

## Ground Rule



**When you have something to say, just speak up.**

## 🔑 Marketing Foundation: Branding

*Branding* "Our product is intangible: It cannot be examined prior to being sold. Therefore, we have to establish brand recognition to help endow our project with tangibility." —Ina Gravitz

*Branding* What your customers perceive about you and how you make them feel.

**Marketing is both self-marketing AND the marketing of indexes.**

🔔 Newbie Alert 🔔

Market your expertise by marketing indexes written by professional indexers.

*PR-minded indexers believe that attitudes of the public (readers, writers, publishers) toward indexing and indexers is frequently uninformed and dismissive; that if they knew better they would insist on better indexes; that if they did so, we would have more and better-paid work.* —Anne Leach

👉 Piggybacking  
Necessity of survival AND marketing tool

*Piggyback business: Business done in conjunction with the business of indexing*

👉 Marketing is about the benefits you're providing and the problems you're solving.

## Mantra



**Every communication is marketing.**

*Mantra: A word or motto that embodies a principle or guide to action*

👉 Email • From field contents • Signature contents

## 🕶️ Where's the Marketing?

👉 Always acknowledge receipt of files.

On receipt

- Unzip
- Check pagination
- Look for special instructions

In acknowledgment of receipt of files, say

- The file unzipped fine.
- The pagination looks fine.
- I see your special instruction—will do.
- I will have this back to you by xx/xx/xxxx.

## Receiving job pages

🔔 Newbie Alert 🔔

This is true for piggyback jobs as well as indexing jobs.

*Branding: It's a promise you make your customers, what they can expect of your products and services. It's what your customers perceive about you, and how you make them feel.*

# Where's the Marketing?

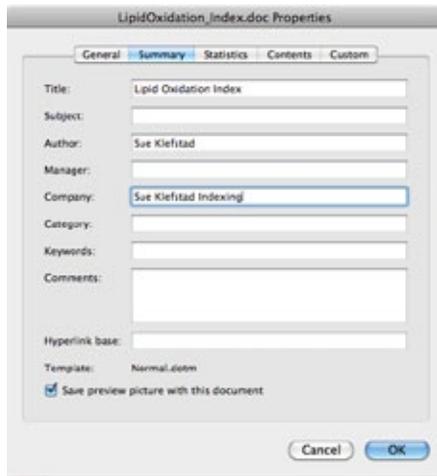
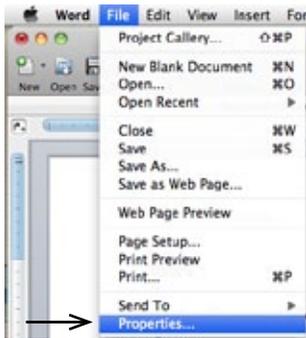
# Delivering a job

Word document metadata

Metadata: Data that provides information on other data

Word 2008 for Mac: File menu > Properties

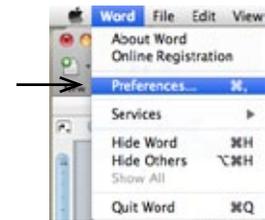
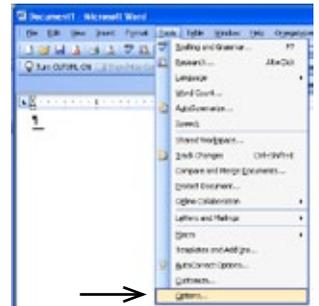
Word 2003 for PC: File menu > Properties



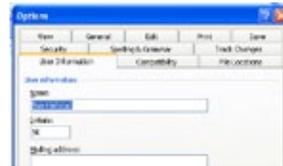
Source of info:  
Word menu >  
Preferences

