



Get your book marketing  
on the express train to  
success!



aMe

# Red Hot Internet Publicity 2.0

Turning authors into Success Stories

# ame About AME



Author Marketing Experts, Inc. (AME) is a full-service marketing and PR firm specializing in customized campaigns and Internet Marketing.

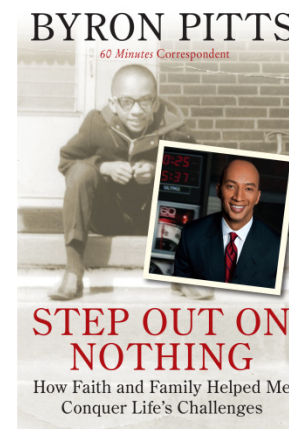
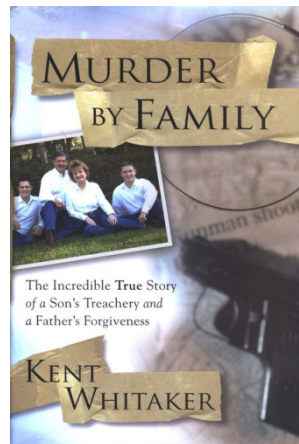
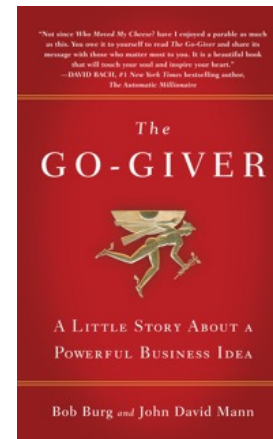
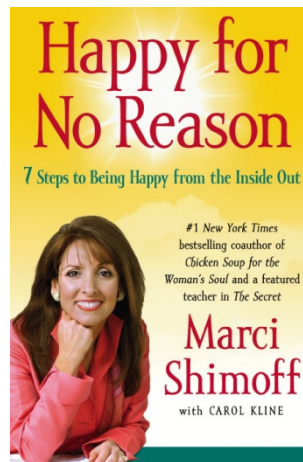
AME was the first book publicity firm to successfully implement the use of blogs, ezines, web sites, social networking platforms, social bookmarking, and book video to promote authors.

AME has developed and implemented countless marketing and publicity strategies and has worked numerous bestselling titles including: The Answer, Green Goes with Everything, The Go Giver, Happy for No Reason, The Laws of Thinking, and Chicken Soup for the American Idol Soul. Numerous high-profile clients have sought their expertise as well: John Assaraf (contributor to The Secret), Sloan Barnett, renowned psychic and ghost buster, Jane Doherty, Barney Rosenzweig creator of Cagney & Lacey, Jac Flanders (of the original Fantastic Four) and Tammi Menendez, wife of Erik Menendez and the first eBay auction of a Princess Diana gown (lot "9" from Christie's New York). AME's clients have been featured on The View, CBS The Early Show, The Today Show, Entertainment Tonight, CNN, CNN Showbiz Tonight, National Public Radio, Something You Should Know, The Heloise Show and in Publishers Weekly, People Magazine, Reader's Digest, The Los Angeles Times, USA Today, The Wall Street Journal, Essence Magazine, More Magazine, The Bridal Guide, Entertainment Weekly, MSNBC... and many others.

AME has offices in San Diego, Chicago, Seattle, and New York.

ame

# About AME





## Fact: Big Media is Dead



- Consumers want access to content, not media
- Big media has lost the “under 55” crowd, probably forever
- Media follows consumer buzz .... and...
- News is now in the hands of the consumer
- **Consumption and/or buying behavior is driven by consumer buzz**



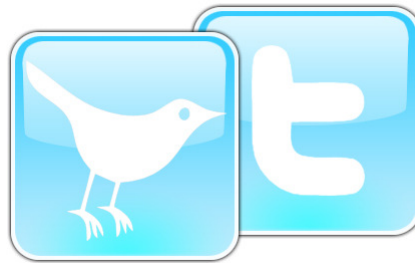
## What is Web 2.0

- Collaborative Internet
- User generated content (i.e. YouTube, Facebook, Wikipedia)
- It's the next level of the Internet where consumers drive the momentum, **not** the Media!

# AME So, What's the Objective?



facebook



Connecting your  
reader to your  
book





# The Year of Incoming Links

- Google loves sites that have other sites linked to them.
- These incoming links need to be quality and topic-related.



# How Much Real Estate do you Own?

penny c sansevieri - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/search?hl=en&rlz=1B3GGGL\_enUS243US243&q=penny+c+sansevieri&btnG=Search

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## What is the Goal of Your Campaign?

