

SELF-PUBLISHING & MARKETING FROM THE TRENCHES



PETER H. ZINDLER

PRAISE FOR “*TRENCHES*”

“I thought your presentation was awesome! You got me really excited about self-publishing as a first choice for publishing and not just a back-up plan. I liked how you quoted scripture in your presentation as well.”

– Jeremy Scott Golden

“I was very glad to attend your workshop, and I am most encouraged to self-publish. I intend to pursue that route.”

– Ann Wadsworth

“I found your talk very intriguing. You have a lot of zeal, and that is important for inspirational purposes.”

– Cynthia Jesperson

“I am going forward confidently with Innovo.”

– Gale Johnson Montgomery

Peter Zindler is a follower of Jesus, a committed husband, a great writer, and an encouragement to everyone he comes in contact with. He has a vision that includes not just getting his books out there, but other independent authors as well. He believes in their stories and helps them fine-tune and improve the skills God has blessed them with.”

– Dave Hurbon, Church Resource Consultant,
Berean Christian Store

SELF-PUBLISHING AND
MARKETING
FROM THE TRENCHES

Written by

Peter H. Zindler

Published by
Innovo Publishing, LLC
www.innovopublishing.com
1-888-546-2111



Providing Full-Service Publishing Services for
Christian Organizations & Authors: Hardbacks, Paperbacks,
eBooks, Audio Books & iPhone Application Books.

Copyright © 2009 by Peter H. Zindler
All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the author.

ISBN 13: 978-1-936076-06-2
ISBN 10: 1-936076-06-3

Cover Design & Interior Layout: Innovo Publishing, LLC

Printed in the United States of America
U.S. Printing History
First Edition: November, 2009

For Him,

With Him,

To Him.

Other books written by Peter H. Zindler:

Enoch the Elephant, Sharing your Troubles with Jesus

Spirit Warrior

Seeds of Greatness Sown in the Heartland

Waterfront Rats

DEDICATIONS AND ACKNOWLEDGMENTS

I dedicate this book to all the faithful writers who have been inspired by God to write a book. May you use this book to fulfill the calling of Christ in your life.

Thanks to Mom, Dad, and Ned for your support.

To my faithful sisters – thanks – Meg, Claire, Monica, Chris, Cindy, Jenny, Jessica, Sarah, Joanne – without you this wouldn't be possible!

Thanks to my writers' critique group for making me a better writer – Adelaide, Edna, Sharon, Byron, Gail, Barbara, Pam, and Adrielle. I owe you so much!

Thanks, Terance, for being a faithful man of God and my number one fan.

Thanks to Jennie and Bob and the San Diego Writers Guild for the opportunity to present my passion.

Sean Carlin, thanks for your service to our country and for all your help with the battle terms and understanding. You are an encouragement to me.

Bart and Sharon, thanks for your all your efforts to set the captives free. I am sure that God is pleased!

To my family, thank you for your love and support, especially cleaning the house before the writers show up every other week. "The Writers are coming! The Writers are coming!"

TABLE OF CONTENTS

INTRODUCTION	
Life in the Trenches – It’s a War Zone.....	11
CHAPTER 1	
Wounded in Action – Rejections.....	21
CHAPTER 2	
Battlefield Strategy – Which Type of Self-Publisher.....	33
CHAPTER 3	
Battle Cry! How to Determine Which Self-Publisher Suits Your Needs.....	41
CHAPTER 4	
Combat Assessment – Benefits of Self-Publishing.....	51
CHAPTER 5	
Counterattack – Steps for Self-Publishing.....	53
CHAPTER 6	
Zero Point – Strategic Marketing.....	59
CHAPTER 7	
Combat Support Elements – Editors & Artists.....	65
CHAPTER 8	
Cyber Counterintelligence – Ebooks and the Internet.....	69
CHAPTER 9	
Campaign Strategy – Your Business Plan.....	73
CHAPTER 10	
Supply Control – Budget.....	77

CHAPTER 11	
Supporting Operations – Publicists & Internet Marketers	
.....	79
CHAPTER 12	
Cyber Intelligence Networks – The Global Future.....	83
CHAPTER 13	
After-Action Reports – Notes from the Trenches.....	85
CHAPTER 14	
Battle Buddies – Critique Groups and Other Writers.....	91
CHAPTER 15	
Scuttlebutt from the Front.....	95

INTRODUCTION

LIFE IN THE TRENCHES – IT’S A WAR ZONE!



