

You Can Build Your Platform!

Continuing Session at Colorado Christian Writers Conference 2019

By W. Terry Whalin

Our Game Plan for these Sessions

Session 1

Why Books Are Important to Me

Realities and Myths in Today's Publishing World

Several Basic Principles:

--much is outside of your control

--take your own responsibility and control what you can

-- why do it yourself (control message), faster, lower costs)

Session 2

Why every author needs a platform? (Especially if you self-publish)

Platform-Building Ideas for Every Author FREE Ebook

Building a body of work

Creating a Lead Magnet and using it effectively

Session 3

Tips for Launching and growing Your website and blog

Why Every author needs an email list

Build your audience through giveaways, newsletters, podcasts, and more

Session 4

How to touch your readers on Goodreads (87 million readers)

Session 5

The Value of Social Media and How not to be a slave to it

Download this complete handout at: <http://terrylinks.com/ycbyp>

Session 1

Why Books Are Important to Me <http://terrylinks.com/twowords>

Realities and Myths in Today's Publishing World <http://terrylinks.com/JYPD>

Seven Underpinnings For This Workshop

1. A Hard Lesson From My First Website
2. A Transformational Experience In Los Angeles
3. Do It Yourself
4. Take Responsibility
5. Beat The Drum
6. Use Technology Efficiently & Effectively
7. Don't Be A Slave But Automate

Nine Principles Of My Marketing Philosophy

1. Always Be Prepared
2. Decide to Be Consistent
3. Decide to Be Generous
4. Count The Cost
5. Gain Knowledge
6. Look For Ways To Automate
7. Be Open To New Tools
8. Don't Neglect The Old Fashion Tools
9. Create A Clear Goal For Each Marketing Tool

10 Publishing Myths

Words Count

Why Copywriting Is Critical

Some Copywriting Basics

Introduction to Copywriting

Words are a premium and copywriters have learned the skill to get action from their words—a valuable skill for any writer and especially in the marketing area.

There are many occasions to select power words here are a few:

- Subject lines of emails to get them open
- Titles of your proposed books
- The back cover copy for your books
- The titles for your blog posts
- The first sentence of your pitch letters
- The title of your magazine articles
- The first sentence of your magazine articles
- The list is endless and copywriting means writing words which sell.

Copywriting is rarely discussed—at least in Christian writing circles—yet it is a critical skill in my view. I don't recall much of my journalism training about copywriting—but it plays into my everyday life such as creating headlines for blog posts, lead sentences for news releases, the start of pitch letters to editors and much more. Copywriting is writing words that persuade.

One of the classic copywriting books is by my friend Bob Bly (who is vacationing at the beach or so he said last week when we talked). His book is called *The Copywriter's Handbook*. His book is one of my key writing books on my shelf and highly recommended. I've opened my edition—which doesn't even talk about computers (yes it talks about using typewriters). I'm going to give you the subheads in one or two sections here just to give you a taste of the content in Bob's book:

Tricks of The Trade (stylistic tricks that pack a lot of information)

End with a Preposition

Use Sentence Fragments

Begin Sentences with Conjunctions

Use one-Sentence Paragraphs

Use Bullets, Breakers, and Numbers (from page 51-54 in my old book)

Here's a Copywriter's Checklist—again just the keys but the explanation is in the book:

Does the copy fulfill the promise of the headline?

Is the copy interesting?

Is it easy to read?

Is it believable?

Is it persuasive?

Is it specific?

Is it concise?

Is it relevant?

Does it flow smoothly?

Does it call for action? (Page 54-55)

Imagine the simple improvement in our pitches, queries, proposals and much more—even creating bookmarks for our books—if we asked ourselves these critical questions about our copy (words).

Books About Copywriting

The Copywriters Handbook: Third Edition: A Step-By-Step Guide To Writing Copy That Sells by Robert W. Bly <https://amzn.to/2H1ri4u>

Words that Sell, Revised and Expanded Edition: The Thesaurus to Help You Promote Your Products, Services, and Ideas by Richard Bayan <https://amzn.to/2DYuhu7>

Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them to Buy by Maria Veloso <https://amzn.to/2ZQDfTr>

Writing To Get Attention: The Headline

Here's what David Ogilvy, author of *Confessions of an Advertising Man*, says about headlines, "The headline is the most important element in most advertisements. It is the telegram which decides the reader whether to read the copy. On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar. If you haven't done your selling in your headline, you have wasted 80 percent of your client's money."

The Four Functions of the Headline

1. Get attention.
2. Select the audience.
3. Deliver the complete message.
4. Draw the reader into the body copy.

Printed Marketing Tools

Use your copywriting skills to write a useable tool. I'm always surprised at the missing elements on business cards, bookmarks and postcards. Then writers wonder at the ineffectiveness of their tools. I feel it is rooted in the lack of thought for copywriting.

Consider these questions:

Who is the target audience?

What do you want them to do with your tool?

Have you given them the information that they need?

Have you provided multiple ways to respond?

Consider These practical concerns:

Shop for quality.

Are you printing on the front and back or just the front?

Make sure your order will achieve what you want. For example, printing postcards are you printing a size that will take a single postcard stamp or planning oversized?

Ask for samples.

Print in volume because it's more economical.

Always be prepared to give them away.

Sources I have used for this type of printing:

Epic Print Solutions: www.epicprintsolutions.com

Overnight Prints: www.overnightprints.com

Iconix.biz: www.iconix.biz I always make use of Google or another search tool to look for other sources.