Source of info:  
Tools menu > Options

User Information tab

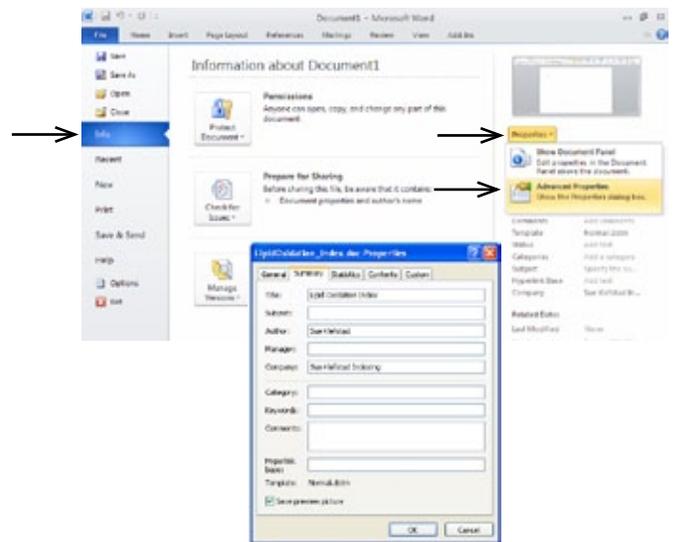


**Newbie Alert**  
Piggyback job files (copyediting, proofreading) carry metadata.



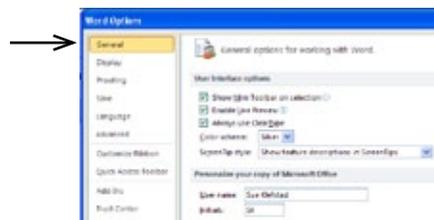
User Information under Personal Settings

Word 2010 for PC: File tab > Info > Properties > Advanced Properties



Source of info:  
File menu > Options

General button on Options screen



## 🕶 Where's the Marketing? Delivering a job

👉 Acrobat PDF metadata

NSA paper explaining PDF structure and vulnerabilities: [http://www.nsa.gov/ia/\\_files/app/pdf\\_risks.pdf](http://www.nsa.gov/ia/_files/app/pdf_risks.pdf)

👉 Invoicing

The letterhead that accompanies your invoice can be a marketing tool.

Emailed invoices: Remember the email signature.

## 🕶 Where's the Marketing? Job offering

👉 My email reply begins, "If the job is still available . . ."

I don't want my client to feel bad that they've given the job to someone else.

- Emotional connection aspect of branding
- Relationship-building aspect of the marketing of professional services

## 🕶 Where's the Marketing? Backing up files

👉 With frequent backups, even if something goes wrong, you'll have time to market!

Back up your files

- At the end of each chapter
- At the end of the day
- After you've picked up a missed entry
- Before making a major change
- After making a major change

Back up by emailing to a Gmail account

- **This allows you access to all previous backed up versions.**

Back up with Time Machine or other backup software

- **Time Machine allows you access to all previous backed up versions.**
- Be sure that backups are occurring frequently enough.

Back up by copying to a USB drive

- Try to keep multiple versions of all files
  - To avoid a newly corrupt file overwriting your only remaining good version on the USB drive

🔔 Newbie Alert 🔔

This is true for piggyback jobs as well as indexing jobs.

## 🕶 Where's the Marketing? Continuing education

- Courses
- Chapter meetings and workshops
- Annual national meeting

👉 Producing a well-written index

Quality is our best marketing tool.

👉 Publicity

Press releases are free publicity.

With free publicity, you give up control over content but you have the added legitimacy of being chosen to represent your field. Because news coverage at least pretends to be unbiased, it is more valuable than advertising. You get, in a sense, a testimonial—a disinterested credible party who thinks you're worthy of positive attention.

🔔 Newbie Alert 🔔

Publicity builds your credibility. A journalist wants to share your information with the public: That kind of independent validation can't be bought.

The trick is to find newsletter and journal editors in your niche.

**Marketing indexes: Presentation at a professional conference is worthy of a press release.**



## Who Ya Gonna Call?

☞ Production editors and managing editors

☞ References (available at libraries)

- *Bacon's Magazine/Newspaper Directories*
- *Encyclopedia of Associations*
- *Gale Directory of Publications*

☞ Web resources

- ASI list of publishers online <http://www.asindexing.org/publishers-online/>
- Literary Market Place <http://literarymarketplace.com/> (\$\$\$)
- *Publisher's Weekly* <http://publishersweekly.com/>
- Publishing organizations in North America <http://www.booksatoz.com/puborgls.htm>
- Small press database [http://www.pw.org/small\\_presses?perpage=\\*](http://www.pw.org/small_presses?perpage=*)
- Wikipedia list of English-language book publishing companies [http://en.wikipedia.org/wiki/List\\_of\\_English-language\\_book\\_publishing\\_companies](http://en.wikipedia.org/wiki/List_of_English-language_book_publishing_companies)
- Yahoo! list of publishers [http://dir.yahoo.com/business\\_and\\_economy/shopping\\_and\\_services/publishers](http://dir.yahoo.com/business_and_economy/shopping_and_services/publishers)