Writers today are engaged in a spiritual battle to get their books published, and more importantly to get them into the hands of readers. For many, it may seem like a mountainous climb with no opportunity to reach the top. Today, in spite of the huge odds against being picked up by a traditional publisher, the opportunity to get your words in print is *better* now than *ever*! Print on demand (POD) publishers are springing up all over the place, and with the strategic planning provided in this book, you’ll be able to find the publisher that best suits your *needs*, your *war chest*, and your *marketing plan*.

There’s no greater joy for an author than to hold his

published book in his hands! All your ideas, sweat, and hard work are finally manifested into a living, breathing entity with pages and a cover! With restless expectation I eagerly await the arrival of my new book from the printers. Each new book is just as precious as the first one. On my first novel the process took so long with editing and rewrites I hoped I wouldn't die before the book went into print.

I've been writing from the trenches for thirty years now and sending book proposal after book proposal to publishers and agents. With many rejections my journey into publishing has taken many different twists and turns. I've written novels, newspaper stories, stage plays, skits, screenplays, radio shows, devotionals, TV pilots, sermons, and many Bible studies.

I entered the book-publishing world with a vanity press publisher in San Diego who is no longer in business. We had an agreement that he would publish my twelve-page children's book for \$5,000, but during the middle of printing he asked me for another five thousand. I prayed to the Lord because I didn't have the money. In prayer, God told me to go ask a man at work for \$5,000 for 10% of the royalties. He really wasn't one of my friends. We worked in the same office for the Department of Defense but worked on different ships. So with no small amount of fear, I approached him and asked if he'd be interested in 10% of the royalties for \$5,000. He looked at me, looked at the book and said, "Sure, I'll give you the check Monday."

And he did!

Again I was stunned. The Lord had a plan for the book and for me, and He faithfully brought the book to its finish.

This was my first foray into the world of self-publishing. *Enoch the Elephant* was published, and I knew it would be a tremendous financial success. In my misguided euphoria, I visited a Corvette dealership thinking my book would hit the big time, and I would buy the car of my dreams. I told the salesman that once the book sold out, I'd be back. But it didn't. I outsold the publisher 100 to 1, but because we were in this together and I was to receive royalties, I would give them some of the money from my sales minus my royalties. After a while the owner, who'd done very little, told me I could keep the money from my sales. I never received any royalties from him. Welcome to the world of vanity press. *You put up the money and do all the marketing!*

Two months later my friend who had invested \$5,000 asked me, "Why did you write and publish the book, *Enoch the Elephant?*"

I responded, "To tell children about Jesus Christ."

He asked, "So why are you charging for it?"

"Wait a minute! Didn't you just invest 5,000 dollars in it?"

"Yes, but if the purpose is to tell people about Jesus, then don't worry about selling it."

I was truly amazed. He'd invested as much money as I had, and now he was telling me to give the book away. He

understood spiritual warfare and initiated an extremely important concept which formed the basis for my writing ministry. Sell it if you can, but give it away whenever you feel led to. Remember it's for the Lord.

When my next book, *Spirit Warrior*, a science-fiction novel with a target audience of young people

"Who the Son sets free is free indeed."

(John 8:36)

and sci-fi buffs, was approaching completion, I began submitting proposals. One publisher was very interested, but it failed on the final vote in committee. I was crestfallen. But for all of you who read this and have received numerous rejection letters, God is going to set you free!

How many times have you received rejection letters? How many conferences have you attended and talked to editors and publishers only to receive rejection letters many months later? You sit at home wondering if they've forgotten about you. Oh, and by the way, "Don't call us, we'll call you."