Session 2

Why every author needs a platform? (Especially if you self-publish)

Platform-Building Ideas for Every Author FREE Ebook <http://terrylinks.com/pb>

Building a body of work

Creating a Clickable link in HTML

By W. Terry Whalin

Every author needs to learn some basics of HTML and how to effectively use it. I recommend you get a book like [HTML Quick Start Guide](#) (part of the Dummies series) and get more basics. You can click the link to go to the page on Amazon. I buy used books or even out of print titles at [BookFinder4U](#). Or get it from your local library.

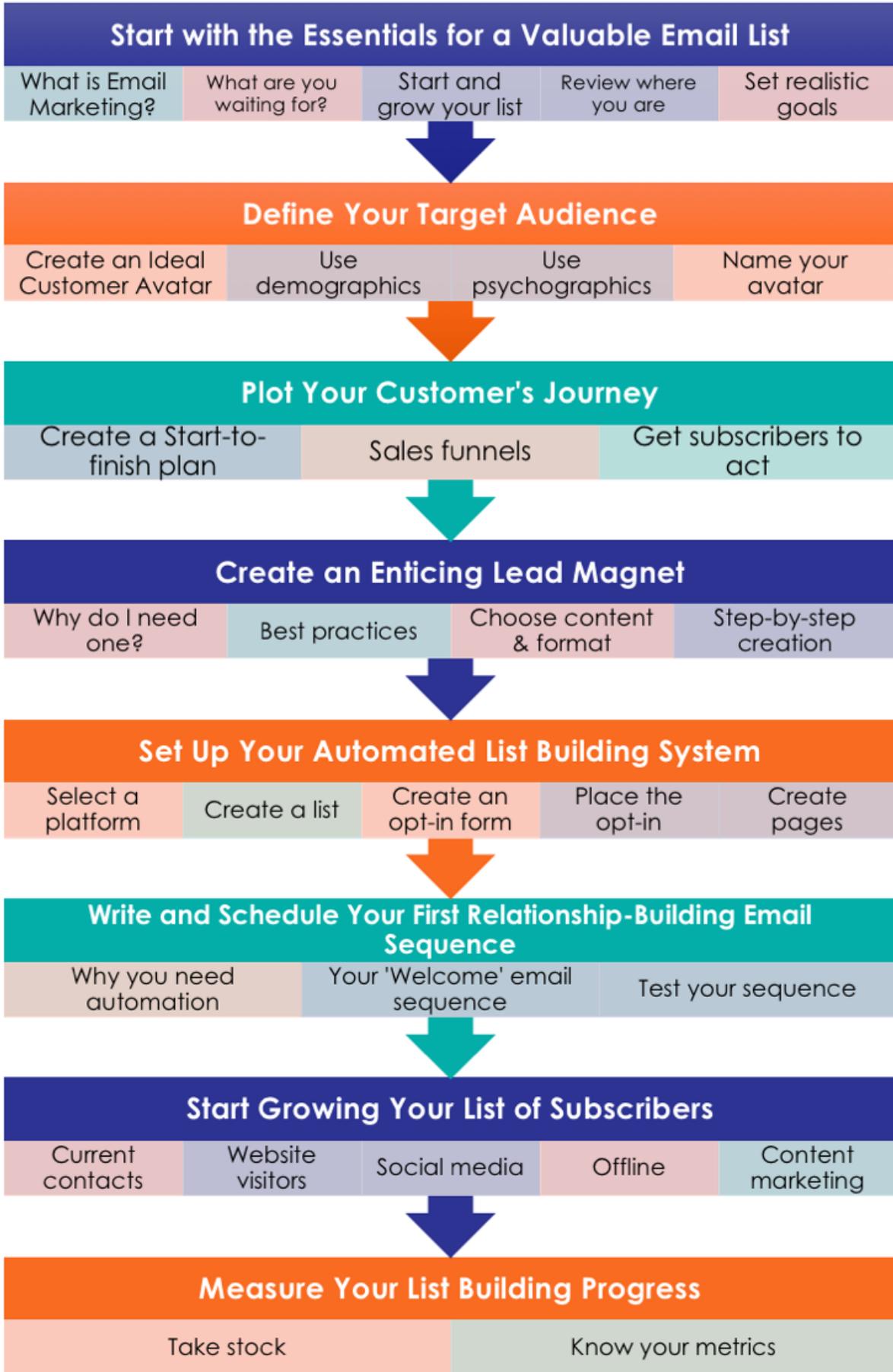
One of my basic lead magnets is called [Straight Talk From the Editor, 18 Keys to a Rejection-Proof Submission](#). Many people have gotten this free Ebook and they get on my email list in this process. If you don't have it, click the link and get it.

1. I store my little HTML files in plain text files on a jump drive with specific names like "Straight Talk Editor HTML" I put them on a jump drive so I can easily eject them and put them in my laptop bag when I travel and I'm away from my home computer.
2. Being organized in your plan is a key part of using this material. You should organize what is effective for you but this is how I do it.
3. Here's how my HTML file for Straight Talk looks:
Straight Talk From the Editor Notice I bold the words of the title with a simple command to start Bold then to end Bold.
4. There is an additional format to show you in HTML—and some websites let you use it and some do not—so try it. This format will open a new browser window—which is the extra information in this version: Straight Talk From the Editor
5. I have many of these files on my jump drive. The key is to create what you need—and then save it in a format you know and can quickly access when you need it. I encourage you too put some time and thought into getting them organized. It will save you hours in the process.

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Follow Terry on Twitter ([use this link](#)) Also check out Terry's blog on [The Writing Life](#) with over 1400 entries ([subscribe here](#))

How to Build an Email List from Scratch



Possible websites to build your email list

Constant Contact <http://bit.ly/gmd5JU> (60 day free trial)

Aweber <http://bit.ly/rO8DF8>

Mail chimp www. Mailchimp.com (first 1,000 are free)

Webmarketing Magic: <http://mywebmarketingmagic.com>

Website Building Tools

These are tools that I use. There are other resources but I've found these tools to be the best for my uses—and hopefully they will serve you as well.