☞ Associations

- American Association for the Advancement of Science <http://www.aaas.org>
- American Association for State and Local History <http://www.aaslh.org>
- American Book Producers Association <http://www.abpaonline.org>
- American Medical Writers Association <http://www.amwa.org>
- American Society for Information Science and Technology <http://www.asis.org>
- Association of American Publishers <http://www.publishers.org/members>
- Association of American University Presses <http://www.aaupnet.org>
- Association of Educational Publishers <http://www.aepweb.org>
- Cat Writers' Association <http://www.catwriters.org>
- Council of Literary Magazines and Presses <http://www.clmp.org>
- Dog Writers Association of America <http://www.dwaa.org>
- Editorial Freelancers Association <http://www.the-efa.org>
- Education Writers Association <http://www.ewa.org>
- Independent Book Publishers Association <https://www.ibpa-online.org>
- National Federation of Advanced Information Services <http://www.nfais.org>
- Publishing Professionals Network <http://www.pubpronetwork.org>
- Society for Technical Communication <http://www.stc.org>
- Society of American Business Editors and Writers <http://sabew.org>
- Society of Scholarly Publishing <http://www.sspnet.org>
- Special Libraries Association <http://www.sla.org>
- Text and Academic Authors Association <http://www.taaonline.net>
- Women's National Book Association <http://www.wnba-books.org>

*LMP Online Search has a Publishers tab (can search by specialty) and a Trade Services tab under which book production companies can be found with keyword "prepress" or "book produc\*"*

- *Literary Market Place (LMP)*
- *Publisher's Directory*
- *Writer's Market*



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—Anne Leach

**Marketing is both self-marketing AND the marketing of indexes.**

🔔 Newbie Alert 🔔

Demonstrate your knowledge of indexes and indexing: Provide these organizations with articles or presentations. **Be perceived as an expert.**

When you begin to get convinced about the benefits your business renders to its clients, you start talking about it more passionately. You start writing, acting, and even thinking about it with more enthusiasm and energy.

☞ Each ASI member is an unofficial ASI ambassador. —Larry Bonura



## Are Ya Gonna Call?

### ☞ Phone calls

Consider them to be information gathering rather than sales pitches.

Tell the receptionist what you want:

- I am a freelance indexer. I am calling to find out if your company uses freelance indexers and who in your organization I would talk to about that.

Once you are connected with that person

- Is this a good time to talk?
- Do you use freelance indexers?
- How do I go about becoming one of the indexers you use?

### ☞ Snail mail

Good follow-up for phone call.

Cover letter beginnings:

- “Dear Ms. Editor, Thank you for speaking with me today...”
- “Dear Ms. Freelance-Hirer, I spoke with Mr. Person today concerning freelance indexing and he suggested I send you my résumé...”

Rolodex card?

### ☞ Call–Send–Call Formula

- Call to make contact with the person who hires freelancers.
- Send a follow-up letter with a résumé, business card, references, and sample index, if requested.
- Call back in one to two weeks to ensure that your contact received your mailing and **ask if they have a job for you.**

### ☞ Email

Instead of phone call?

- Breaking Freelance Rule #1: You Must Make Cold Calls <http://www.ivetriedthat.com/2013/03/25/breaking-freelance-rule-1-you-must-make-cold-calls/>

Or as a way to get résumé to them quickly?

If cold emailing, send résumé attached or wait to be asked for it?

🔔 Newbie Alert 🔔

*Marketing Your Indexing Services*,  
3rd ed., chapter on “Résumé  
Strategies for the New Indexer”

🔔 Newbie Alert 🔔

You need to have done enough  
indexing to talk shop: your  
approach to a project or their  
style and delivery preferences.

*An early “personalized” marketing email of mine from 2/28/12; the line about the Publishing Group is right off their website (the personalization). I attached a PDF résumé to this cold email. She said she’d keep my résumé on file. Six months later I marketed her again and she replied with a “Good to hear from you.” Thirteen months later she offered me a job.*

Hello, Ms. EditorName,

I’m Sue, a freelance indexer. Just as the Publishing Group is proud of its integrity, responsiveness, and detailed straightforward presentation of publishing services, I am proud of my quality indexes, which are thoughtful, thorough, and accessible, written to your specs and delivered on your schedule.

