

Biff Mitchell's

eMarketing Tools for Writers

3rd Edition

This book covers:

Blogs
Author Websites
Online Review
Sites
Reader Websites
YouTube
Free Media
Releases
Facebook
Myspace
Twitter
Chat Rooms
Search Engines
RSS Feeds
Email
Digg
LinkedIn
Newsletters
Ezines
Forums
Online Auctions
Google
Online Radio
Podcasts
Newsgroups
And more!



Biff Mitchell's eMarketing Tools for Writers, 3rd Edition

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www.biffmitchell.com

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“No great product was ever greater than its marketing.”

- Gansheng Barto in *Murder by Burger*

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Overview

About eMarketing Tools

You've finished your book, re-read and revised it a dozen times, suffered for months through the publisher search, survived massive editorial revisions and your book is finally out. Now, you can just sit back and let the royalties roll in.

Right?

Not right. This is where the real work begins. Just because you have a book out there doesn't mean that readers are going to rush out and buy a copy. Bookstores aren't going to order hundreds of copies and fill their shelves with your book. Libraries around the world aren't going to order 10 copies each. Critics aren't going to drop everything to read your book and write glowing reviews. Oprah isn't going to call you on her hotline.

Why?

Because, until you or your publisher tells the world about your book, nobody is going to know that it's been published. Your book has to be marketed and unless your publisher is ready to commit money to market your book, the marketing ball is in your hands.

Increasingly, book publishers are asking their authors to take part in the marketing of their books. In fact, most small to medium presses do only very basic marketing, if any, and the rest is up to you. If you want your book to sell, you'll have to fork over the money for a publicity or marketing agency—or do the work yourself.

eMarketing tools are Internet technologies that you can use to promote your books to anyone with access to the Internet. Though this book doesn't attempt to show you how to devise a book marketing plan or campaign, it does introduce you to electronic marketing tools and resources that you can pick and choose from to develop an eMarketing plan tailored to your specific needs. For help in designing the plan, check out some of these resources:

Creative Marketing Solution's sample marketing plan:

<http://www.yudkin.com/sampleplan.htm>

WebSiteMarketingPlan.com

<http://www.websitemarketingplan.com/book>

Writer's Digest

<http://www.writersdigest.com/article/7-ways-to-develop-an-affordable-marketing-plan>

Or buy a copy of Guerilla Marketing for Writers

<http://www.amazon.com/exec/obidos/ASIN/089879983X/guerrillmarke-20>

eMarketing Tools for Writers doesn't cover non-digital areas such as print advertising, trade shows, or television and radio campaigns. These are all effective mediums for getting your message out when they're done right, but they have one thing in common: they're expensive.

Online marketing ranges from free to astronomically expensive, but most of the tools in this book focus on the free to inexpensive. A few (such as website development) can be moderately expensive, but are still more economical than a small \$25,000 ad in a major national newspaper.

To take advantage of the tools, you'll need:

1. An Internet connection
2. Imagination
3. Time

When Do You Start Marketing?

Start well ahead of the release date for your book. In fact, if you have some books published and you have a website or blog, you might want to start creating some buzz on a special page devoted to the book you're currently writing.

What Will You Learn In This Book?

This is by no means an all-inclusive course in marketing on the Internet. Some universities offer post-graduate degrees in online marketing. However, the tools outlined in this book will help you to spread the word about your books and increase the likelihood of making sales.

This book will introduce you to marketing tools such as media releases, podcasting, forums, blogs, newsgroups, Internet radio, email, social media and others. You don't need to use every one of these tools. You will need some form of author page such as a website, blog, or profile page. Then start with one or two of the other marketing components. An email campaign is a good way to start. Put together an email announcing your author site and book (including contact information). Send this out to:

- Friends and business associates Ask them to forward the email to people they know (if your book is humorous, you might want to tell them to forward your email to five others within ten minutes or they'll die...use your judgment)
- Libraries (if it's an ebook, check to make sure the library distributes them)
- Book stores (if you have an ebook, check first to see if they're one of the emerging numbers of bookstores selling ebooks)
- If your book is non-fiction, contact organizations that might be interested in your topic
- Brainstorm (preferably with some friends or family) other places to send your email

Use search engines at Google, Yahoo! and MSN to build a list of contacts. You'll be looking for organizations, groups, newsletters, ezines, blogs, websites, online communities and other sites devoted to the subject matter of your book. For example, search everything about dogs if your book is about dogs. If your book is a romance novel, search everything to do with romance. After a few days, you should have a long list. Hang onto it. You'll be using it frequently.

