

Get your book marketing
on the express train to
success!



Red Hot Internet Publicity 2.0

Turning authors into Success Stories



Step One

Cyber-Schmoozing...



Networking Online

- ◎ The Internet is one big networking event
- ◎ Consider the things you would do at a networking event
 - Get to know folks in your market
 - Build relationships gradually
 - Lead with helpful information
- ◎ Balance giving and receiving



Tips for Cyber-Schmoozing...

- Find bloggers via blog search sites like Technorati and Google
- Network with them, engage them, get to know them



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



Treat People Online the Same Way You Would in Person

- Social media and blogging demands the same respect and common sense you use when you are at a networking event or party.
- Be yourself/be real, don't judge others until you get to know them, don't do or say anything that wouldn't make you proud.

The logo consists of the letters 'a', 'M', and 'e' in a stylized font. The 'a' and 'e' are white and set against a purple oval background. The 'M' is purple and stands on a purple vertical line that ends in a pen nib tip.

Look at anything you do online with a
“Visitor’s eye”

Look at anything you do online with a 'Visitor's eye'. Look at your website, your Twitter page, your article writing the way that someone who doesn't know you or your work would see it. Not as you who already knows your topic and you would see it. What is clear to you may not be to them.

Tell them what you are going to tell them, tell them, tell them what you told them.



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



What's Your Platform?





Step Three

Blogging 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



Pay Attention to Your Blog Post Titles

1. Make the title interesting and something someone will want to read. If someone is scanning through their RSS feed reader, make sure your blog post title stands out and says, "Read me"!
2. Use keywords where possible for SEO purposes in your blog post titles and don't forget about the use of tags.



Bloggers Love....

- Respect: they work hard for little or no pay. They do it for the love of the book.
- Books sent to them they will care about.
- Read their review guidelines.
- Prize packs (read: books are boring).



Basic SEO

- On Page Factors: what happens on your website
- Off Page Factors: incoming links to your site



Four Steps to Great SEO

1. Pick unique page titles:
 - Your keywords and phrases.
2. Secure URL's that draw your target readers like a vacuum.
3. Blog, blog, blog because Google spiders blog pages 24/7.
4. Syndicate articles, press releases and author interviews online (with links back to your site).



Keywords – Demystified!

1. Use the terms you think people will search on for the information you provide.
2. Make a list of keywords that you either know people are searching for and finding you (look at your website stats) or that you think they are.
3. Keep a list of those keywords and refer to them when you are writing blog posts, writing articles, tweeting, etc.



Step Four

Social Network Your Way to Success...



Social Networking

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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Current City:
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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

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

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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/3x01t9>
8:16am · via Twitter · Comment · Like

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

Write a comment...

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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



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What's on your mind?

Attach:

Share

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Edit Page
Promote with an Ad
Suggest to Friends

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

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Insights

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16.6 Post Quality

7 Interactions This Week

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United States 5

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CBS Sunday Morning: How e-Books Are Changing the Printed Word - As Sales of Physical Books Decline, Digital Books Are Expected to Soon Be a Billion-Dollar Business

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Author Marketing Experts, Inc. - AME Listen to Penny (@Bookgal) on Book Bites Talk Radio's first show of the new year: "2010 Book Marketing...what's new in book marketing and promotion:"

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Author Marketing Experts, Inc. - AME A great piece from the Harper Studio blog: <http://theharperstudio.com/2009/12/it-was-the-best-of-times-it-was-the-worst-of-times/>

It Was the Best of Times, It Was the Worst of Times... | HarperStudio

theharperstudio.com

It was the best of times, it was the worst of times, it was the age of wisdom,

Create an Ad

Give a Gift



The "South Carolina beats Clemson" gift is available now in the Gift Shop.