As my attached resume shows, I have a broad scientific/technical/medical background that is tempered by more than a decade in publishing. I understand deadlines, page counts, and the essential role an index plays in book sales.

Thank you for considering me for future indexing needs.

### ☞ Contact database

Use indexing software to track contacts.



☞ ASI Email Discussion Groups: <http://www.asindexing.org/reference-shelf/online-discussion-groups/>

☞ ASI Indexer Locator

An ASI member can purchase a listing in the Indexer Locator on the ASI site: \$150/year

Clients needing indexers come to the site and enter their search criteria, such as subject specialty, language, materials indexed. The results are returned in random order. The clients come to you.

You can include a photo with your listing. At this time, HTML formatting is not supported.

- Tips for using <http://www.asindexing.org/10-tips-to-make-your-locator-listing-work-for-you/>

☞ ASI Twitter feed @ASIndexing

- Rose Ippolito's widget to add feed to a website <http://www.asindexing.org/about/asindexing-profile-widget/>

☞ ASI books • <http://www.asindexing.org/reference-shelf/books-and-articles/>

- <http://www.asindexing.org/publications/asi-books/>

☞ ASI logos for downloading <http://www.asindexing.org/about/logos-for-downloading/>

☞ Heartland Chapter website <http://www.heartlandindexers.org/>



## How Virtual a Network?

## Your website

☞ Domain name: Part of your brand. A domain name must be unique.

☞ Google Analytics <http://www.google.com/analytics/>

You need to be able to add a snippet of code just before the </head> tag of your website HTML.

Google Analytics will tell you the number of unique and returning visitors to your site, whether they went beyond the first page (bounce rate), how long they spent at your site, their city and country, and more.

After adding the analytics snippet, go to Google Webmasters <https://www.google.com/webmasters/>

- The webmasters site requires verification of ownership of the website, which is most easily handled if this Google login is the administrator of the analytics and the analytics code is already installed on the site.
- The webmasters site gives another level of website tools.

☞ Submitting your website to search engines

- Build a sitemap XML file <http://www.xml-sitemaps.com/>
- Submit to Google via the webmasters site <https://www.google.com/webmasters/>
- Submit to Bing and Yahoo! via the Bing webmaster site <http://www.bing.com/toolbox/webmaster/>

☞ Search engine optimization (SEO)

- beginner's guide to search engine optimization <http://moz.com/beginners-guide-to-seo>
- via content <http://writtent.com/blog/4-ways-to-increase-website-traffic-with-content-marketing/>
- Google SEO starter guide <http://google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>

☞ Website metadata

Meta tags are found in <head> section of web page HTML

- <meta name="description" content="This is the description."/>
  - ☐ "name" and "content" are *attributes* of the meta tag but this is called the description meta tag
- **description meta tag content is often displayed on search results pages**
- keywords meta tag was abused; search engines might not use
  - ☐ I still use keywords to play it safe; some say that if content matches keywords then keywords used

☞ Sample index

- link to a PDF of your sample index
- link to book Amazon page to view index with Look Inside feature

☞ Articles

The content of your site influences search engines. Content keywords carry more weight with search engines than meta tag keywords.

- Enid Zafran website with articles <http://indexingpartners.com/advice.html>
- Martha Osgood Novice Notes <http://www.backwordsindexing.com/Novice/NoviceNotes.html> (check out her section on marketing yourself)

## How Virtual a Network? Your website

View source

To see HTML code that generated the web page being viewed (you may be prevented from seeing source):

- Safari browser: View menu > View Source
- Firefox browser: Tools menu > Web Developer > Page Source
- Internet Explorer: View menu > Source

Spammers harvest email addresses from websites

- Information on preventing email address harvesting <http://www.cexx.org/spamguide.htm>

## How Virtual a Network? Facebook

Heartland Indexers group

A fun, casual, by-invitation-only group

- Heartland Chapter members can friend Carol Fuss Reed. She'll make you a member of the group. You can turn around and un-friend Carol; she won't be offended.

## How Virtual a Network? LinkedIn

Editing profile?

Turn off activity announcer:

- Click on your little profile photo in the upper right corner
- Select Privacy & Settings
- Under Privacy Controls, click on Turn on/off your activity broadcasts

Customize your profile URL

On the Privacy & Settings page:

- Under Helpful Links, click on Edit your public profile
- In the lower right corner, under Your public profile URL, click on Customize your public profile URL. This is also where you can grab the HTML code for putting a LinkedIn badge on your website.