- Outreach to like communities
- Creating a marketing machine that feeds on itself
- Creating a lasting marketing message
- Building a platform



# What's Your Platform?





## Step One

# Cyber-Schmoozing...



## Things You Can Do to Market Yourself Online

- Contact the web sites/blogs
- Offer them ideas/suggestions or comment
- Participate in major blogs in your market by commenting. Use Technorati.com to find relevant blogs
- Guest blogging!



# How to Plan Your Online Marketing

- Define your virtual market: *who are the people who will be interested in what you have to say?*
- Begin your internet research: *find sites, discussion groups, social networks, and blogs that have lots of traffic!*
- Push lots of content online



## Step Two

Creating Content that  
will Draw Readers In...



# Content is King!

- Have lots of content on your site
- If it's appropriate, turn your site into a resource
- Create a blog to create content
- The key to any successful site is content, content, content



## Creating Content

- Articles (syndicated online and listed on your web site)
- Blogging
- Press releases syndicated online
- Resource section on your site



## Step Three

# Bloggging that Matters...



## Why Blogging Matters

The Internet has forced us to become “personal”  
– blogs inform and personalize your web site.

Additional **\*fabulous\*** benefits of blogging!

- \* Media folk read blogs

- \* Fresh new content on your web site!



## What on Earth Would You Talk About?

- Talk about trends
- Review other books
- Blog “in character”
- Develop your next story on your blog (this is fun for micro-blogging too)
- Lend your “voice” to a hot issue
- Comment or feature other blogs
- Interview people in your industry
- Talk about the elephant in the room



# Understanding Internet Tools





## Why Would You Twitter?

- Twitter messages are public, just like blog posts but because they're shorter they are much easier and quicker to absorb
- It's a fast way to get to your audience, there's also a lot more movement with Twitter because the communication is so fast and fluid
- Twitter is huge and the conversion rate is enormous



# Twitter is One of the Hottest Breaking News Sources Around...

Fact: In January 2009, within minutes of the US Airways plane landing in the Hudson River, a nearby ferry passenger had twittered a picture and comment—scooping the professional news media on a story happening in their own backyard.





What are you doing?

140

update

[Archive](#) [Replies](#) [Recent](#)



**technosailor** I'm going dark tonight. Wife leaves for 3 days tomorrow and I leave for 3 days right after she gets back. So gonna turn Twitter off tonight 2 minutes ago from twitterrific ☆



**Armano** Note to self (and the rest of you) if you want more Twitter followers, get Techmeme to link to you. :-> 2 minutes ago from web ☆



**gapingvoid** @leewilkins My phone's on. Feel free to call anytime in the next hour or two. 3 minutes ago from web in reply to leewilkins ☆



**ericgonzalez** Checked out lessons learned from Convoq (via @petekaminski) <http://tinyurl.com/24dpv2> 6 minutes ago from twitterrific ☆



**t SF peeps:** Octavia onramp to 1015 one lane closed = major traffic/delays in lowehaight, hayes valley streets. 8 minutes ago from im ☆



**stuartma** Hello all you new twitter followers, and greetings from snow-rainy Toronto 10 minutes ago from im ☆



**mashable** StyleHive Adds Premium Content in StyleDiary Acquisition ( <http://tinyurl.com/2f3wqv> ) 11 minutes ago from web ☆



**tombiro** more than 2/3 of my MBP's memory is sitting in 'inactive' and i have no idea why. this is getting annoying. 12 minutes ago from twitterrific ☆



**trishussey** @Sollitaire: A little of both. I've burned before 12 minutes ago from Spaz in reply to Sollitaire ☆

Hi, [your profile](#)



Brian Solis

### Currently

Nicole Jordan makes LA Tech Scene very bub.blicio.us - <http://bub.bli...>

### Notifications

[add device](#)

- im
- phone
- web-only

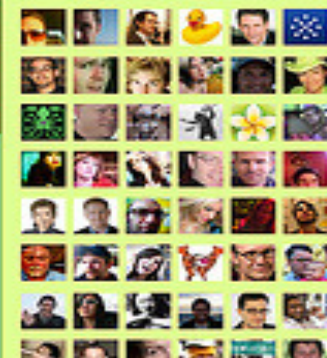
### Stats

Following	236
Followers	877
Favorites	1
Direct Messages	5
Updates	1,181

### People

[invite more](#)

Find folks!