Domains: <http://www.godaddy.com>

A Hosting site for your domains and material:

Hostgator <http://bit.ly/gt9iKK>

A point and Click website (WYSIWYG)— no or little HTML and no flexibility. I recommend Homestead.com www.homestead.com

A complete package with multiple pages, benefits, SEO, newsletter, and more: Sitebuildit: <http://budurl.com/9edh>

A Hosting site for your domains and material: Hostgator <http://bit.ly/gt9iKK>

Session 3

Tips for Launching and growing Your website and blog



Get this free Ebook at: www.terrylinks.com/blog

Tools and Tips for Blogging

1. It pays to plan your blog theme and look.

2. A little each day pays off—little improvement to blog. A little post. A little promotion.
3. Write about others and link to them—then tell them.
4. Can your blog material become something else? A magazine article? A book?
5. Use the Online Resources to improve your blog like Bootstrapper: The Business Blogging Toolset: 100 Resources for Entrepreneur-Writers: www.terrylinks.com/BBT
6. Be aware your posts are worldwide so be sure anyone can read your posts.
7. Blogging Resources for Writers and Publishers from John Kremer: www.bookmarket.com/bloggng.htm
8. Different mediums can be used for your blog such as teleseminars. Get a free 21-day trial for \$1 at: www.myinstanttelewebcast.com
9. Use your blog to distribute free Ebooks such as my *Straight Talk From the Editor, 18 Keys To A Rejection-Proof Submission*: www.straighttalkeditor.com

For detailed step-by-step insight about blogging, get my report:

[The 31-Day Guide to Blogging for Bucks](#). This 65-page guide comes with my risk-free 60 day guarantee.

Why Every author needs an email list

Build your audience through giveaways, newsletters, podcasts, and more

Ways To Make Your Website Active With Content

Widgets: <http://www.widgetbox.com>

Twitter update widget: <http://twitter.com/goodies/widgets>

Shrink link tool (Free): <http://www.bitly.com> (record & tracks clicks)

Why Writers Need Lead Magnets



"Likes" on Facebook is one type of Lead Magnet

John Kremer, the author of *1001 Ways to Market Your Book*, says publishing is about building relationships. From my experience, often, who you know is as important as what you know. Yes you have to write an outstanding proposal and manuscript (foundational) but reaching the right person and readers with your writing is a key part of the publishing process.

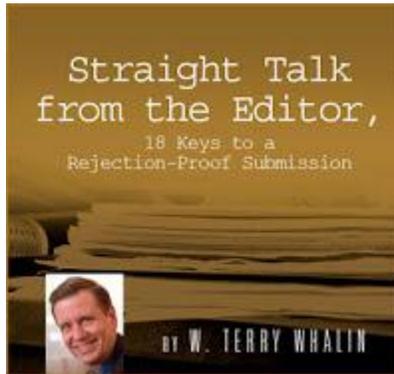
One of the ways you build relationships is through consistent and regular communication. As I've mentioned in these articles in the past, every writer needs to be growing an email list. Whether you write fiction or children's books or nonfiction, you still need an email list. If you don't have a list of wonder how to begin one, I have an inexpensive ebook called [The List Building Tycoon](#).

The focus of this article is on creating a lead magnet. A lead magnet is a list-building device. For someone to get the desired object (more on what they can be in a minute), this person has to give you their first name and email address. In exchange for them giving you their email address, then they join your email list. On every email list, the subscriber has the option to unsubscribe. Each time I send out to my list, people unsubscribe. It's part of the process and nothing personal. You want people on your email list who want to be there so you want to give them the ability to unsubscribe.

To create a lead magnet, first focus on your readers and the type of people you want to attract. What do they need that you can provide for them? Is it an ebook? Is it a teleseminar? Is it a video?

Lead magnets are tools to get people to subscribe to your list. I have a number of these types of tools:

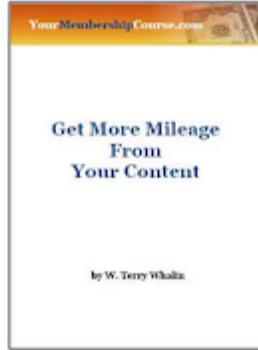
Free Ebooks



[**Straight Talk From the Editor, 18 Keys to A Rejection-Proof Submission**](#)



[**Platform-Building Ideas for Every Author**](#)

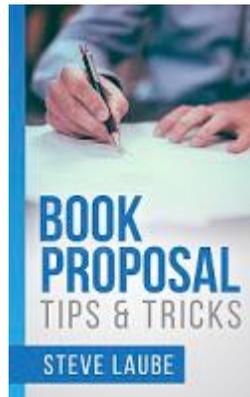


[Get More Mileage from Your Content](#)

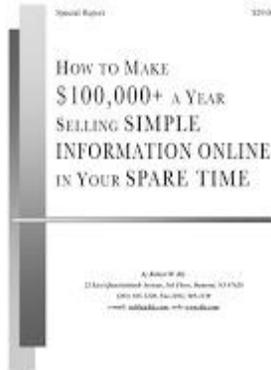
Free lists of information

[My free list of over 400 literary agents \(addresses, websites, phone numbers, emails\)](#)

