

Table of Contents

Acknowledgements...xiii

Foreword by Laurence J. Kirshbaum...**xv**

Introduction: *The Microniching of American Publishing: Why virtual promotion makes sense...***xviii**

Understanding Social Media and Internet Marketing...xxvi

Understanding Social Media

Different Ways to Promote Yourself

Touring Your Book on the Net...xxxiii

Your Red Hot Internet Publicity Toolkit

Building a Billboard Instead of a Web Site...3

Building Billboards

Think of Your Site as a Billboard

Avoiding Surf Shock

Creating a Web 2.0 Web Site

What Does a Web 2.0 Site Look Like?

Is It Right for You?

Your Home Page: *The Most Valuable Real Estate You'll Ever Own...***17**

How People Surf

Web Site Copy: *Save the Small Talk for Your Next Cocktail Party...***21**

Writing Great Web Site Sales Copy

Size Does Matter: Picking the Perfect Font...25

The Right Font for Every Occasion

Converting Surfers into Customers...28

Living on Nimrod Lane: Picking a Good URL...31

Creating Your Web Site...34

Defining Your Goals

Goals: Getting to Know Your Reader

Who's My Audience?

Getting the Most Out of Your Reader Profile

Your Target Audience

Doing Research: Go See What Your Competition Is Doing

Getting (and Understanding) Your Internet Real Estate...39

How Much Will All of This Cost Me?

What Exactly Does "Building a Site" Mean?

Things No Good Web Site Can Be Without

Your Rockin' Red Hot Media Room

Making Money with Linking and Affiliate Programs...48

Unraveling the Mystery of Keywords...51

What the Heck Is ALT Text?

The Key to Doing Keyword Research

Winning the Popularity Contest: Getting Your Site Listed in Search Engines...56

Research Trends!

A Final Note on Site Submissions

20 Simple Ways to Get Massive Traffic to Your Web Site...59

E-Commerce: How to Give Your Customers a Nordstrom Shopping Experience...64

Success Secrets of Online Selling

Credibility Builders

Savvy Secrets to Getting People to Buy

The Final Stage of the Nordstrom Experience

People Don't Buy Books, They Buy Benefits

How Internet Shopping Is Like Dating

The Blog Factor...77

Red Hot Blog Tips: It's All About You

Posts, Blogrolls, Comments, and Other Techie Terms

Why Blogs Matter

What Would You Talk About?

How to Start a Blog

How to Blog Effectively

Promoting Your Blog

Blog Feeds

RSS Feed Services

Keeping the Blog Wheels Turning

Another Great Blog Secret

How to Get Massive Traffic to Your Blog: Tag! You're It!...91

Secrets of Striking Media Gold with Blogs...95

The Biggest Mistakes Bloggers Make...100

Ten Tips for Successfully Pitching Bloggers...103

Powerful Podcasting...106

Going Virtual with Video

Ten Ways to Use Video to Promote Your Book...119

Social Networks...122

The Right Way to Approach Social Networking Sites

Tips for Social Networking Sites

Exploring Social Networking Sites

What Is Squidoo?

A Step-by-Step Guide to Becoming a Part of the Squidoo Community

Facebook

Microblogging on Twitter...139

Why on Earth Would You Want to Twitter?

Tips for Using Twitter

More on Twitter

Fun Twitter Stuff

Get a Second Life...149

Getting a Second Life

Getting Set Up on Second Life

Other Fun Stuff to Do in Second Life

Virtual Book Events...157

Types of Events

Why Teleseminars Are a Good Thing

One-Nighters

Educational Teleseminars

Pricing, Timing, and Other Tricks to Make Your Seminar Successful

Preparing Your Event

Promoting Yourself on the Call
The End of the Event Is Just the Beginning
A Few Final Ideas to Make Your Event Sing

Virtual Networking...170

Becoming an Online Syndicated Sensation...173

Submitting Articles and Content
Where Oh Where Are Your Articles?

Automating Your Marketing...177

What Are Autoresponders?
The Many Uses of Autoresponders
Marketing with Electronic Minicourses
Permission Marketing
Signatures Aren't Just for Book Signings
Super Creative Ways to Use Your E-mail Signature

Exceptional E-mail Newsletters...184

Cashing In on E-books...190

When E-books Make Sense
Exploding Your E-book Niche

Red Hot Bonus Material: More Red Hot Jewels for Your Journey...195

Simple Ways to Market Yourself for Red Hot Success...197

Press Releases Are Useless: Internet Press Releases and Beyond...201

Five Things You Must Know About Web Marketing...207

Red Hot Book Sales on the Internet...209

Don't Be an Expert, Be a Filter (Secrets to Selling More Books)...213

Bah, Humbug: Ignore Christmas—Long Live Chinese New Year...217

Red Hot Tips...219

Afterword: Web 4.0 Predictions...232

To Market!...234

Red Hot Resources...238

Books You'll Love
We Site Designers We Love!
Search Optimization Tools
Blog Directories and Analytics Tools

Security Sites
Great Places to List Your Event
Social Bookmarking Sites
Just for Fun
Other Helpful Stuff
Big Media Blogs
Book Blogs We Love
Mom Blogs
Publishing and Author Sites
Social Networking Bonanza
Special Offer

Appendix A: Blog Worksheet...269

Appendix B: Planning Worksheet...271

Appendix C: Virtual Author Tour™ Touring Guide...273

Index...277