It takes valuable time to write proposals, and each publisher has a different set of guidelines. Agents now want proposals, but the author must complete their specific requirements even to be considered. This takes time away from your craft, but it's a reality. Now don't get me wrong, I'm not against traditional publishing, but there is a downside to it and an out-of-pocket cost. The key today for most proposals is not the content of the book, but the **marketing plan**. Don't miss that bit of

strategic intelligence. If you're submitting to a major publisher, they want to know how you're going to make them financially successful.

I'm no longer under the **bondage** of waiting for the email, phone call or letter, and it feels so good! **The Lord is in control** of my writing, and my books are going out into the world and making a difference. Please don't misunderstand my message. I understand some of the economic challenges traditional publishers face today. If they want to publish one of my books, I'm open to that. I still submit proposals, but with self-publishing I'm fulfilling the calling of Christ in my life with a quality product.

Ten years ago, I went on a short-term mission trip to Romania and brought my first self-published book, *Enoch the Elephant*, with me. I gave it to the host family. One of the men asked me if I'd be interested in publishing in Romania. I said no, but I'd be interested in printing my next book here. I'd already received some very encouraging rejection letters, so I knew the book was good.

On the flight back, sitting with the Director of Heart to Heart Ministries, he asked if I'd be interested in raising money to build a trade school for orphans. I asked him what it would cost, and he told me \$25,000. I thought about it for a while and then took a giant leap of faith and said yes. I asked the Ramona Kiwanis Club, of which I was a member, whether they would be interested in doing an international project for children. They agreed, and

then the Lord reminded me that my book, *Spirit Warrior*, would be ready in a couple of months. So we used the book as an incentive to those who would donate. I mention this because anytime you can tie your work to a good cause it makes it much easier to sell. Eighteen years earlier when I began writing *Spirit Warrior*, I cast the main character as an orphan. I had no idea that the first time the book came out, God would use it to build a trade school for Romanian orphans. Had it been picked up by a national publisher, I wouldn't have had the books available at cost so that the majority of money received would fund the project.

Why am I telling you all this? Because God has a plan for your book, but it may not line up with the traditional publishing model. Don't be caught up with the notion of fame if you're published nationally. Be diligent to successfully market your book in your own back yard.

After selling out *Spirit Warrior's* first printing, I reprinted it. They were shipped Air France from Romania, and I picked up the pallet of books at Los Angeles International Airport after paying the duty. I still have a few copies in my garage and use them as book giveaways. If you approach the writing scene as a ministry of the written word, you won't be so keyed into making money and fret about having books in your garage. God will use them for His purpose!

Your number one objective should be to spread the gospel of Jesus Christ through everything you write. So don't worry about money.

I live by that philosophy. Last year I gave away 100 books at the local high school.

***“Cast your bread upon the waters
and in many days it will return.”***

(Ecclesiastes. 11:1)

This year I gave away 180 books as I taught creative writing to six freshmen classes. As a wrestling coach at the high school for the last ten years, whenever I print a new book I give it to all the wrestlers at the year-end banquet. One day I was coaching a dual meet at an opponent’s gym when one of the wrestlers leaned over to me and said, “Coach, I just want you to know that I read *Spirit Warrior* six times.”

Wow! That’s incredible. A high school boy reading a book about a young man’s walk with the Lord through tough times, how much is that worth in eternity?

Now that may not make a lot of sense in the today’s economic system, but it’s worth it if the gospel of Jesus Christ can get into the hands of the youth of today. *Spirit Warrior* is a science-fiction, action-packed, fast-paced, good-against-evil story using no-holds-barred fighting. The conflict challenges a young man’s walk with the Lord in times of great trouble.

After a couple of years, I re-edited *Spirit Warrior*. I wanted the cover redone, and I was looking for greater distribution here in the United States. So I went with IUniverse, a POD publisher. We did another editing and republished it. In eighteen years of writing I never gave up on *Spirit Warrior* and entered it into the San Diego

Christian Writers Conference Competition. In 2007 it was awarded runner-up fiction book of the year.