The screenshot shows the LinkedIn 'Account & Settings' page. A red arrow points to the 'Account & Settings' dropdown menu in the top right corner. Another red arrow points to the 'Privacy & Settings' option within that menu. A third red arrow points to the 'Privacy Controls' section on the main page, specifically to the 'Turn on/off your activity broadcasts' option. A fourth red arrow points to the 'Your public profile URL' section at the bottom of the page, specifically to the 'Customize your public profile URL' link. Below this section, there is a 'Profile Badges' section with a 'View my profile on LinkedIn' badge.

## How Virtual a Network? Twitter

ASI Twitter feed

- @ASIndexing
- Rose Ippolito's widget to add feed to a website <http://www.asindexing.org/about/asindexing-profile-widget/>

## How Virtual a Network? Google Places ? What business categories ?

You're required to provide a physical address but can tell them not to display it.

Online-only businesses can be on Places.

- If you are online only, you must check "Yes, this business serves customers at their locations" under "Service Areas and Location Settings"

## Social Networking 2014

An article from Forbes with good links <http://www.forbes.com/sites/jaysondemers/2013/09/24/the-top-7-social-media-marketing-trends-that-will-dominate-2014/>



Seek out networking events:

- Writing and editing groups
- Self-publishing forums
- Professional conferences
- Wine tastings
- Bark in the Park
- Dinner parties
- Soccer games
- Family gatherings

 Newbie Alert 

Always have business cards with you. You'll be surprised at all the people who know someone who is writing a book.



**Activity: Notice your existing network**

- ☐ Make a list of all the people you feel comfortable talking to on a personal level.

- ☐ Cross off all the people who already know you're an indexer.



You now have a list of people to approach and "chat" about being an indexer.

Give each a couple of business cards, saying, "If you hear of anyone writing a nonfiction book, would you let them know about me?"



Now broaden that list of names to a wider circle of people. Use these memory nudgers to come up with names:

- ☐ Owns a cat or dog
- ☐ Got married in the last year
- ☐ Jogs
- ☐ Has gray hair
- ☐ Enjoys classical music
- ☐ Drives an SUV
- ☐ Has children
- ☐ Cuts your hair
- ☐ Is your child's scout leader
- ☐ Has a garden
- ☐ Wears glasses
- ☐ Keeps chickens
- ☐ Smokes
- ☐ Has a tan
- ☐ Wears a tie
- ☐ Goes to your church or synagogue
- ☐ Delivers your packages
- ☐ Works out at your gym



Briefly explain what you do as an indexer and ask them to pass your name on.



## How Virtual a Network? QR codes

- A machine-readable graphic that often contains a URL.
- QR code generator that [goo.gl](http://www.uptier.com/GooglQR) shortens the URL <http://www.uptier.com/GooglQR>
  - QR codes are square. You select among four sizes of sides: 184, 250, 400, and 500 pixels (my QR code image is 250 pixels high and wide).
  - You get a .png file of the QR code.
- To read the URL embedded in a QR code in a file [http://blog.qr4.nl/Online-QR-Code\\_Decoder.aspx](http://blog.qr4.nl/Online-QR-Code_Decoder.aspx)
- To access the analytics of a [goo.gl](http://www.uptier.com/GooglQR) short URL (such as embedded by the QR code generator above), add .info to the end of the [goo.gl](http://www.uptier.com/GooglQR) short URL
  - The short URL embedded in my QR code <http://goo.gl/pFzAt>
  - The URL of my analytics <http://goo.gl/pFzAt.info>
- Create custom landing page for QR code so that it's part of your Google analytics: People who enter on this page must have come via the QR code.



