

Get your book marketing  
on the express train to  
success!



# AME Internet Tips to Sell More Books

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.

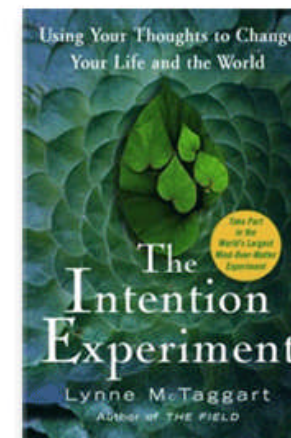
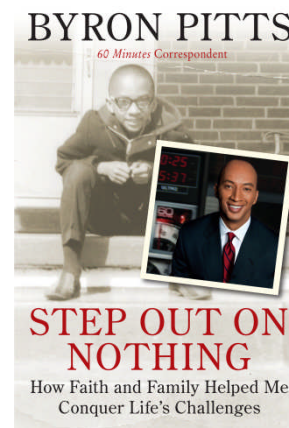
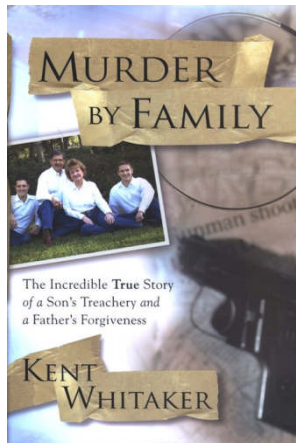
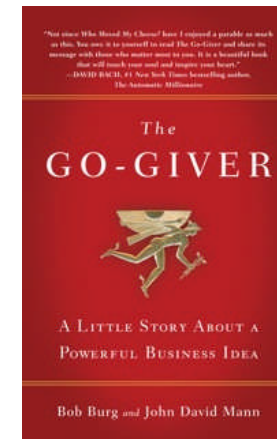
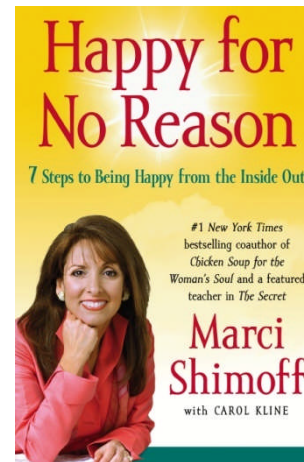
AME was the first book publicity firm to successfully implement the use of blogs, ezines, web sites, social networking platforms, social bookmarking, and book video to promote authors.

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





What Do You Have in Common with these  
Bestsellers?

They were once first  
time authors too...



## 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](#)

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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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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?

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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



### Author Marketing Experts, Inc. - AME

Wall Info Photos Boxes Notes +

What's on your mind?

Attach:

Share

Author Marketing Experts, Inc. - AME Just Fans Settings

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.

#### Information

Founded: 2001

#### Insights

See All

16.6 Post Quality

7 Interactions This Week

Most Active Countries

United States 5

View All

Insights are visible to page admins only.

**Author Marketing Experts, Inc. - AME** Friend of AME Larry Kirshbaum is on CBS Sunday Morning! <http://www.cbsnews.com/stories/2010/01/10/sunday/main6079170.shtml?tag=cbsnewsTwoColUpperPromoArea>

**How e-Books Are Changing the Printed Word - CBS Sunday Morning - CBS News**

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

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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:"

[bookbitesradio.com](http://bookbitesradio.com)

bookbitesradio.com

Mon at 10:20am · Comment · Like · Share

**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](http://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



## From the Wall Street Journal

- Email has had a good run as king of communications. But its reign is over.
- <http://online.wsj.com/article/SB10001424052970203803904574431151489408372.html>
- In its place, a new generation of services is starting to take hold—services like Twitter and Facebook and countless others vying for a piece of the new world. And just as email did more than a decade ago, this shift promises to profoundly rewrite the way we communicate—in ways we can only begin to imagine.



