

Words Worth Reading Ltd

July 2013 ISSUE 49

Hello, and welcome to the July edition of the Words Worth Reading Ltd newsletter. The summer is finally here, and there are lots of exciting events taking place to celebrate. Here in the office, the Words Worth Reading Ltd team are keeping busy supporting clients complete their information Governance Toolkits and helping writers find their words.

Marketing Your Own Book



There are about 95% of authors who don't have brand author status, who are not given a marketing campaign focus, and whose books are not chosen to go on the season's 'must read' list. There are some key principles and specific tactics that authors can use to help them when marketing their book.

1. Think long term

According to one survey performed, 23% of buyers surveyed bought a book based on an author they had previously read, by far the largest percentage. A further 6% were a fan of the author and 5% bought from an author interview/event.

This is important information about reader's habits. You want to be able to contact a buyer again over time. So make sure that at the back of your book there is a notice that says something like "Enjoyed this book? You can sign up to hear about new releases, competitions and more at yoursite.com/list". This way, you will always be able to reach readers when you have a new release.

2. Persist with small marketing activities

It is important to take part in a multitude of marketing activities that have a cumulative effect over time, rather than one specific thing for the success of book campaigns.

Social networking is clearly one of these things to focus on. Social Network users are increasingly interacting with the newsfeed. As an author you can harness engagement by using larger photos, and by thinking about how your content sharing appears in the newsfeed. Focus on posting images that link with the themes from your book. One photo a day could actually be more powerful and engaging over the long term than one large marketing campaign.

3. Be authentic and get involved in the reading community

The best way to interact with readers is to be an active member of the community, posting and reviewing books in the genre you love and write in, so you can connect as a reader. This is easy to do through mobile apps as well as integrating with Facebook, Twitter, G+ and Pinterest too.

So even if you don't have a huge budget or the time to spend preparing for a big launch, you can still make a marketing impact with some of these tips.

If you have an idea for a book, our experienced team at [Words Worth Reading Ltd](http://WordsWorthReadingLtd.com) can help get you published.

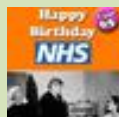


Spotted on Twitter



[The Guardian](#)

[@guardian](#) Every vulnerable older person to have assigned medic, says Hunt
<http://gu.com/p/3h4m2/tf>



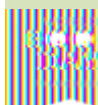
[NHS Fighter](#)

[@NHS_Fighter](#)
Happy birthday! Celebrating the NHS as it turns 65!
<http://www.walesonline.co.uk/news/health/65-ways-say-thanks-you-4725520#.UdKC6S2wRAM.twitter>
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[goodreads](#)

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UK Publishers: Don't miss our slides from today's Bookseller Conference on Marketing & Publicity:
<http://slidesha.re/15sXfdz>



[World Book Day UK](#)

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After Murray's historic win at Wimbledon, here's a must-read for anyone wanting to know more about the world of...
<http://fb.me/1MZnTJU3B>



Reflecting on the CQC's Annual Report

The annual report from the CQC gives them an opportunity to reflect on some of the highlights from 2012/13 and to look ahead to their work in the future. In 2012/13, the regulator carried out a fundamental review of their purpose and role.

Some of the key highlights of their work in 2012/13 include:

- Carrying out over 35,000 inspections across NHS hospitals, independent health services, dental services, care homes, domiciliary care services and ambulance services.
- Creating a bank of more than 300 expert advisors, including doctors, GPs, nurses and midwives, who contribute to inspections and other activities.
- Involving Experts by Experience in more than 1,400 inspections.
- Registering more than 7,500 GP practices online.
- Issuing 910 warning notices to services that were providing unacceptable care.
- Being awarded 36th place in the UK Top 50 Companies for Customer Service programme.

Throughout 2012/13, the CQC introduced many changes to their way of working to help ensure that people receive high-quality care. The achievements in 2012/13 have formed the basis for the way the CQC will work which, have been outlined in [The strategy and business plan](#). The CQC are currently developing plans to help deliver these changes.

What's on, Summer 2013?

Summer 2013 is shaping up to be fantastic, filled with exciting events all over the UK, no matter what your age or taste in the arts.

Here are just a few events launching this summer to wet your appetite and get involved.

The Colour Purple: 5th July – 14th September

The Menier Chocolate Factory's reputation for staging excellent musical dramas continues with the European premiere of The Color Purple, which opened at the Southwark venue on Friday 5th July 2013. John Doyle directs this musical drama of Alice Walker's Pulitzer Prize winning novel.

Open East Festival: 27-28th July

Exactly one year on from the London 2012, the Olympic Park, now the Queen Elizabeth Olympic Park, is inviting everyone in once again. Tickets to get inside the stadium for the Sainsbury's Anniversary Games have practically sold out, but there is plenty going on around it. There is a music festival, a food festival, a kids' festival and even an artsy car boot sale. Adult tickets £9.50, children £6

Liverpool International Music Festival: 21-27 August

The Mathew Street Festival has run for the last 20 years, but this year it is being rebranded as the more ambitious Liverpool International Music Festival. Two outdoor stages are being erected at the Pier Head, with events including The X Factor live, featuring JLS and Little Mix among others. (£20 per ticket) and a free Sefton Park concert (Soul II Soul, the Royal Liverpool Philharmonic Orchestra). The inaugural Summercamp festival (24-25 August) features performances from Martha Wainwright, Ghostpoet and Mount Kimbie.

Babe, the Sheep Pig, across the UK until September

Last year, it was The Twits; this year, Illyria Theatre is taking an adaptation of Dick King-Smith's Babe the Sheep-Pig on the road for its season of open-air performances, all around the UK. Adult tickets £10-£17.50, children £5-£14.

You can find out more about these outdoor events, and many others by [clicking here](#). To see what London has to offer this summer, [click here](#).

In other news...

- Keep a look out for 'pop-up' libraries near you. Inside or out, the libraries will appear, encouraging everyone, whatever their age, to get comfortable and get reading.
- Become a CQC inspector. Do you have experience in social care? The CQC are recruiting more than 200 social care professionals as bank inspectors. [Click here](#) to find out more.
- The World Health Organisation's Surgical Safety checklist to prevent human error in surgery is being implemented in poorer countries. The Lifebox Foundation is training staff in one Rwandan hospital how to use the checklist, and hope to roll out the training to the rest of the country's 45 hospitals.

Things that we like this month



Up and Early Apron from Anthropologie.



Fujifilm Instax mini 7S.



USB type writers.

Contact us:

If you wish to find out more about the services we offer or want to get in touch with us about anything then please do not hesitate to contact us in any of the following ways

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