

Altmetric Book Club

Marketing Insight – Working with Authors

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My Experience with Publishers

1. The Performance Power Grid
Business Theory
J Wiley & Sons, 2006
2. The Decoy Artist
Narrative Non-fiction
Pelican, 2010
3. Big Social Mobile
Business Theory
Palgrave Macmillan, 2016

David F. Giannetto

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Big Social Mobile How Digital Initiatives can Reshape the Enterprise and Drive Business Results

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Welcome to the Big Social Mobile Enterprise

Big Social Mobile offers the first enterprise-spanning view of how today's most influential digital initiatives can be used to go far beyond the typical, segregated marketing and technology initiatives generating limited returns, to reshape how companies operate, interact with customers, acquire new customers, markets and market segments, understand their position among competitors, unify traditional and big data and



Now in its Second Edition

The Performance Power Grid The Proven Method to Create and Sustain Superior Organizational Performance

LEARN MORE

The Performance Power Grid, the award-winning Enterprise Performance Management methodology that has gained traction in some of the most notable fortune 2000 companies. Modeled after an electrical power grid, it expands EPM/BPM beyond simple dashboards, scorecards and BP&F initiatives, into the realm of creating sustainable superior organizational performance. Called a "practical, hands-on blueprint for optimal business performance" and a "must-do," the method presents a management model for the twenty-first century.



NJCH Book of the Year Nominee

The Decoy Artist America's Last Hunter-Carver

LEARN MORE

Like hunters themselves, waterfowl decoys reflect the history, the passion, and the pursuit of a way of life. True decoys are tools first, only transcending to artwork with the effectiveness of their form. As the hunter carves, pieces of him are inevitably ingrained in the wood, emanating his spirit and connecting the man to nature as no other act can.

In a story of true Americana, world-class decoy carver Vincent Giannetto III comes of age at a critical time in the history of the Delaware region. Vincent's boyhood dream is to become a river rat, living off the land, pursuing waterfowl and surviving by his own skills. Skipping school to spend time on the river, he watches the hunter-carvers, learning the role of waterfowl decoys while struggling to make his own without guidance from these secretive men, and realizing the relationship that exists between man, wildlife, and the environment. As Vincent matures from boy to man, he yearns for a life on the river and

Key Questions

- What does working with a publisher look to an average author?
- A great book versus a great title versus a great marketer?
- Is the physical or digital world more important to authors?
- Can the publisher perform media outreach for the author?
- Book sales versus bulk sales?
- How do authors work with media?
- Q & A



Key Take-Aways

- I wish I had:
 - Access to a digital marketing expert who understood the impact of title/sub-description on Google and Amazon rankings
 - Been taught how to access media by my first publisher
 - Been given a list of target media outlets by my publisher, based upon where their previous authors had been successful
 - Written sections of the book to gain media interest
 - Written sections to drive bulk sales
 - Understood upfront that it was more about selling books than it is about writing books



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