## Tips for a Great Profile

- Use a real picture, no one wants to follow a brown box
- Never change your picture
- Get a great bio
- Make sure to fill out your location (you'll come up better in search results)
- Never use an underscore for your name (penny\_sansevieri) – it tends to look unprofessional
- Get all your names/branding



## What's the Best Way to Use Twitter

- To communicate, not broadcast
- Share news particular to your topic or industry
- Offer helpful insight, advice, tips
- Share data and information relevant to your market
- Link to your blog, link to other blogs, link to articles



## Twitter Tips

- Always post during EST business hours.
- Best days to tweet? Tues, Wed, Thurs
- Follow your authors/publishers/clients and see what they're talking about.
- Focus in on keywords in your industry, search on them and respond to questions or Twitter posts even if these folks aren't following you.



## How to Find Cool People to Follow on Twitter

- Sites like Wefollow, Twellow and @Mrtweet are great ways to find cool Twitter peeps
- Also check out: [www.whoshouldifollow.com](http://www.whoshouldifollow.com)

**Twitter Tip:** if you follow cool people in your industry they may follow you and their followers might just find you too!





## Step Four

# Social Network Your Way to Success...



We're talking online networking

- Squidoo.com
- Facebook.com

# Rules for Renegades by [christinecomaford-lynch](#)

#17 in **Business** ★★★★★ (by 7 people) Your rating: ☆☆☆☆☆

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Hi, I'm **christinecomaford-lynch**



Many of you have dreams. Big dreams. But what matters is making them happen. My name is Christine Comaford-Lynch and am known as a consistent mover... [more](#)

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## Life Lessons for the Success-Driven Entrepreneur

**A renegade is someone who rejects conventional behavior and pursues his or her own path in life.**

When it comes to being an entrepreneur, renegade traits can be what help you blaze the trail to success and position yourself as a revered authority figure in your industry.

The world of business can sometimes be cut-throat, weeding out those who can't stomach competition and rivalry. In **Rules**

**for Renegades: How to Make More Money, Rock Your career and Revel in Your Individuality**, Christine Comaford-Lynch teaches you how to embrace your inner renegade and make it work for you, not against you.

Using her own past (*and highly unorthodox*) experience in the world of business, the author weaves real-life examples into the 10 lessons that can help budding entrepreneurs navigate the rough waters that make or break careers.

From being a high-school dropout to achieving millionaire status with world-wide recognition from the likes of *President Bill Clinton, Bill Gates, Jack Canfield, T. Harv Eker*, and countless journalists, **Christine proves the world is yours for the taking.**

## Get Rules for Renegades!

Renegade entrepreneur - and runaway success story - Christine Comaford-Lynch has lived the kind of life most of us can only dream about



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Information

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Relationship Status:  
Single  
Birthday:  
September 20  
Current City:  
San Diego, CA  
Website:  
<http://www.amarketingexpert.com>  
<http://amarketingexpert.com/ameblog/>  
<http://www.redhotinternetpublicity.cc>  
<http://www.redhotinternetpublicity.cc/blog/>

Friends

**Penny Sansevieri** Things you shouldn't do when approaching bloggers: <http://bit.ly/2bq1T0> via Twitter - 6 minutes ago clear

Wall Info Photos Boxes Notes +

What's on your mind?  
  
Share

Penny + Friends Just Penny Just Friends Settings

RECENT ACTIVITY

- Penny and Anthony A Eredia are now friends. Comment Like
- Penny and Michael Dinoff are now friends. Comment Like
- 4 more similar stories

**Penny Sansevieri** Things you shouldn't do when approaching bloggers: <http://bit.ly/2bq1T0>  
6 minutes ago · via Twitter · Comment · Like

**Penny Sansevieri** Etiquette 2.0 - funny and true: <http://bit.ly/152bzg>  
8:21am · via Twitter · Comment · Like

**Penny Sansevieri** How long should you market your book? <http://bit.ly/3x0119>  
8:16am · via Twitter · Comment · Like

Malcolm R. Campbell at 8:19am June 11  
Until the cows come home.

Write a comment...

Advertise

Find Your Target Audience



Facebook has over 200 million active users. Quickly find out how many of them match your target audience for free!

What Really Attracts Men?



Here are 10 secrets to attracting your man to get him hooked for good. Find Out More At Catch Him And Keep Him.