How This Book Is Organized

Each tool in this book is covered briefly, giving just the information you need so that you can decide if it's something that interests you or not. At the end of each topic, you'll find a list of links to online resources that you can use for further exploration. The lists aren't exhaustive; there's plenty more out there on the bandwidth, but the links in this book will get you started.

WARNING: Don't try using all the tools at once—you'll just get bogged down in too much, too soon. Try one or two first, get to know them. When you feel confident with them, pick one or two more and integrate them into your marketing.

Ultimately, the effectiveness of the tools in this book will depend on the amount of time you spend on your marketing efforts and the effectiveness of your message.

NOTE: The links in this book have been tested and found to be accurate as of July 19, 2010. Many URLs tend to have a short life expectancy. In addition, the information and basic character of some websites changes within a short period of time. For instance, a site that offers free services one day may start charging for those services a week or two later. Also, the links in this book are intended to lead to resources related to the topics under which they appear and in no way are a recommendation to purchase services offered on those sites.

A Few Words on Branding

You and Your Books as Product

Does branding sound like you have a product to sell? You bet it does, and that's exactly what you and your books will have to become if you want your books to sell, and sell consistently. When you hear the name Stephen King, you know exactly what kind of books he writes and what kind of image he has. Stephen King fans will buy and read everything written by him. It's the name of the writer that sells.

This may not be as true in the area of non-fiction. If someone wants to read about the history of whaling in the Berring Strait, the name of the author may not be as important as the subject of the book. However, if you're looking for a book on motivation, who are you going to pick between Tom Peters and Joe Smith? The better known you personally are in your own niche, the better your books will sell.

Before you begin marketing your book, you should determine how you want to brand yourself. Branding includes a variety of elements such as the look-and-feel of your website or blog, the tone of your eMarketing presentations, your vision and the way you want people to think about you personally. What kind of image do you want?

Look-and-Feel

The color combinations, image types, and layout of your website or blog should be reflected in your other marketing materials such as online brochures, email formats and press releases. Try doing some random web surfing. Go through directories at Yahoo, MSN and Google. Visit writers' websites, business sites, academic sites, industrial sites...everything. Ignore the content. Just focus on the look of each site, how it feels to you. Save the ones you like best to your favorites and come back to them when you've finished your random searches. Ask yourself what you like most about them. Make notes and try to incorporate as many of the things you like most into your own author site and marketing materials.

Tone

You should determine a distinct presentation tone. Decide whether you will present yourself as corporate, small business, informal, formal, humorous, mysterious, disturbing or serious. What tone is suggested by your book(s)? Pick a tone and stick with it for a few months. Then revisit your tone and ask again if it feels right. You and your personal style may grow and change over time, so it's a good idea to revisit your presentation occasionally.

Vision

Before you decide on any of the above, write a one paragraph description of what you hope to do with your writing, what it means to you and who you feel your readership will be. Condense this statement as much as possible and ask yourself if your branding elements reflect the sentiments of your vision.

You

First, ask how you see yourself. Write it down. Next, ask others for their honest opinion on how they see you. Get it in print. Have a friend or relation take a few dozen pictures of you: indoors and out, formal and informal, serious and fun. Study the pictures. Ask others which one they think portrays you best. Make sure the image you want to create is one you can maintain, one with which you feel comfortable. How you view yourself will have a strong impact on all your marketing efforts.

Domain Name

Check www.godaddy.com to find out if the name you use as an author is available. Enter your name in the box that says "Start your domain search here..." Don't put any spaces between the words. For instance, don't use "biff mitchell." Use "biffmitchell." If the name is available, buy it immediately. If you have the domain name for your pen name, you can use it to direct any queries or search results for that name to your website, blog,

or profile page. It will also make it much easier for fans and potential fans to find you on web searches.

Website, Blog, Facebook or MySpace?

Building and maintaining a website can be time-consuming and technically demanding. It can also be expensive if you get someone else to do it for you and you have to pay hosting fees in addition to the website development. Blogs are much less demanding and you can easily get a free blog and have it up and running in minutes. So which is better?

Neither. They both have their uses, and it's a good idea to have both a website and a blog.

A website makes a great repository for information about you and your books. You can create a main page listing all your books (with buy now links), sub-pages devoted to each of your books, and branch pages from each book page to things like excerpts, reviews, background on the book or anything else you want to add that will be available permanently. The only pages you need to update are your homepage and possibly the homepages for each of the books. You can also a downloadable media kit to your website. We'll go into more detail on websites in the website section.