## Understanding Terms and Conditions

Facebook should be viewed as a long term investment.

It's in your best interest to understand.

<http://www.facebook.com/terms.php>

[http://www.facebook.com/terms\\_pages.php](http://www.facebook.com/terms_pages.php)

p



## Don't Grow Too Quickly

- Facebook restricts how fast you can build your network
- You stand a real risk of getting your account disabled or even banned if you ignore this warning.
- Facebook has automatic detectors in place that will freeze your account for a short cooling off period.



Remember – it's not a race

- Focus on adding quality contacts to your network!



## Have a Focused Main Goal...

- Spend your first two weeks on Facebook acting like a normal user so you can see Facebook from a customer's perspective
- Get used to the platform and start growing your network in a targeted way
- Allow 15-30 minutes per day and add 25-30 new friends.
- Join 3 new Groups or Fan Pages each day and leave a meaningful comment on each one.



## Facebook Musts...

- Set a strict time limit for your Facebook Activities we recommend using a timer.
- Each day write down your goals and check to see if you achieved them. Document what you actually spent your time on
- Assign new friends to specific friends lists as you go along. Avoid trying to do this at a later date because it will become much harder as your network grows
- Make at least one status update each day



# The 10 Key Concepts

1. What is your goal?
2. Relationships First, Business Second
3. Quality not Quantity
4. Build Out your Core Circle
5. Reputation
6. Be Authentic
7. Be Transparent
8. Follow Thru
9. Embarrassment - get over it :-)
10. Be interested, not interesting



## Why a Facebook Page?

- \* It's flexible and customizable, and makes online branding easy.
- \* Facebook Fan Pages can rank well in the search engines for a high listings.
- \* You don't need to be a techie to use it.
- \* It can act as either a central or a secondary element of your online marketing strategy; as a target destination, or as a funnel to direct traffic to your main website.
- \* It can expose a wide array of brand- and revenue-building applications and functions to your fans.
- \* You can do target market advertising to the Millions of Facebook profiles.



## 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"



## Successful Linking

- Does Link Exchange make sense?
- What sites make the best Link targets?
- What's a big no-no in Linking?



## 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).



## How to Plan a Blog Tour

- Create your own blog
- Get to know other blogs in your market and add them to your blogroll
- Cyber-schmooze
- Ask your favorite blogs to be a part of your tour

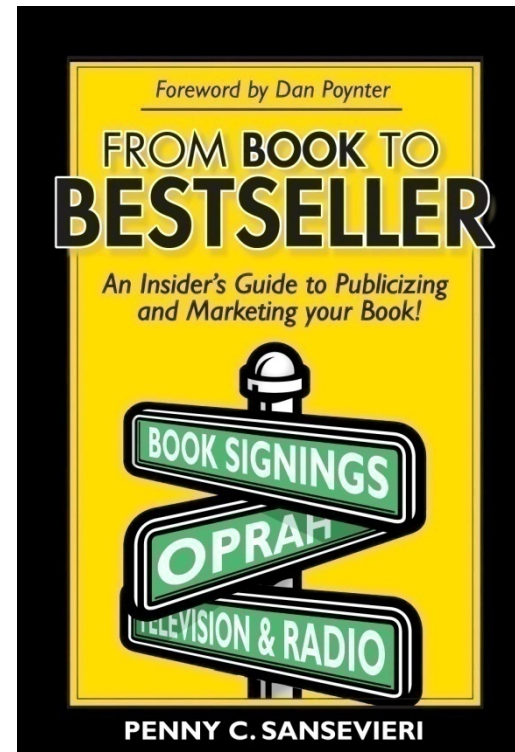
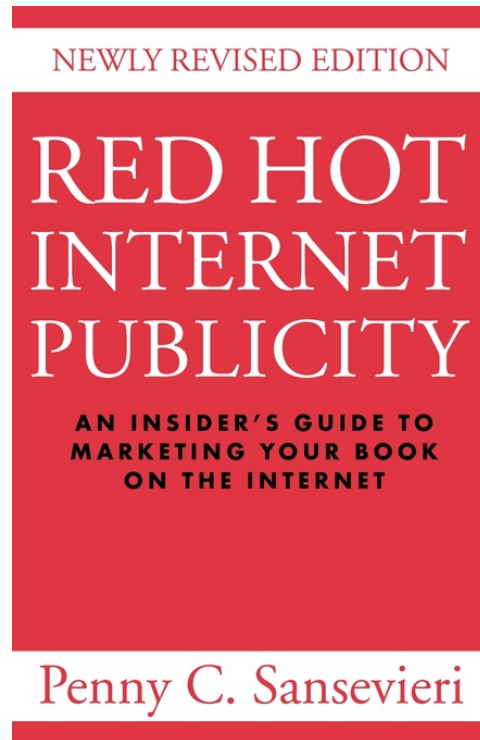