More Ads



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

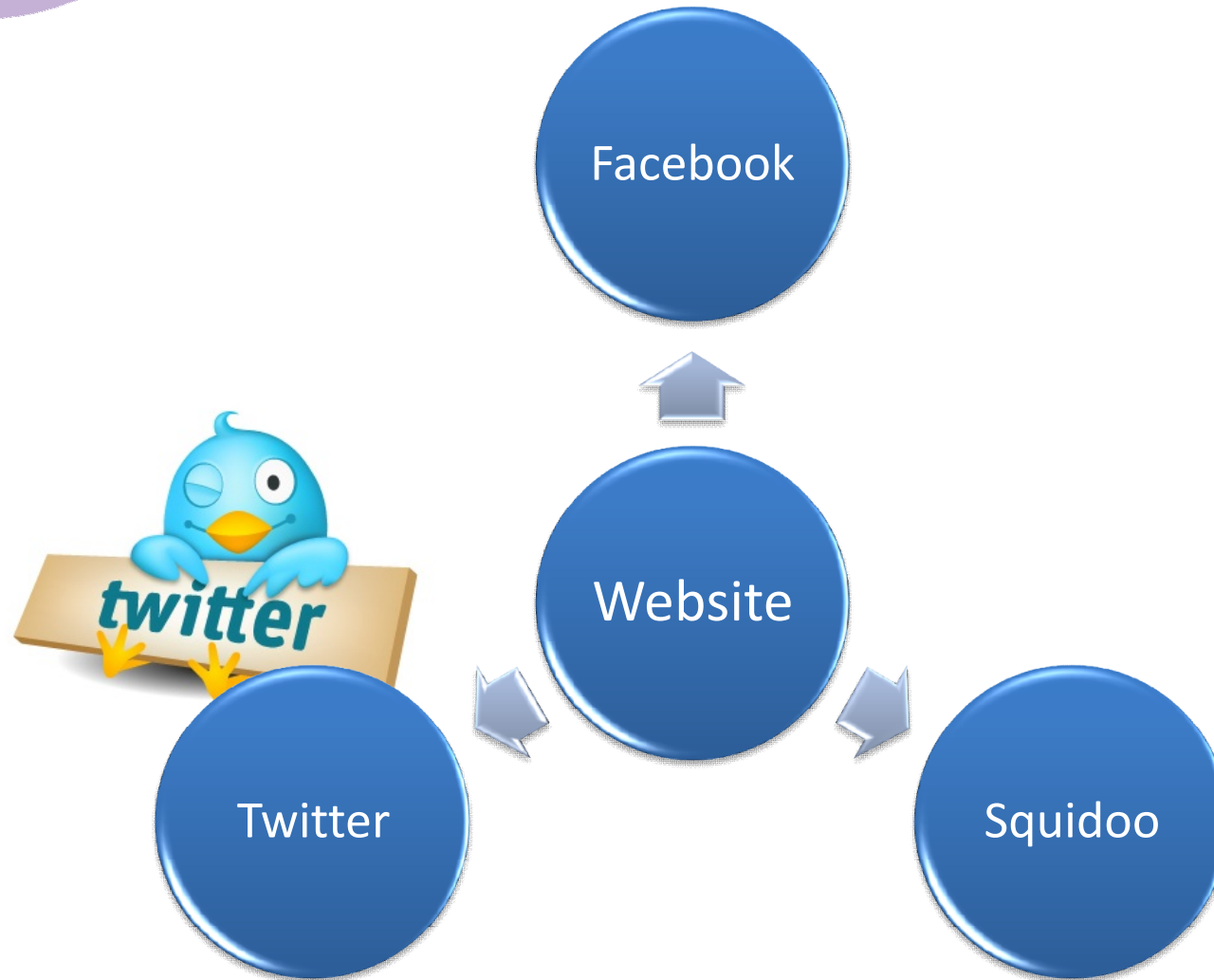
Action Items	Facebook	Squidoo
Use a Page – Not a Profile	√	
Define your brand by selecting unique URL		√
Update your status at least once a day	√	
Upload pictures	√	√
Upload articles, content, and video	√	√
Update content once a week		√
Import your blog	√	√
Import Twitter feed	√	√
Join groups and participate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

facebook



ame

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

The logo for 'ame' is located in the top left corner. It features the lowercase letters 'a' and 'e' in white, with a large, bold, purple 'M' in the center. The 'M' is partially enclosed by a purple oval shape that has a tail pointing downwards, resembling a pen nib.

And finally...

It's Time for your 15
Minutes of Fame...