Blogs are easy to update. In fact, that's what they're designed for. They're a more informal platform where you can make daily entries about your writing life, about your books (including media releases), links to things that interest you and your readers, articles on topics related to your books...or you can just rant about something close to your heart. Your blog is great place to promote your image on a personal level. You can also create a list of your books, but this will likely be links to either the book pages on your website or to their pages on your publisher's website or online book store.

Ideally you'll have both a blog and a website. Want to do this free? Go to <http://www.weebly.com>.

And then there are Facebook and MySpace . You can start an author Facebook page with your pen name followed by author, writer, romance writer, cyber fiction novelist, satirist, humorist...I think you get the picture. This may be somewhat limited though in terms of maintaining a visibly permanent listing of your books or a media kit and other features that fit nicely into blogs and websites.

Having said that, if you're really into social media and that's what you feel comfortable with, then you might want to start a site similar to Matthew Pearl (<http://www.facebook.com/pages/Matthew-Pearl-author/29977879540>). Notice how he puts the cover of one of his books in his photo albums section. Not only can you have a catalog of your book covers here, but you can have information about them in the photo captions. Plus, your readers can make comments both here and on your profile page. Read the section on Facebook to learn more about using Facebook as a marketing tool.

You might also want to try other social media sites such as MySpace for your author site. Read on to find out more about social media.

Social Media

What Is Social Media?

I did some web searches using the phrase “what is social media.” There were hundreds, maybe thousands of definitions. For the purpose of this book: Social media are interactive tools that allow your networks of friends, fans and others to help you market your books. The actual tools are websites like blogs, Facebook, Twitter, YouTube, Myspace...and it goes on and on. New sites with new forms of social networking and user interaction crop up every few days.

How Do You Use Social Media?

You use social media by creating something interesting in the form of an event, a video, a statement, an audio file...anything that will capture the attention of others enough that they will pass the message on to others in their networks or to other social media sites. In some cases, they don't even have to pass it on...it shows up on their network(s) for their friends to see.

For instance, you create an event on Facebook and invite a hundred friends to it. If they click the “Attend” button, the event will show up on their friends' news feed pages. Those people may be interested in what their friends are doing and click on the link leading to your event page, and they might decide to attend, which puts the event on the news feed pages of their friends. Sometimes, your friends might even forward the event page to all of their friends.

The key concept here is “viral.” Social media is viral in nature. It spreads like the flu. You sneeze on your friends. They sneeze on their friends. The word gets around. The difference is that, in social media, your friends want to spread the word about your event. It's their *interest* that's contagious.

This means three things:

- Make it interesting. If it's not interesting, don't do it.
- Don't do it too often (unless it's low key and non-invasive, like updating your status). If you have a new event every day of the week, getting your friends to support you will become a chore. You might start losing friends.
- Be careful what you start. If you start an event or send out a message that your friends find offensive, they may want the world to know what a dork you are. This is when social media will be very much like the flu.

This is a cursory look at social media and how it can be used to market your books and this book doesn't come close to covering all the social media sites—that would be a very large book in itself—but it does cover some of the more popular ones. If using social

media to market your books interests you, then check out the resource links for this topic and for each of the social media tools covered in this book.

Social Bookmarking

From a book marketing perspective, social bookmarking is a way to share information about you and your books (such as reviews, book launches, media releases) on sites where you post the bookmarks. Here's an in-depth look at social bookmarking from the Social Media Training website:

<http://socialtraining.wetpaint.com/page/Social+Bookmarking>.

Social Media Resources

Social Media Marketing Beginner's Guide from Marketing Pilgrim:

<http://www.marketingpilgrim.com/2008/04/social-media-marketing-beginners-guide.html>

List of 101 social media sites:

<http://www.seomoz.org/article/social-media-marketing-tactics#101-social-media-sites>

Free Social Media Course:

<http://www.emtrain.com/site/page.php?p=social&gclid=COGs3o-jx58CFRE55QodmjUO3A>

About.com on social media:

<http://webtrends.about.com/od/web20/a/social-media.htm>

Articles on social media at Mashable:

<http://mashable.com>

Optimize your social media activities with SocialOomph:

<http://www.socialoomph.com>

The Tools

Author and Reader Websites

What Are Author and Reader Websites?

There are hundreds of websites devoted to authors and readers. Some of these have book announcement sections, some have book directories to which you can submit your titles, and some even allow you to create your own author's web page on their site. These sites normally offer free services, but some charge a few dollars for basic exposure and higher fees for premium exposure such as being featured on the site's home page.

One of the best of these sites is Goodreads (<http://www.goodreads.com>), a social networking site for readers and writers where readers can review and recommend books. With about 3 million members, this is a great place to set up an author page.