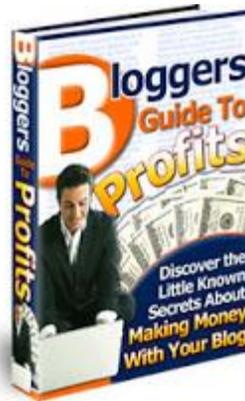
Free teleseminars and training



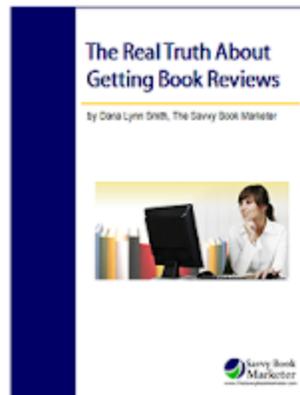
[AskSteveLaube.com](#)



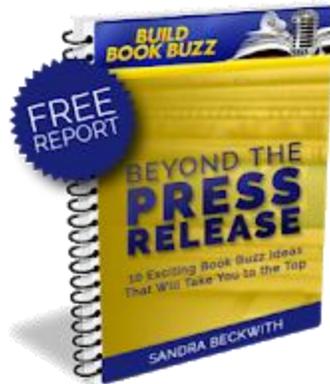
AskBobBly.com



AskTerryWhalin.com



YourBookReviewed.com



AskBuildBookBuzz.com

many others

There is not a single way to create these lead magnets. Some people do it with a simple video. The key is to have multiple ways for people to sign up for your email list. Then you have to promote these lead magnets on social media to encourage people to get your information. [If you follow me on Twitter](#), you will notice I cycle through a number of these lead magnets through my Twitter stream (which also shows up on LinkedIn and Facebook). Nothing happens overnight but consistent action will build into something powerful which you can use to touch your audience and readers.

Landing Pages and List Building

1. Build a Landing Page for Ebook

Check out www.thelandingpageguru.com a site that Bob Bly put together to help you increase your page conversion rates. A landing page is a long copy sales letter that is posted on a single website. The purpose is clear—to get the person to either give their email to get the product free or to purchase the product. Print several landing pages and study the elements. There are ten important elements to write and design a landing page and notice six out of ten elements (more than half) are on the first sheet of each landing page or within the first six inches:

The Pre-Head - a statement of achievement

The Buttons – order now, affiliate program, free E-Zine

The Headline – urgent, useful unique and ultra specific

The Subhead – gets the reader's attention

The Lead – identifies a problem or need, makes an emotional appeal or a big promise

Photo and Bio of author – photo of the author

Testimonials

Body Copy – positions the information product as the solution to the problem stated in the lead

Side Bar Copy – tells a story to highlight a special benefit of the ebook

The Close – includes the guarantee, the price and call to action a ps or pps tells about the bonuses

2. Get a shopping cart: www.mywebmarketingmagic.com is a way to get a free trial. Or you can use paypal and their free buttons: www.paypal.com
3. Use an autoresponder to create a thank you / acknowledgement note and also 24 hours later send a second email to make sure they got it.

A key part of any list strategy: A free E-zine

Decide how often to publish

A Few Ways to build your E-zine list:

Network

Business cards & postcards

Facebook

Twitter

LinkedIN

Squeeze Page such as: www.terrylinks.com/pb or www.terrylinks.com/agents

Pop-ups

Ask Campaigns like www.askterrywhalin.com or www.asksallystuart.com

Email Signature

Blogging

Writing Articles

Public Speaking

Sign up boxes on your blog, website, plus any other online place

How to Show Up In Different Places



As writers, we need to show up in different places. If you are reaching the same people over and over with your message, you will not expand your reach and audience. I believe each of us need to consistently work at reaching new and different audiences with our message. In this article, I want to give several specific ideas about how to reach new areas of the market.

Before I give you the specific ideas, there are some basic steps that every author needs to take first. The first step is to create a giveaway or a lead magnet. It can be a free ebook or audio file but something which has value to your target audience (something they will want). You need to set up this giveaway on a website where you capture their first name and email address (which adds them to your email list).

The next step after setting up this giveaway is to learn how some simple HTML which gives a clickable link when you show up in these places. (If you have no idea what I'm talking about, then [click this link](#) and get a single page about creating clickable HTML that I've written). Otherwise you put the effort into showing up—but don't gain any help for your bigger goal (finding new subscribers to your email list). I'm encouraging you to work smart with this larger goal in focus as you show up in these various places.

Make Relevant Comments on Blogs

Most blogs allow you to make comments. I have the comments turned on to monitor on my own blog because often the comments are simply not related to my post and SPAM. When you comment, add to the article with some additional content. As you write a relevant comment with some additional aspects to the post, you will add value to the blog. In addition to your relevant comment, add the HTML link to your free Ebook or some other valuable tool. Make this link clickable and it will be kept (not marked as

SPAM) and you will have created another link on a different location where you can get sign ups for your newsletter list. The key word is “relevant” with your comment. Do not SPAM or that impression will also be made.

Actively Participate in Email Discussions

I'm on some writer email lists where I contribute. If I do, as with commenting on blogs, I do add to the content of the discussion (otherwise you are writing spam). At the end of my post, I make a point to include a link to my website. You can be strategic about where you send people with this single link.

Write an article for a Guest Blog

You can also write an article for another blog. This week I exchanged emails with the editor of a well-known writer blog and in her response, she encouraged me to write another article for them. I seized the opportunity and did it. Other blogs include guidelines in their blog about how to become a guest blogger. Look for those guidelines, follow them and send in your article. In the article include some clickable links to your free giveaways and you will add more people to your email list. A related way is to become a regular contributor to a blog or website. For the last several years, I've been writing an article once a month for Writers on the Move and [here is the link to one of my recent posts](#) as an example.