ame About AME



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

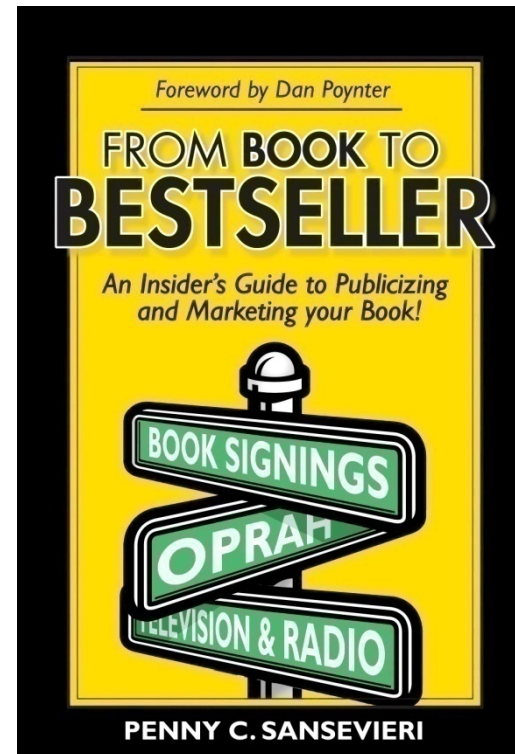
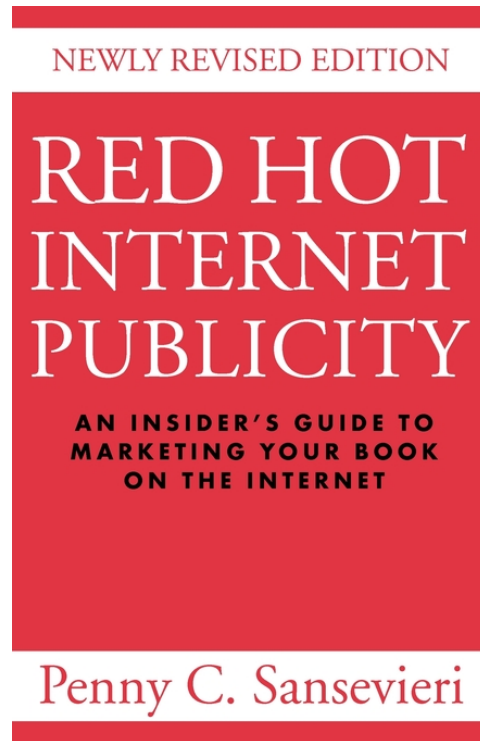
AME was the first book publicity firm to successfully implement the use of blogs, ezines, web sites, social networking platforms, social bookmarking, and book video to promote authors.

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.

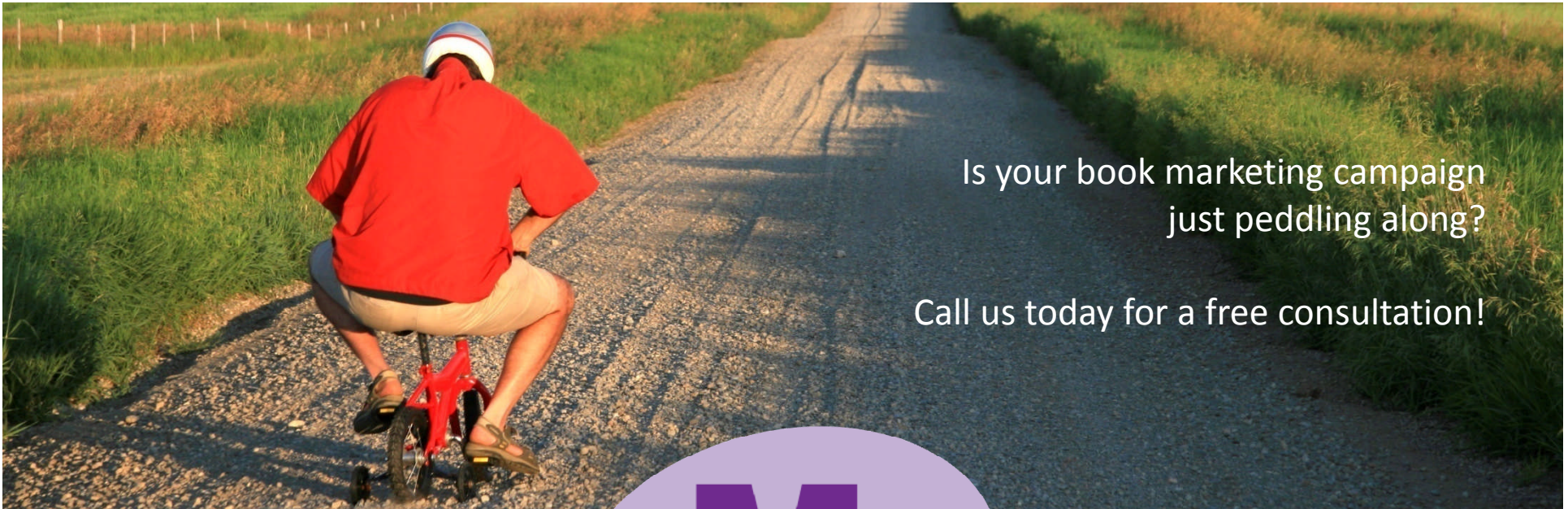
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