Got A Blog? Make A Book



# Social Networking Tips

- Remember that the first word in social networking is Social
- Don't be overly promotional, social networking sites don't appreciate average Joe's masquerading for a quick sale
- Be helpful
- Make lots of friends and then comment on their news
- Remember that the first word in Social Networking is "social"



# Social Networking Tips

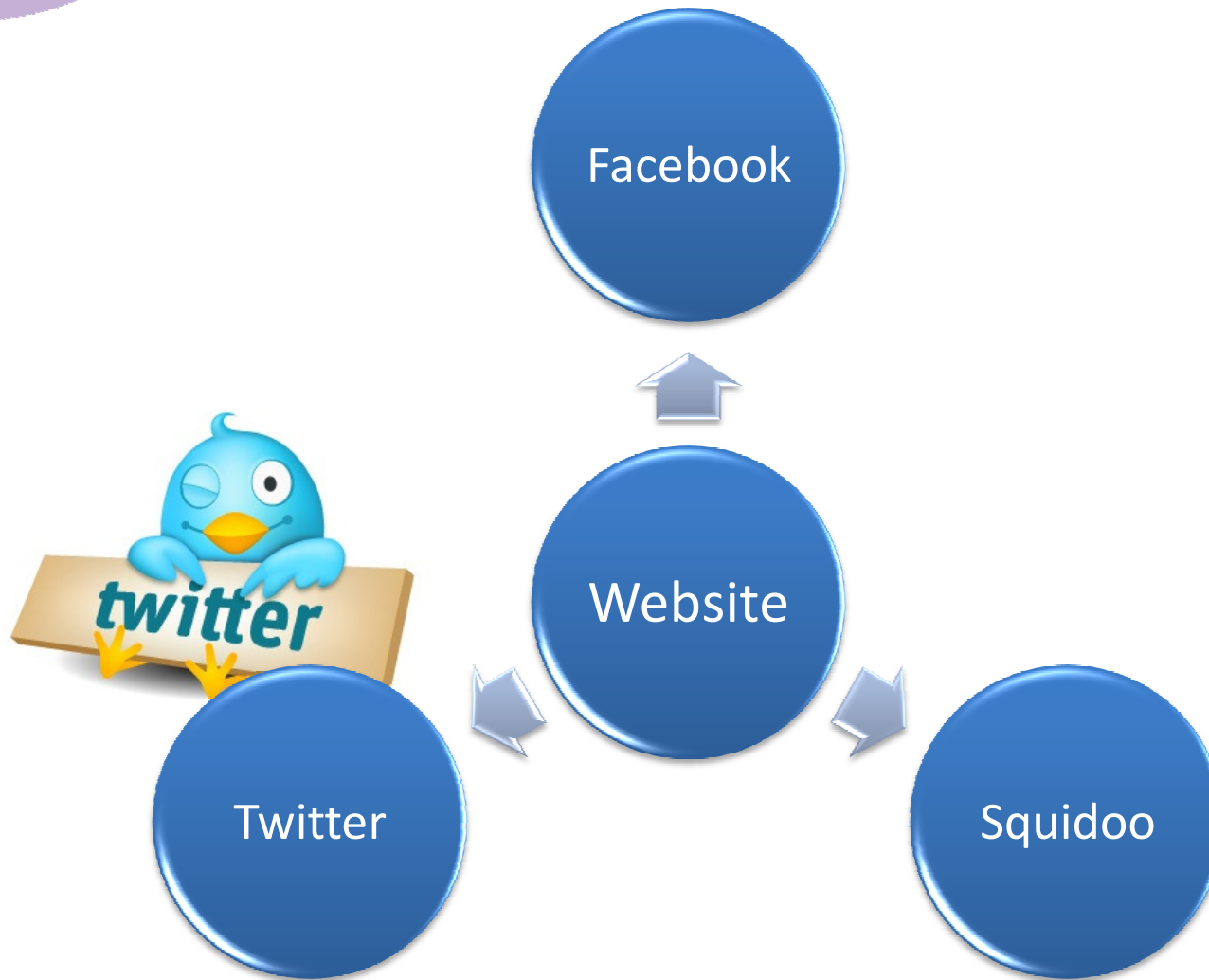
Action Items	Facebook	Squidoo
Use a Page – Not a Profile	✓	
Define your brand by selecting unique URL		✓
Update your status at least once a day	✓	
Upload pictures	✓	✓
Upload articles, content, and video	✓	✓
Update content once a week		✓
Import your blog	✓	✓
Import Twitter feed	✓	✓
Join groups and participate in those groups	✓	✓

The Facebook logo is displayed in white lowercase letters on a blue rectangular background.





# How to Manage Social Media and Still Have a Life





## Time Management is Key!

1. Find all your relevant/evergreen content.
2. Post (schedule) it to Twitter (using Postlater).
3. Post 2-3 times a week to your blog.
4. Feed your blog to Twitter using Twitterfeed.
5. Use Twine.com to help you find content your followers will want to see.