A Few of the Sites

Author websites such as authorsden.com and FiledBy.com charge fees that allow you to create an elaborate book promotion site including bookstores, newsletters, message boards, book reviews, excerpts from your books, individual pages for each book, and more. FiledBy.com also has a basic no-fee option. Fees for premium exposure include being featured (photo and all) on the site's home page, advanced site statistics, and audio and video files. There's no fee for readers to enter the site. You can visit authorsden.com at <http://www.authorsden.com> and FiledBy at <http://www.filedb.com>.

The Eternal Night is a science fiction, horror and fantasy site where you can list your books (along with cover art, excerpts and links to sales points) and link to your own author site. You can visit The Eternal Night at <http://www.eternalnight.co.uk/index.html>.

SFReader.com is targeted toward speculative fiction readers and features reviews, discussion forums, columns...and author pages like this:
<http://www.sfreader.com/authors/BiffMitchell>. You can visit SFReader.com at <http://www.sfreader.com>.

Creating Links to Your Books

When you create a link to information about your books, always direct the link to the page on your own author page that features that book (unless the site specifies direct links to sales pages). Your author page should contain all the relevant information, like where to purchase the book, reviews, excerpts, and background information. If you create a link to the publisher's site or a review site, the page to which you direct your readers may change without your knowledge and your readers will get an error message. By linking to your own site, you control the URL and you control what information your readers see.

Author and Reader Website Resources

Ebook Broadcast—An ebook news and announcement site:
<http://www.ebookbroadcast.com/ebooks>

Bookslut—A reader's website:
<http://www.bookslut.com>

KnowBetter.com—An ebook promotion site featuring news, reviews, and a comprehensive directory:
<http://www.knowbetter.com/Default.aspx>

The GRITS Online Reading Club WebZine:
<http://www.thegritsbookclub.com>

The Road to Romance—A site for romance readers and writers:
<http://www.roadtoromance.ca/index.htm>

MyBooksOut—This group will let you announce all your books once a week:
<http://groups.yahoo.com/group/MyBooksOut>

Writers.net—A site for writers, editors, agents and publishers:
<http://www.writers.net/writers/topic/6/60>

Banners

What Is a Banner?

A banner is an image on a web page that takes you to another web page when you click on it. Some banners are animated, and they come in a variety of sizes and shapes. Some are placed at the top of a web page; others may be placed in borders to the right or left of the content or integrated directly into the content portion of the page.

How Do You Use Banners?

Banners allow you to display the cover art for your book and a brief text message. Make sure the cover graphic is large enough to be clearly seen. If the cover is uninteresting (gray with black text and no graphic), it might be best to use text only or possibly text and a graphic related to the content of the book. Make the text message active and compelling, something that will make the viewer want to click the banner to read more. Say this with as few words as possible so that the text message will be prominent. Keep in mind that most Internet surfers today manage to completely tune out banners.

When the viewer clicks the banner, it should lead directly to a page describing your book. Don't link to Amazon's home page because they're selling your book. Link to the page on Amazon where your book is being sold.

You can buy banner placements that will guarantee your banners will be shown at well-targeted sites or you can participate in banner exchange programs. Be careful with exchange programs—ensure that only the banner type that you approve of will be shown at your site, and likewise for your own banner. You don't want a banner with explicit pictures leading to a singles site flashing across the top of your children's book website.

There's a wide range of opinion on the effectiveness of banner advertising. Before you decide to use them (especially if you plan to pay for banner distribution) do some research.

If you use banners:

- Don't use blaring colors, and keep your backgrounds light. Light backgrounds get more clicks than do dark backgrounds
- If you can afford it, use an animation for greater click-throughs
- Link your banner to the specific page for the book being advertised in the banner, or directly to your home page if you're promoting your website
- Change your banner frequently. After a while, people will ignore your banner if it stays the same all the time

- Use words like “new” and “free” where possible (for instance, link to a free story or free sample chapter)

Pop-ups

Don't use them. They're irritating.

Banner Resources

Wikipedia—Article on banners that lists standard sizes:

http://en.wikipedia.org/wiki/Web_banner

Howstuffworks—Basic information on banners:

<http://computer.howstuffworks.com/banner-ad.htm>

Banner Advertising On the Web (lots of stuff on this site):

<http://www.davesite.com/internet/webads.shtml>

A Promotion Guide—Detailed article on banners:

<http://www.apromotionguide.com/banners.html>

Scobleizer—An alternate view on banners:

<http://scobleizer.com/2006/09/19/the-advertising-problem-of-the-web-industry-banner-ads>

Sitepoint—Article on banner exchanges:

<http://articles.sitepoint.com/article/banner-exchanges-unmasked>

Visual Encounters Inc—Article on banner exchanges including some recommended and not recommended sites:

<http://www.visualenc.com/info/banners/intro.html>

Taming the Beast.net—Design tips, sizes, and targeting:

<http://www.tamingthebeast.net/articles4/banner-design-sizes.htm>

eHow—How to advertise a web page using banners:

http://www.ehow.com/how_9958_advertise-web-page.html

Blogs

What Is a Blog?