Become a regular contributor to a newsletter

I have a couple of newsletters where I am a regular contributor. They use my complete articles in their newsletter and are grateful to get the content. I am not paid for this work and I don't write original material for them. Often I will lightly rework an old article from [my blog](#). It could be something I wrote several years ago. I give it a new opening sentence and title, then I skim the article to make sure there is nothing that is dated in it (and if I find something I rewrite it). I have set reminders on my phone to send this material every month to these newsletters. They are not a huge time commitment and I make sure each one includes links to valuable content for that reader (yet clickable links for the reader to get on my newsletter list).

Session 4



Why Goodreads? 87 million members <https://www.goodreads.com/about/us>

Join the Goodreads Author Program

1. Claim your Goodreads Author profile. Your first step as a Goodreads Author is to take control of your profile, promote your work, and connect with readers. Scroll to the bottom of your author profile page. Click “Is this you? Let us know” to send a request.
2. Set up and edit your profile. Here are **five** fundamental actions to establish your Goodreads profile:
 - a. Add a bio to tell readers about yourself. You can use HTML in the bio to make the books and websites “clickable.” Also take the time to save and test your profile to make sure you have completed the various fields.
 - b. Upload an official author photo and if you have a video book trailer you can upload it as well.
 - c. Add your Twitter username. Test with each addition to make sure it works.
 - d. Create or import a blog. The blog updates show up faster the longer you are on Goodreads. You will gain followers and other readers through this connection.
 - e. Ensure your book metadata is correct. (If it’s not, e-mail Goodreads support at: support@goodreads.com). Often it takes 24 or 48 hours to hear back but they are great at helping authors.
3. When you log on to Goodreads, your next key step is to visit your **author dashboard**. It

is at the top of the page in the right hand column. The author dashboard is your home base for your entire author program needs—stats, widgets, giveaways, advertising, how-to pages, groups, and more. Check in on this weekly.

Four Ways to Immediately Promote Your Books

1. Enable the **Ask the Author** module on the author dashboard and begin to take questions from readers. There are some starter questions for every author. As you answer questions, you can tell people about it through other social media connections like Twitter or Facebook.
2. Schedule a **Giveaway** to drive awareness of your book. You set the number of books, the length of the giveaway and whether you want to give to the world, only the US or certain countries. It takes at least seven days to set up a Giveaway. You can run them over and over—and you don't have to giveaway lots of books each time. Often people do one book or two books or five books. Goodreads selects the winners and you certify that you have mailed the books. Note the books do not need to be new books. If you are still promoting your older titles, you can do giveaways with them as well. Throughout the giveaway promote it such as on blogs and social media like Twitter, Facebook and LinkedIn.
3. Join a group that interests you and start connecting with readers. Be sure to join as a reader and not simply to talk about your book. Reading is the emphasis of Goodreads.
4. Mark quotations from your book and add them to the Goodreads quote section: <https://www.goodreads.com/quotes>

Insights for a Great Goodreads Experience

1. Use the Goodreads tools to invite your friends to join you on Goodreads. Use the import tool to find people you already know from Facebook, Gmail, Yahoo, and more. Note Goodreads has a 5,000 friend limit. <https://www.goodreads.com/friend>
2. Talk about books (and not just your own!). As you read books, write short, honest reviews on Goodreads. Your participation in the groups is as a reader engaging in conversations that interest you.
3. Be gracious to your fans. Do not harass or spam them with repeated private messages. If you are too forceful, you could be ban from Goodreads.

Extra Resources

1. Help link: http://www.goodreads.com/help/list/author_program
2. How to link: http://www.goodreads.com/author/how_to
3. Guidelines link: <http://www.goodreads.com/author/guidelines>

For questions about the program, contact Customer Support at support@goodreads.com

Author Profile not completed:



Follow Author

Raleigh Pinskey

edit data
Combine Editions

RALEIGH PINSKEY'S BOOKS

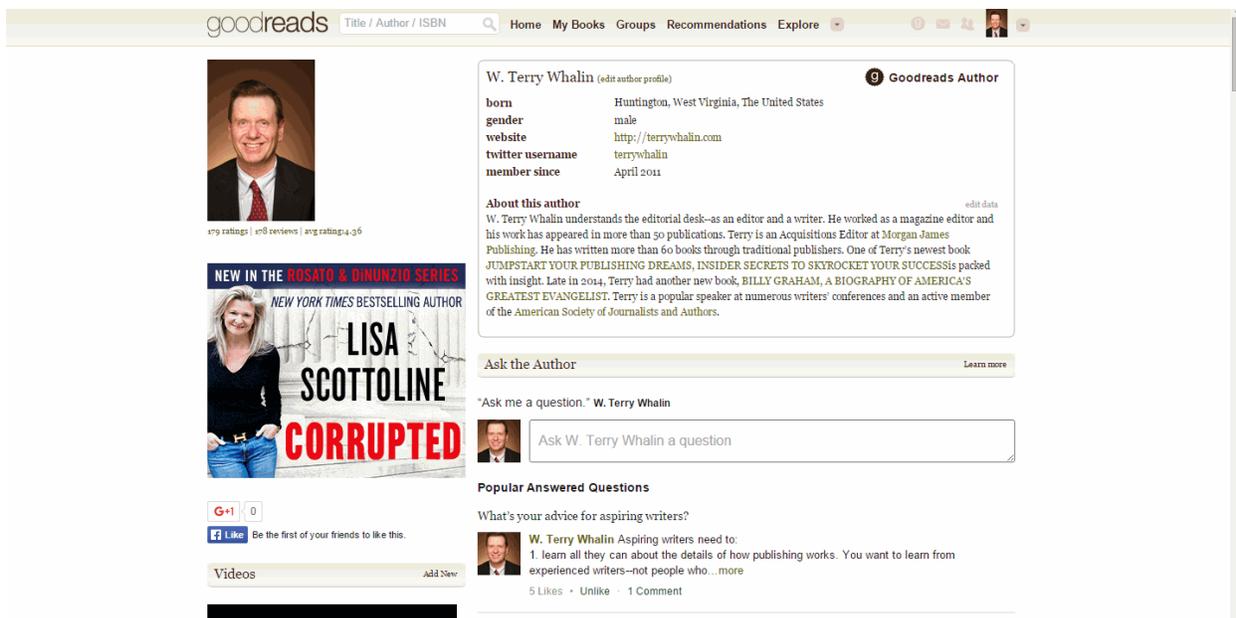
Average rating: 3.31 · 39 ratings · 5 reviews · 3 distinct works