## Book Video

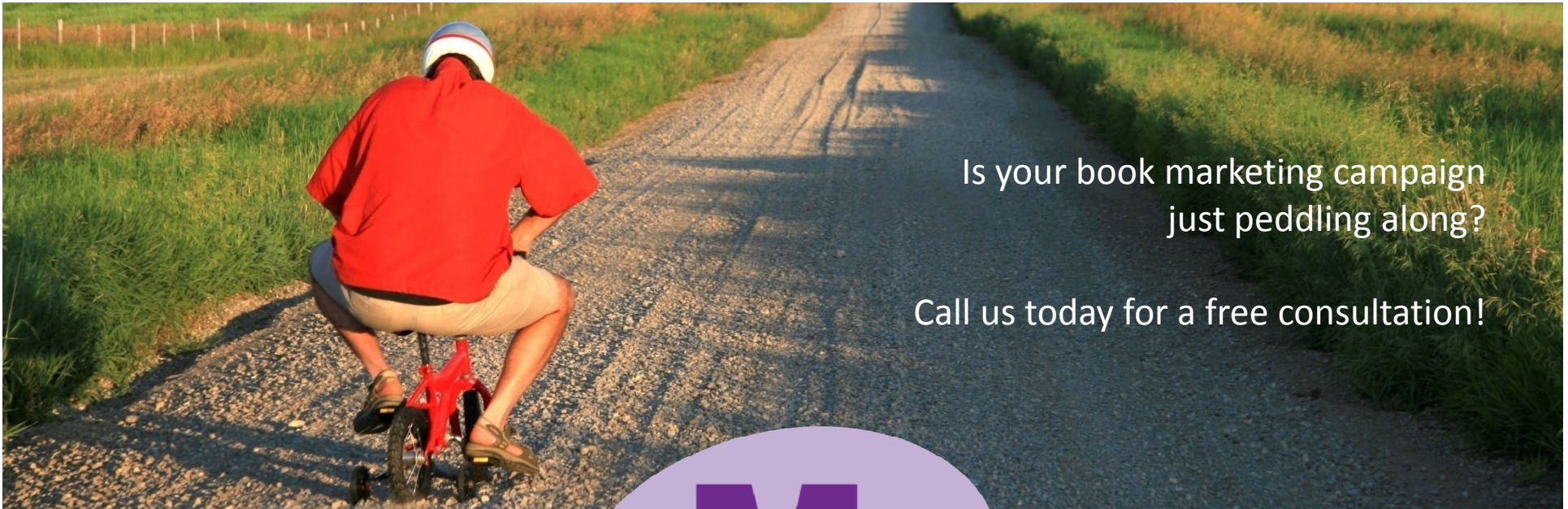
- Short: 55 seconds max
- Start with a bang, keep the viewer interested
- First 5 second rule
- <http://www.amarketingexpert.com/video.html>



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