
Marketing

Book Swag

What is book swag? It's the freebies you give out that are related to your book. It can include:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Social media/blogs/websites

My website was built and is maintained by Celebration Web Design: <https://celebrationwebdesign.com/> They specialize in author websites. There's a setup fee and a quarterly fee, but they are always there to help. They work closely to help you design your website just how you want it. I can't recommend them highly enough!

(Jonathan from Celebration Web Design is HERE at the conference!)

You can design and build your own. Lots of authors use Word Press, but it's kinda difficult to learn and maintain. Look around. Ask other writers what they use.

Most of us have FB. Besides your personal timeline, you also need an author page or group. Groups are growing on FB, and they're proving to be better than pages. You have better interaction, and you won't get put in FB jail or on probation by being "too active" on your own page.

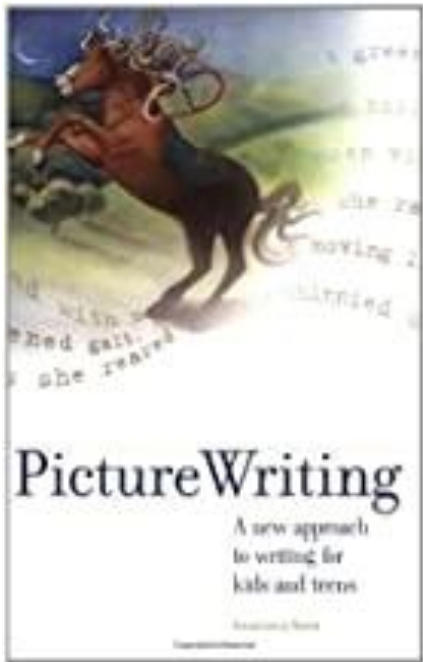
Make sure you're where your readers or buyers are.

Things to join and attend:

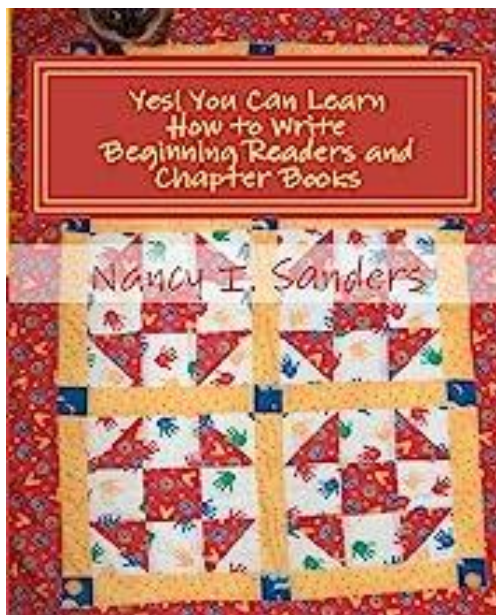
Write2Ignite <https://write2ignite.com/>

ACFW (now has a place for children's writers) <https://acfw.com/>

Suggested Craft Books



Picture Writing by Anastasia Suen (picture books)



Yes! You Can Learn How to Write Beginning Readers and Chapter Books by Nancy I Sanders