101 Ways to Promote Yourself: Tricks Of The Trade For Taking Charge Of Your Own Success
by Raleigh Pinskey
★★★★☆ 3.29 avg rating — 35 ratings — published 1997 — 3 editions

The Zen of Hype: An Insider's Guide to the Publicity Game
by Raleigh Pinskey
★★★★☆ 3.33 avg rating — 3 ratings — published 1991 — 2 editions

You Can Hype Anything: Creative Tactics and Advice for Anyone with a Product, Business, or Talent to Promote
by Raleigh Pinskey
★★★★☆ 4.00 avg rating — 1 rating — published 1960 — 2 editions

Completed Author Profile:



goodreads Title / Author / ISBN Home My Books Groups Recommendations Explore

W. Terry Whalin (edit author profile) Goodreads Author

born Huntington, West Virginia, The United States
gender male
website <http://terrywhalin.com>
twitter username terrywhalin
member since April 2011

About this author (edit data)
W. Terry Whalin understands the editorial desk—as an editor and a writer. He worked as a magazine editor and his work has appeared in more than 50 publications. Terry is an Acquisitions Editor at Morgan James Publishing. He has written more than 60 books through traditional publishers. One of Terry's newest book JUMPSTART YOUR PUBLISHING DREAMS, INSIDER SECRETS TO SKYROCKET YOUR SUCCESS is packed with insight. Late in 2014, Terry had another new book, BILLY GRAHAM, A BIOGRAPHY OF AMERICA'S GREATEST EVANGELIST. Terry is a popular speaker at numerous writers' conferences and an active member of the American Society of Journalists and Authors.

Ask the Author Learn more

"Ask me a question." W. Terry Whalin

Ask W. Terry Whalin a question

Popular Answered Questions

What's your advice for aspiring writers?

W. Terry Whalin Aspiring writers need to:
1. learn all they can about the details of how publishing works. You want to learn from experienced writers—not people who...more
5 Likes · Unlike · 1 Comment

© 2019 W. Terry Whalin (www.right-writing.com) Also subscribe to Terry's Blog: www.thewritinglife.ws with over 1,400 *searchable* entries. Follow Terry on Twitter at: www.twitter.com/terrywhalin Also look for his recent book—*Jumpstart Your Publishing Dreams, Insider Secrets to Skyrocket Your Success*. Personal email: terry@terrywhalin.com

Work email (submissions): terry@morganjamespublishing.com

Download this handout at: <http://terrylinks.com/goodreads>

Session 5

The Value of Social Media and How not to be a slave to it

Go Viral: Marketing on the Social Networks

By W. Terry Whalin

Why Be Social?

In general, writers are not social

The Statistics: More than 330 million active monthly users ([Twitter 2017](#))

More than 1.45 billion daily active users on Facebook ([2017](#))

More than 562 Million LinkedIn ([May 2018](#))

There is a wrong way to use social media—some examples

There is a right way.

Use these strategies to be in the top 10% of users on Twitter. See this recent article from Adweek: <http://terrylinks.com/MostActiveTwitterUsers>

Five Key Principles for Social Media

1. Be consistent in your message. To be consistent you need a plan and a brand and a direction.
2. Create an attractive environment that draws readers.
3. Craft your message. Include links from others. Don't just toot your own horn.
4. Be interesting and varied in your different messages within your brand
5. Interlink your tools and automate. Do not let it overwhelm your life because it can but should not.

Learn much more detail in *Jumpstart Your Publishing Dreams* by W. Terry Whalin available immediately as an Ebook or paperback: <http://www.jumpstartdreams.com> Get a sample of the book at: www.terrylinks.com/jypd Also check out Terry's Write A Book Proposal training www.WriteABookProposal.com and download his free teleseminar & Ebook at: www.askaboutproposals.com

Have your book considered with a New York-based Publisher, Morgan James Publishing and contact Terry in his acquisitions editor role. Email Terry at: terry@morganjamespublishing.com (work) or terry@terrywhalin.com (personal)

Get the entire handout and the links here: <http://terrylinks.com/goviral>

Twitter Basics

Why Twitter? Let's examine the Twitter numbers. (330 million as of December 2017)

Mastering Twitter in 10 Minutes or Less <http://terrylinks.com/mt>

How To Select Your Twitter Name (your personal name or the brand name)

Control Your Tweets – think of your target with each tweet.

Three Little Known Twitter Tips by Jeff Herring <http://bit.ly/awKMDp>

Keys to Starting Your Account

Include your photo and real name and bio – Tweeters like to deal with real people

Change the background to give it your look: <http://freetwitterdesigner.com/>

I have my settings set to receive an email notice if anyone follows me. Why?

To block the spammers, to block the porn (yes it's on twitter too), to look at the tweets and make sure they are in English (my own preference to have English on my Twitter stream). If pass those simple rules, then I follow them.