What a remarkable eighteen-year journey for me and the book. I would have given up long ago if this was a work for myself, but it wasn't. It was for the Lord. Who knows what impact it has had on many young people today, but I have to think that if we are going to affect this generation with the Kingdom of Jesus Christ, we'd better get busy. We need to put as many books in their hands as possible to counteract the impact of the occult adventure series, *Harry Potter*, and the vampire series, *Twilight*. They are running rampant and seducing young people down the wrong path.

None of this would have been possible if I had sat back and received the rejection notices and quit. Let's face it, being a Christian writer is tough, and remember, "Don't quit your day job."

The next book I self-published was *Seeds of Greatness Sown in the Heartland*. This devotional took just six months to write and publish. I used IUniverse again. I sell *Seeds of Greatness* at book signings or use it as tract because it has some of my testimony in it. I've received many compliments from readers of the book, and it continues to sell steadily. Also, when I go to book signings it gives me a variety of genres to offer the reader. This goes against the publishing model, where normally you stay within one genre.

My wife wrote and I self-published her first book, *The Frizzamyer Principle*, while she was pregnant with our

second child. After fourteen years of marriage, God blessed us with a precious girl. We used a Christian POD publisher, Pleasant Word, a division of Wine Press Publishing. She was awarded Walt Disney's Wisdom Book of the Year.

She then took that book and rewrote it. It was so different that we decided to step into the publishing world, by setting up our own company, David Bauer Press. We spent thousands of dollars on publishing, photographs, promotion, and a publicist. We learned costly lessons about the publishing process, and I'll share them throughout this book.

Using our own publishing company, we published my fourth book, *Waterfront Rats*, an international al-Qaeda terrorist plot with the pirating of a nuclear-capable warship and endangering the city of San Diego.

I hope this book encourages you to pursue your dreams of becoming a published writer!

"With God all things are possible."

(Matthew 19.26)

CHAPTER 1

WOUNDED IN ACTION (WIA)¹ – REJECTIONS



Writing Christian books means that you have entered a war zone. The devil is going to do everything that he can to defeat you. The written word is extremely powerful. The intent of this book is to give you great hope, guidance, and to set you free from the bondage of the enemy!

“Every failure is a steppingstone to victory.”

If you’ve ever submitted a book proposal, then most likely you’ve been rejected. It doesn’t feel good and my heart goes out to you, but it’s a part of the publishing process. For some it’s devastating, for others it inspires them to submit more proposals hoping that one of them may hit. Don’t be upset if you’re rejected. You’re in good

¹ WIA – All kinds of wounds and other injuries incurred in action.

SELF-PUBLISHING & MARKETING FROM THE TRENCHES

This book will help guide you away from the pitfalls and money traps that await the self-published writer. It will maximize your budget, save you time, and help you publish professional books, ebooks, and audio books in the global market.

With 30 years in the trenches and several publications to his credit, Peter H. Zindler presents invaluable self-publishing insights, tips, and recommendations, so don't miss out. Learn how to join the ranks of great self-published writers like Hemingway, Twain, Kipling, Shaw, Byron, L'Amour, and Zane Grey.

- The Internet and other new technologies have leveled the publishing and marketing playing fields.
- All writers have the opportunity to become globally published authors.
- This year, new self-published titles outnumbered traditionally published titles.
- Digital ebooks and audio books are on the rise and are critical to self-published writers.
- Self-publishing is a key advantage for gaining access to agents and traditional publishers.

"You got me really excited about self-publishing as a first choice for publishing..."

Jeremy Scott Golden

"I was very glad to attend your workshop, and I am most encouraged to self-publish."

Ann Wadsworth



Peter H. Zindler has authored several books, stage plays, radio shows, newspaper articles, and TV pilots. He and his wife also founded their own publishing company, David Bauer Press. His books have won several awards, and he wrote, produced, and directed a children's radio show in Los Angeles for a year. Three years after taking over a Christian critique group, four new writers became published, and the group had 13 books published in total. He is an impassioned speaker with a heart to see unknown writers realize their dreams and visions through the published word. He is also an associate minister for *A Touch From Above Ministries* in Ramona, California.

ISBN 9781936076062



9 781936 076062

Inno
Publishing