A blog is an online journal or log (weblog). You can also think of it as a daily or weekly column to which you contribute articles that are available to the public. Most blogs even allow your readers to post comments on your entries. (HINT: Set up your blog so that you can moderate it to filter out spammers.)

You can create a blog free of charge at sites like Blogger (<http://www.blogger.com>) or WordPress (<http://wordpress.com>). See the link in the resources section for 40 + free blog hosts.

How Do You Use a Blog?

You can use a blog to post articles and opinions on your genre or area of expertise. This will help build your credibility (provided your articles are well-written, entertaining and/or informative).

When you have a new book available, you can announce it in your blog along with information about the book, how much it costs, and where to buy it. You can even include a link to the page on your website with ordering information or a link to your publisher or online book store like Amazon or Barnes & Noble.

Try to give some useful information as opposed to making your blog an overt advertisement. Readers won't come back to what they feel is nothing more than somebody's ego trip. However, feel free to post reviews of your books and media releases.

Some blogs allow you to place images and links down a left or right column. This is a good spot to put links to your books, your website, plus sites and blogs of interest to you or related to the content of your book (especially if your book is non fiction—a great way to build credibility by association).

You can create blogs for each of your books with postings about how you wrote it, articles related to the book's themes, and personal musings about the book. I did this with *Murder by Burger* (<http://murderbyburger.blogspot.com>).

Before you post to a blog, check your article for spelling and grammar. A good way to do this is to write it up in a word processor with spell and grammar check turned on and then cut and paste it to the blog.

If you're inclined toward the visual in blogging, you might want to start a vlog (http://en.wikipedia.org/wiki/Video_blogging).

Blog and Vlog Resources

Mashable—40 + free blog hosts:
<http://mashable.com/2007/08/06/free-blog-hosts>

About.com—Beginners links to blogs:
<http://weblogs.about.com/od/weblogsoftwareandhosts/a/topfreeblogs.htm>

Boston.com—About literary blogs and links to some of the more popular ones:
http://www.boston.com/ae/books/articles/2005/05/02/getting_the_word_out?pg=2

Blogging Way of Life—How to promote your blog:

<http://www.bloggerdollar.com/2007/10/30/beginners-guide-to-driving-traffic-to-your-blog>

Blog Search Engine:

<http://www.blogsearchengine.com>

Technorati—Blog directory:

<http://technorati.com/blogs/directory>

Technorati—Get your blog registered:

<http://www.optiniche.com/blog/204/technorati-listing>

Google Videos—Vlogs on how to start a vlog:

http://video.google.ca/videosearch?hl=en&rlz=1T4ADFA_enCA357CA357&q=how+to+start+a+vlog&oq=&um=1&ie=UTF-8&ei=dA1rS_DPEs69lAfil-juBA&sa=X&oi=video_result_group&ct=title&resnum=1&ved=0CBAQqwQwAA#

Book Review Websites

What Are Book Review Sites?

Book review sites are websites, blogs, forums or other sites that will review your books and post the reviews on their site. Sometimes you can send them reviews from other sites and they'll post them on their own site.

The key word here is PATIENCE. Book review sites are generally understaffed and overworked with hundreds of books in the cue. It could take up to a year before your book is reviewed, if it's reviewed.

Realistically though, having your book reviewed on most book review sites won't spark a barrage of sales no matter how good the review. However, good reviews make excellent fodder for marketing collateral.

How Do You Use Reviews?

Having a book review page on your website or posting them to your blog is an excellent way to give your books credibility. You can publish either the entire review or you can select only the best parts. If you select parts, make sure that any words you drop are indicated by ellipses. If a review is boring, don't use it. If a review is negative, don't use it.

All your reviews should include the name of the reviewer (if known) and the name of the review site. You can even include URLs if you want. If you use positive selections from a mostly negative review, it might be a good idea to avoid including a URL.

Social Bookmarking Your Reviews

Social bookmarking is a method of sharing your favorite web pages. Many of the social bookmarking sites allow you to make detailed comments about what the page is and why you like it.