Use Hootsuite: <http://www.hootsuite.com> (to time your tweets—free—then pay)

Use Refollow to follow targeted people. (\$20 per month) I've made a special arrangement for you to get a FREE trial at:

<https://re-follow.com/affiliate?id=754ef23d-6ad3-4d1c-8b81-4d83aa006a2b>

Use Manage Flitter to unfollow people who do not follow you (after a period of time), delete fake accounts, and more—free: <http://manageflitter.com/> (or \$12 a month)

Find Twitter Leaders: <http://www.twellow.com/>

Automate your content on Twitter using Google Alerts

1. Do you have a Gmail account? If not create one. While you are signed on to that Gmail account...
2. Go to Google Alerts
3. Select several phrases that you want to turn on alerts
4. Leave the Type as “comprehensive” or from anywhere on the web
5. Change How Often to “as-it-happens” because you want it throughout the day and fresh
6. Change Deliver to: and select “feed.”
7. When you save it, you will see the feed in Google. Notice the orange icon or the word “feed.” Right click on that and copy out the feed URL because you will need it for the next step.
8. Go to <http://twitterfeed.com> and log on to this application using your twitter username and password.
9. After you log on to Twitterfeed, you are creating a new Feed. Give your feed a title and paste the RSS feed URL from Google alerts into the feed spot.
10. Click the Advanced Settings. Change “Update Frequency” to every 30 minutes and post up to “3” new updates at a time.

It is critical to provide content, point to articles, give free resources and not to engage in hard selling (buy me, buy me). It’s a soft sell approach that works on Twitter.

Facebook

The average person has less than 400 Facebook friends. How can you increase your friends?

1. Slowly send friend invitations to others in your target market
2. Put good content on Facebook
3. Consistently grow your reach in this market

Grab this 82-page report from Marketing Guru John Kremer: **Facebook Marketing for Book Authors – Get More Fans and Book Sales, 108 Great Websites for Book Authors:**

<http://terrylinks.com/JohnKremerFacebook>

LinkedIn

Millions of people are on this important network. Establish yourself as an expert and build relationships and connections. Publishing people move a great deal—but I’ve found they take

their LinkedIn accounts with them in their move. If you have a connection to them, you can always reach out to them and keep up.

Grab this 35-page report from John Kremer: **LinkedIn How to Use LinkedIn to Promote Yourself as an Author or Expert, Find Promotional Partners, and Build Long-Lasting and Useful Relationships:** <http://terrylinks.com/JohnKremerLinkedIn>

Pinterest

One of the growing social networks is Pinterest. Grab this 70-page report from John Kremer: **Pinterest How to Use Pinterest to Promote Your Book (Product or Service), Supercharge Your Website, and Build More Traffic to Your Website:**

<http://terrylinks.com/JohnKremerPinterest>

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Proactive Book Promotion

With thousands of new books entering the market each year, authors can't sit back and expect their publisher to be the only means to sell their book. Publishers are looking for authors who understand the necessity of book promotion and actively pursue new opportunities.

Nine Common Mistakes That Authors Make (and How to Avoid Them)

1. You get involved too late in the marketing planning. Every publishing house has a sense of where any book ranks on its list by four to six months before publication. Find out what your publisher is thinking and get to work.
2. You are polite to your editor, but you condescend to the editorial assistant. The assistants are the grease that keeps your wheels moving—never forget that.
3. You assume that what's printed in the catalog is the final marketing plan for the book. The campaign evolves dramatically as the publication date appears—for better or for worse. Stay involved to make sure it's for the better.
4. You wait too long to hear from the publicist. Don't wait. Because publicists are so overloaded, you might never get the call. If you're not sure of the right time to call, ask your editor.
5. You declare in your first meeting with your publishing team or publicist that you are planning to hire your own freelance publicist. Before you show your hand, explore the publisher's willingness to contribute toward paying a freelancer, particularly if it becomes clear that the house's plans don't meet your expectations, or your publicist is either incompetent or swamped with too many projects to do an effective job.
6. You forget to fill out the author questionnaire and lose the opportunity to position the book and present marketing ideas. If you're not writing a marketing plan, then fill out this questionnaire. If your editor forgets to give you one, then ask for a copy.

7. You don't bother having a decent author photograph taken. A poor photo is a lost marketing opportunity.
8. You behave like a big pain in the butt. Complaining about your campaign, gossiping about the publishing staff, and other passive-aggressive behaviors will alienate you from the publishing team.
9. You forget to say thank you for every little thing that someone at your publishing house does for you.

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Seven Questions Not to Ask Your Publicist

By Lissa Warren

A savvy author is going to have a lot of questions about the publicity for his or her book. Yet there are some questions that are notorious for riling publicists. I list a few below, and reasons to avoid them. I encourage you to think of them as the seven deadly sins.

1. "Have you tried Oprah? (or Larry King, Charlie Rose, Regis and Kelly, or Terry Gross)?" Publicists know that these shows really sell books, and go for them before anything else if you and your book are even remotely appropriate. They're already under a lot of pressure to get you on these programs. They won't appreciate more.
2. "Could you overnight a copy to...?" You're asking your publicist to stop what she's doing (perhaps preparing for a big marketing meeting where she'll discuss your book) and send a copy by the costliest means possible. If it's a major show or publication and they've expressed real and urgent interest, by all means ask for this. Otherwise, just email the info to your publicist and ask her to mail the book or send it via UPS Ground as soon as possible.
3. "Anything new?" If there were, your publicist would have told you; we're not shy about trumpeting success. Keep in mind that your publicist constantly hears this same question from her immediate supervisor, the Publisher, the sales reps, the foreign rights department, the subrights department, and the editors. Then multiply the pestering by ten for the number of books she's working on, in some capacity, on any given day.
4. "Did the host/reporter who just interviewed me even read the book?" Unfortunately, the answer is, probably not. But please don't be offended. They may be even busier than your publicist. That's why she sent them press material to crib from.
5. "Is (insert name of show or publication) going to do anything with my book?" Your publicist will do her best to get a "yes" or "no" from each media outlet about your book, but she isn't always able to, and pushing the media for an answer when they haven't responded to a galley, a finished book, two emails, a fax, and three voice mail messages isn't going to help her

reputation—or yours. Sometimes, no answer is an answer—if they were interested, they’d have called. Also keep in mind that when she does get a “no,” your publicist might not get a reason or the reason may be vague (“it’s just not right for our magazine,” or “the host wasn’t interested.”). This is frustrating, but perfectly normal.