## What's the Strategy?

- Wearable ads: Sweatshirts, coffee mugs, tote bags: Put your message on anything you carry or wear so others can see.
- Word-of-mouth: "If you're happy with my work, please pass my name along to colleagues."
- Press releases: *Free* advertising. Speaking at a conference is newsworthy. Publishing an article that you can offer to the public/readership is newsworthy.
- Follow-up: "Is there anything else I can do for you?" Doesn't hurt to ask.
- Thank-you notes to editors after working with them for the first time.
  - Good way to get a business card to them.
  - Good way for them to see your name again.
- Annual cards or postcards to presses, production houses, and authors, thanking them for their business.
- Write articles for association newsletters on the advantages of professional indexing or the characteristics of a quality index or the process of finding an indexer and having a book indexed (100–200 words)
- Write articles for article directories or Web 2.0 sites (400–600 words recommended)
  - Tips for search engine optimization of online articles <http://writtent.com/blog/article-writing-tips-on-seo-article-marketing-more/>
  - List of recommended article directories (list is at bottom of page) <http://creativegenius.hubpages.com/hub/Top-Article-Directories-with-High-PageRank>
  - List of recommended Web 2.0 sites <http://marketersblackbook.com/seo/75-best-web-2-0-sites/>
- Blog about professional indexing, quality indexes, the process of indexing, or whatever other topic can set you apart as an Expert on indexing. Link to your blog from your website. Blog comments add an interactive element.
- Contribute to online forums to raise awareness of indexes and professional indexing.
- Strategic alliances with writers, editors, and/or compositors.
  - Team up to host a self-publishing seminar.
  - Co-contribute to a blog.
- Public speaking will establish your identity as an indexing Expert. Associations and groups are always on the look-out for interesting speakers.
- Volunteer at a local library to put your name in the minds of people who know authors. Librarians know people who research and write.
- Volunteer to index a nonprofit organization's newsletters to have a job for your résumé.
- Donate \$100 off the cost of an index to a local charity auction.
- Find an indexing niche that can set you apart and give you a specific audience to market.
- Have an Ask an Indexer interactive page on your website.

- Develop a “Thanks for the Referral” rewards program.
- Attend publishing trade shows <http://www.biztradeshows.com/usa/usa-tradeshows.mp?industry=printing>
- Sticky note or door hanger “business cards” for office doors of university faculty.
- Put your business card on office supply store bulletin boards.
- Spend time in bookstores reading the front matter of books in your subject, looking for editors’ names.
- Make a “Top Ten Reasons You Should Have Me Index Your Book” list to include in marketing materials.

👉 Inspiration for outside-the-box thinking <http://blogof.francescomugnai.com/2009/11/the-80-best-guerrilla-marketing-ideas-ive-ever-seen/>



## Good-Bye Comfort Zone

🌀 “A man grows most tired standing still.” 🌀  
Chinese Proverb

- 👉 Life begins at the end of your comfort zone. Neale Donald Walsch
- 👉 Twenty Exercises to Expand Your Comfort Zone: <http://scholarfp.blogspot.com/2013/02/20-exercises-to-expand-your-comfort-zone.html>
- Eat something different, that you haven’t tried before.
  - Give at least three people compliments when you normally wouldn’t.
  - Smile at all strangers and greet everyone you pass by for an entire day.
  - Thank a friend or family member for their ongoing support.
  - Tell someone you wouldn’t normally tell that they are loved by you.
  - Let go of your self-judgment for a day.
  - Ask for help.
  - Apologize to someone you have wronged, either in person or by letter.
  - Write a personal log entry in which you forgive someone for the wrong they did to you.
  - Deliver hand-written thank-you notes, one note a day for three days.
  - Perform a random act of kindness.
- 👉 Steps to expanding your comfort zone
- Become aware of being in the comfort zone.
  - Ask yourself the questions, What would be outside this comfort zone? What have I been avoiding or delaying because it involved risk?
  - Cleared the BS: Blocks to Success. Take an honest look at your fears or limited thinking or the crazy assumptions you are making about getting into action.
    - How can we say something will not work (the assumption) when we have not even tried it?
  - Tell other people what you are doing. Their support and encouragement can help you stay on track.
  - Keep your eyes on the prize: Work with the end result in mind.
  - Daily take small steps toward that end goal. Feeling confident about little steps makes it so much easier.
- 👉 More comfort zone busters:
- Accept that you are less than perfect.
  - Break the fear barrier: Examine and deal with your fears.
  - Get a partner to help you execute the plan that’s bigger than you are. Is there something you want to do that just shouldn’t be done alone? Find a buddy and make it happen.
  - Imagine your success. Visualize or daydream: You will become more willing to take the risks associated with that success.

🌀 I think when you get people who are really talented and you take them out of their comfort zone, you get a lot more out of them. 🌀  
Gore Verbinski

🌀 You can do whatever you set out to once you’re ready and believe in yourself. 🌀

🌀 To the degree we’re not living our dreams, our comfort zone has more control of us than we have over ourselves. 🌀  
Peter McWilliams