When you receive reviews, bookmark them at sites like Digg (<http://digg.com>), Stumble Upon (<http://www.stumbleupon.com>), reddit (<http://www.reddit.com>), Delicious (<http://delicious.com>), newsvine (<http://www.newsvine.com>), citeulike (<http://www.citeulike.org>), simpy (<http://www.simpy.com>), and others. You can find more by doing a web search on social bookmarking sites.

Submitting Books for Review

Before sending a book to a review site, make sure that your book is appropriate to the site. Read their submission guidelines and take them seriously. Don't send a historical romance to a science fiction review site. If you have an ebook and the site's guidelines say "no ebooks", don't send your ebook. It won't be reviewed.

If you send your book to 20 review sites, you may be lucky to get two or three reviews. Most sites receive several hundred submissions a month and may have only a handful of reviewers. Even if you do receive a review, it may come months after you submitted your book. Reviewers can only read so fast and almost all have long reading lists. Be patient.

Good Review/Bad Review

Something to keep in mind about reviews: some will be good, some will be bad. Your book may be reviewed by someone who will hate your writing style. One of my cyberpunk novels was reviewed by someone who admitted in the review that he hated this type of book and couldn't write a positive review of it. And he didn't. Sometimes the reviewer may be in a bad mood or simply hate your pen name. Sometimes the review just won't get what you're trying to do. Sometimes a reviewer from one site might trash your book while another reviewer from the same site will give it a glowing review. Keep in mind that reviewers are human; they have faults, they have biases and they have deadlines. Unless your book really sucks, most reviews will be either positive or non-committal. Some will be scathing, no matter how good the book is. Be ready for both.

Blogs Related to Your Book

There are blogs for just about every topic you can imagine. Do web searches for blogs devoted to the subject or theme of your book and contact the blog owner about doing a review. For instance, as I'm writing this I thought of a topic, candle making. I searched "candle making blogs." I came up with hundreds of returns on this search. If I were to write a book on candle making, I would contact most of these blogs. Try it now. Do a blog search on the topic of your book. This will even work for fiction. Try "vampire blogs" or "historical novel blogs."

Book Review Website Resources

Yahoo—Directory of book review sites at Yahoo!:
<http://dir.yahoo.com/Arts/humanities/literature/Reviews>

The WritersSite—List of book review sites:

http://www.thewriterssite.com/direct_pages/book_review_sites.html

Google—List of book review sites:

http://directory.google.com/Top/Arts/Literature/Reviews_and_Criticism

Ebook Crossroads—List of fiction (ebooks) and audio book reviewers:

<http://www.ebookcrossroads.com/reviewers-of-fiction-books.html>

The complete review—Links to book review sites:

<http://www.complete-review.com/links/links.html#linksb>

Night Owl Reviews (a new site):

<http://www.nightowlreviews.com/nightowlreviews>

Wikipedia—Social bookmarking:

http://en.wikipedia.org/wiki/Social_bookmarking

SocialMarker—A free social bookmarking mass submission tool:

<http://www.socialmarker.com>

Chat Rooms

What Are Chat Rooms?

Chat Rooms (chatrooms) are sites that allow real time communication between two or more people on the Internet through text messages. Some chat rooms allow you to send URLs and various media in addition to text and may even include voice and video communication. One of the most popular is Yahoo Messenger (<http://messenger.yahoo.com/features/chatrooms>).

How Do You Use Chat Rooms?

Search for chat rooms related to the genre or subjects of your book. Join up and start chatting. But don't start right off with a sales pitch for your book. A little foreplay is in order. Get to know the people in the chat room. Let them get to know you. Let them know that you're a writer. If they ask about your book, tell them about it—briefly. Don't overdo it. If they don't ask about your book, look for opportunities to weave references to your book into the chats.

Start your own chat room. Webweaver has a list of free chat rooms that you can host through your website (<http://www.webweaver.nu/chat.shtml>). You can use your chat room to hold special events such as one hour Tips and Tricks chats related to your non-fiction book or a public Fry The Author chat in which you put yourself on the spot with

any and all questions from the public. You can even run short workshops from your chat room.

Before you start a chat room or begin participating in them, you might want to learn a bit about chat room lingo from pulpchat (<http://www.pulpchat.com/faq/faq215.php>). Chat rooms tend to abbreviate to keep up the pace of the conversation. You might even want to check out emoticons, symbols used to express emotions, at myemoticons.com (<http://www.myemoticons.com>).

