finalist in the international Readers' Favorites contest.

--mark mathes