6. “Could you send a copy to my friend Mandy from high school? She knows Katie Couric’s assistant.” It’s nice that your friend knows Katie Couric’s assistant. However, your publicist probably knows Andrea Smith, the books producer at the “Today Show” (who has been on the list of publishing’s most powerful people) and the person there who is most likely to actually do something with your book—and chances are your publicist has sent your book to her. Remember, your publicist only has so many copies to send to the media. You don’t want her to waste one, and insisting that she send one to acquaintances of yours who have distant connections to the media is a sure way to do so. However, if you yourself have a direct connection to the media (e.g. your friend Mandy from high school is Katie Couric’s assistant—or better yet, your friend from high school is Katie Couric), then by all means ask your publicist to send. She’ll be grateful.

7. “How many other books are you working on right now?” More than you want to know about. Trust me.

Lissa Warren is the author of *The Savvy Author's Guide to Book Publicity* (Carroll and Graf, 2004) from which this material was reprinted, and is Senior Director of Publicity at Da Capo Press—a member of the Perseus Books Group. She teaches a graduate course in book publicity at Boston's Emerson College. <https://amzn.to/2H00keN>

Great Promotional Resources for Every Author

Every author who wants to sell books should get the following books—and don’t just purchase them but read them, highlight them, follow the advice and re-read them.

1. *Publicize Your Book!, An Insider’s Guide to Getting Your Book the Attention It Deserves* by Jacqueline Deval (Perigee) April 2003. \$15.95 <https://amzn.to/2vEvdYQ>

Currently, the publisher at Hearst Books in New York, Jacqueline Deval has been a director of publicity for several publishing houses. She tells authors the inside scoop about how to effectively work with a publisher or on your own to generate publicity, be an asset to your publicist and get your book noticed. The book is loaded with invaluable information from someone who has paid her dues and worked on the inside of publishers. Catch her excerpts and endorsements on her website: www.publicizeyourbook.com

2. *Guerrilla Marketing For Writers, 100 Weapons to Help You Sell Your Work*

by Jay Levinson, Rick Frishman and Michael Larsen (Morgan James Publishing)

<https://amzn.to/2VgLwBt>

The battle begins before your book even hits the shelves, and you need every weapon to get ahead of the competition. *Guerrilla Marketing for Writers* puts and an entire arsenal at your disposal. Packed with proven insights and advice, its details 100 “Classified Secrets” that will help to sell your work before and after it’s published. This wide range of weapons-practical low cost and no-cost marketing techniques will help you design a powerful strategy for strengthening your proposal, promoting your books and maximizing your sales. Each “weapon” is rated by its monetary cost to the author, and well over half are free. While the authors advice that this book will help in the promotion of “any kind of book, from poetry to textbooks,” most of its tactics seem best suited to nonfiction. The authors’ overarching philosophy? Think like an entrepreneur.

About The Authors: Jay Conrad Levinson is the creator of the best-selling “guerrilla” marketing series, is the president and founder of a marketing and consulting firm, and lectures nationally to major companies, professional organizations and universities. Rick Frishman is the executive vice-president of Ruder Finn, the world’s 16th largest PR firm, and president of forty-year-old Planned Television Arts. He is one of the leading authorities on book promotions and is one of most sought-after lecturers. Michael Larsen runs the oldest literary agency in the west.

3. *The Frugal Book Promoter, How to Do What Your Publisher Won’t* by Carolyn Howard-Johnson , (Star Publish) 2004, \$17.95 <https://amzn.to/2VFzyAJ>

Unsure if you can afford to promote your book. According to this author, you can’t afford not to promote. A seasoned professional, Howard-Johnson covers many cost effective ways to promote books. A former publicist, this author provides no-nonsense basics. Pick and choose from dozens of ideas for promotions to match your personality and pocketbook.

4. *You Can Market Your Book* by Carmen Leal. (Write Now Publications)

<https://amzn.to/2H0yaAi>

You Can Market Your Book is designed to help you understand basic book marketing principles. No matter how your book was published, unless you are a superstar author, you are the main salesperson. Yes, you might be responsible for the distribution and you might even have a publicist for a brief time, but ultimately it's up to the author. You need to be as aggressive as possible if you want to reclaim your garage or closets from the boxes of unsold books, or if you expect a royalty check from your publisher.

5. *Jump Start Your Book Sales A Money-Making Guide for Authors, Independent Publishers and Small Presses* by Marilyn and Tom Ross. (Writer’s Digest Books) 1999. \$19.95

<https://amzn.to/2DOdmtR>

Turn yourself into a marketing master and make tens of thousands of extra dollars with the ideas in this one-of-a-kind resource. Get your books into catalogs, rack up lucrative bulk premium

sales, and do author signings and radio interviews that get outrageous results. Find the secret to generating tons of free publicity, then discover how to *capitalize* on it.

6. *1001 Ways To Market Your Books, For Authors & Publishers, 6th Edition* by John Kremer, Open Horizons, 2006, \$27.95. <https://amzn.to/2JfdnKU>

Over 700 pages in this completely revised book which is comprehensive and loaded with practical advice on every page.