## Five Things You Can Do Right Now!

- Start a blog: Blogger.com – wordpress.com
- Start posting comments on blogs: find these through Technorati.com
- Start a social networking page (FaceBook or Squidoo)
- Guest blogging: pitch yourself as a guest blogger
- Article syndication: position yourself as an expert and put together articles for syndication



Thank you for attending!

NEWLY REVISED EDITION

# RED HOT INTERNET PUBLICITY

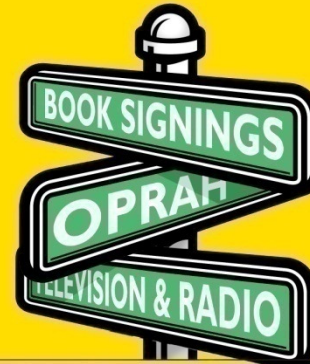
AN INSIDER'S GUIDE TO  
MARKETING YOUR BOOK  
ON THE INTERNET

Penny C. Sansevieri

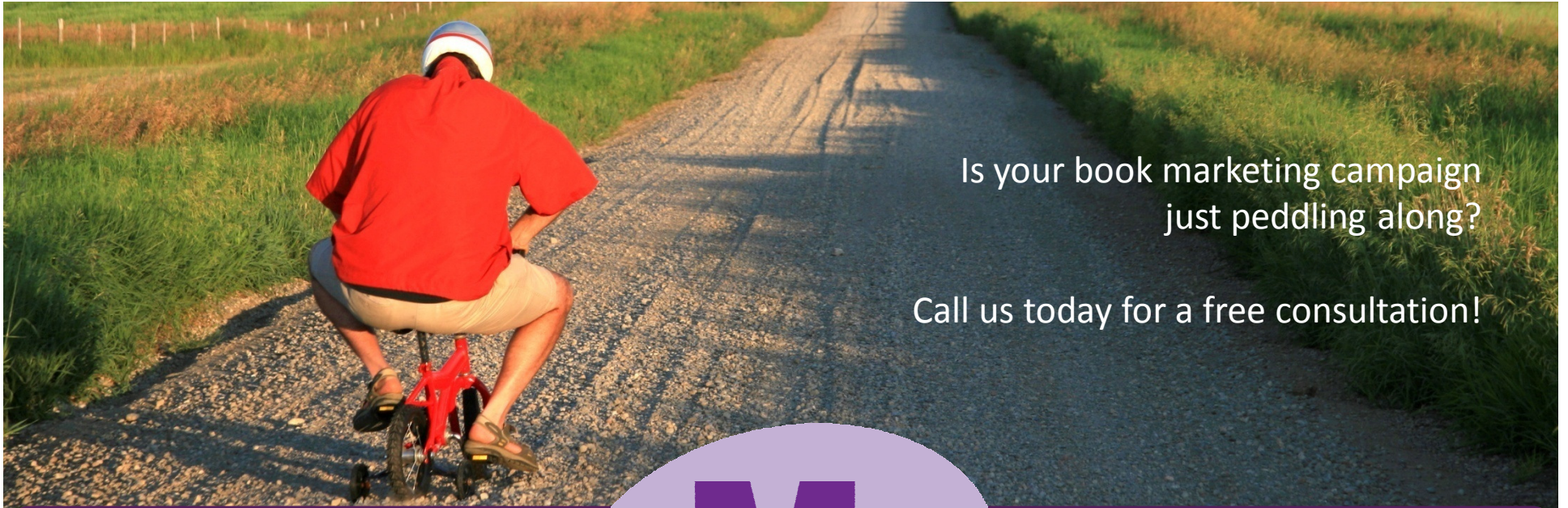
Foreword by Dan Poynter

# FROM BOOK TO BESTSELLER

An Insider's Guide to Publicizing  
and Marketing your Book!



PENNY C. SANSEVIERI



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The logo for Author Marketing Experts Inc. features the letters 'aMe' in a white, lowercase, serif font. The 'a' is small and positioned to the left of the 'M'. The 'M' is large and bold, with a vertical purple line extending downwards from its base, ending in a small white dot. The 'e' is lowercase and positioned to the right of the 'M'. The entire logo is set against a light purple oval background, which is centered on a dark purple horizontal bar.

**Author Marketing Experts Inc**

**Contact:**  
**(858) 560-0121**  
**penny@amarketingexpert.com**

[www.amarketingexpert.com/](http://www.amarketingexpert.com/)