Chat Room Resources

Dave's Beginner's Guide to the Internet—What Is Chat?:
<http://www.davesite.com/webstation/inet101/chat01.shtml>

Squidoo—Using Chat Rooms in Viral Marketing:
http://www.squidoo.com/chatroom?utm_campaign=direct-discovery&utm_medium=sidebar&utm_source=Skills

Larry Dotson at Simple Joe Software—The Secrets of Chat Room Marketing Exposed
<http://www.simplejoe.com/web-site-promotion-the-secrets-of-chat-room-marketing.asp>

Meebo—Start your own chat room:
<http://www.meebo.com/rooms>

YouTube—Video on starting your own chat room at TinyChat.com:
<http://www.youtube.com/watch?v=2H8kcwheXUk>

A+ Chat Directory—A directory of chat rooms:
<http://www.webarrow.net/chatindex>

Digg

What Is Digg?

Digg (<http://digg.com>) is a social media news and social bookmarking site where people can post links to blog posts or web pages that they find interesting enough to pass onto others. People can read the article and ignore it, bury it or digg (recommend) it. Postings with a high number of diggs will move toward the main page where they will have more prominence and invite more diggs. In other words, people vote for the article.

How Do You Use Digg?

Generally, you'll use Digg to drive traffic to your blog or website. You can use it to drive traffic to a review or an article in which your book is quoted.

A good use is to post something of value on your blog or website that's related to your book. For instance, if your book is about car repair, post an article on how to find

inexpensive parts in junk yards, used car dealers and online sites like eBay and Kijiji. If you write fantasy novels, you might post an article on creating imaginary worlds, using the methods you use in your own writing.

You can also link to interviews, but make sure they're interesting and that you're at your best in terms of insight, useful knowledge and entertaining anecdotes. If not, don't link. You'll just mark yourself as boring.

Digg Resources

37 signals—Article on using Digg to bring traffic to your blog:

http://37signals.com/svn/archives2/small_biz_101_digg_is_your_marketing_secret_weapon.php

About.com—The good, the bad and the ugly about using Digg:

<http://weblogs.about.com/od/marketingablog/p/DiggOverview.htm>

Electronic Newsletters

What Are Electronic Newsletters

Electronic newsletters (e-newsletters) are newsletters sent out regularly by email or published on a website.

How Do You Use Your Own Newsletter?

Electronic newsletters are one of the most popular and effective devices in eMarketing. A newsletter sent out to your existing and potential readers several times a year is a great way to establish credibility, keep up contacts, announce books and keep people coming back to your site.

If you decide to publish a newsletter, you should first determine how much time you have to spend on it. If you're busy and you can't spend much time, then you might consider a new issue at the beginning of each season or maybe twice a year.

The content of your newsletter can include anything you think will be of interest to your target readership; however, even though this is a marketing device, it's called a newsletter, so it should contain some newsworthy information. You can write this yourself or you can invite others to contribute to your newsletter. You can even paraphrase articles from other sites (check copyrights on this first and ask for permission from the site's webmaster or owner).

Your newsletter can include links to articles and sites you've come across that may be of interest to your readership. It should certainly include links (usually at the end) to your own books.

It can include an article on your latest book. If you do this, make sure the article is not overly “salesy.” Describe the book; explain who would benefit from reading it (if it’s non-fiction); and provide links to where it can be bought. You should write this up almost as though it were a review. In fact, if you can get someone to review it, do so. If you have testimonials for non-fiction books, use these in another part of the newsletter along with a short ad for the book.

Submitting to Other Newsletters

Do web searches on newsletters in your area. Offer to contribute to them if you have the time. These newsletters rarely pay their contributors, but they offer exposure. Make sure they include your name and a link to your book.

Electronic Newsletter Resources

Thesitewizard.com—Newsletter and ezine tutorials:

<http://www.thesitewizard.com/ezines/index.shtml>

About.com—A article on newsletter production how-to’s (plus where to submit them):

<http://sbinfoanada.about.com/cs/marketing/a/newslettersjb.htm>

SmithFam.com—A hodge-podge of articles and links to material on newsletters and ezines:

<http://www.smithfam.com/news/1newsletter.html>

FreeStick.com—A place to get free (and inexpensive) content for your newsletter:

<http://www.freesticky.com/stickyweb>

Space Telescope Science Institute—Some sample themed newsletters:

<http://sesame.stsci.edu/lib/abstract.html>

eHow—Article on creating e-newsletters:

http://www.ehow.com/how_5077139_create-electronic-newsletter.html

BusinessInfoGuide.com—Newsletter best practices:

<http://www.businessinfo guide.com/article-newsletter-best-practices.htm>

Library Listservs-n-More—Links to newsletter resources:

<http://librarysupportstaff.com/4createnewsletr.html>

WebSiteMarketingPlan.com—Tools and tips and other resources:

http://www.websitemarketingplan.com/Ezine_Resources.htm

Email

What Is Email?

Email is mail sent electronically in digital format. It can include text and multimedia elements such as images and audio. Email is one of the most powerful and inexpensive eMarketing tools—if it's used right.

How Do You Use Email?

Target Your Mailings: The key to successful email marketing is to target your emails as precisely as possible, not only to avoid spamming, but to ensure that your email is actually read by the person for whom it's intended.

Unless an email is expected, or the recipient recognizes the sender, most email is deleted by the recipient without being read or it's filtered into a junk mail folder. A poorly planned email campaign could result in several thousand emails being sent out without a single response. Some industry specialists claim that less than 1% of marketing emails will be opened by the recipient.

Build a Contact List: To improve your chances of getting your message through to the right people you should build a list of people you want to contact. The first names to go on this list will be people who know you and will be interested in your books. These people may be business associates or friends. Ask them to pass the email on to any of their friends or associates who they think may be interested in your book. (NOTE: Be sure to offer something that will allow them to contact you and be added to your mailing list. This could be a subscription to your newsletter or just periodic email updates on your current and future books.)

Next, you should include book stores, libraries, and organizations that you think may have an interest in your books. If you don't know who to contact in these organizations, you might consider phoning first, or contacting the webmaster if they have a website.

You can locate organizations, businesses, and individuals through online search directories at:

Yahoo! (<http://dir.yahoo.com>)

Google (<http://www.google.com/Top/Business>)

MSN (<http://www.msnbusinessdirectory.com>)

Creating an Effective Message

Your email should be short and compelling. Don't write something up on the spur of the moment and send it out. Carefully compose a letter that includes:

- A strong first line and/or paragraph that creates a strong visual or emotional image. It should also target the readership as closely as possible
- A second paragraph that builds on the first
- A third paragraph with one or two testimonials (for non-fiction) or excerpts from reviews if you have them

- A closing paragraph with information about when the book will be available and where to purchase it
- Your sig

When you talk about your non-fiction book make sure that you focus on benefits. “Train your staff in one third the time” will be more appealing to a HR director than “amazing HR techniques are explained.”

Include a links to an excerpt of your book: reading is believing.

When your letter is finished, put it aside for a day or two, then read it again and edit. Do a spell check and give it to two or three other people to read. Ask them for their honest opinion about the tone and effectiveness of the letter. Also, ask them to make note of any obvious grammar errors; you’d be surprised at some of the errors you’ll miss after you’ve spent long periods revising and re-revising a piece of writing. You’ll be sending this letter to potentially hundreds or even thousands of people. Make sure it’s the best it can be.

The Subject Line: Your subject line should be short and descriptive. For instance, “New Book Simplifies Science for Everyone” as opposed to “New Book To Be Released in March.” If your name is recognizable in the genre or subject area, then you should include it in the subject line: “Relativity in 3 Seconds by Albert Einstein.”

A Note On Spam

Sending emails out indiscriminately is spamming. Some people regard *any* un-requested email as spam. However, if you send your email only to persons or organizations that could reasonably have a professional or personal interest in your books, then the chances are that you won’t be accused of spamming. The trick is to do your research and create a mailing list that targets your audience precisely. One way to avoid spamming is to create a link on your website that will allow visitors to request occasional emails with announcements about your books.

If someone requests to be taken off your list, remove them immediately. Then send a note to the effect that they’ve been removed from the list, and apologize for the email.

Keep in mind, in some places, spam is illegal and may be punishable by fines and imprisonment.

Email Resources

“Direct E-mail Marketing” (do’s, don’ts, tips, tricks, and traps):

http://www.efuse.com/Grow/direct_email_marketing_.html

Amazon.com listing for the book, “Email Marketing: Using Email to Reach Your Target Audience and Build Customer Relationships” (There’s a link to a page where you can buy a used copy of the book.):

<http://www.amazon.com/exec/obidos/tg/detail/-/0471383090/102-9106708-6963333?v=glance>

Cnet.new—When is email marketing spam?:

<http://news.com.com/2100-1023-215051.html?legacy=cnet>

About.com—Links to tips and resources on email marketing:

<http://email.about.com/od/emailmarketing>

ConstantContact—Professional email service :

<http://www.constantcontact.com/index.jsp>

EmailUniverse.com—Tons of articles on using email as a marketing tool:

<http://emailuniverse.com>

Anti-spam laws in the USA and Europe :

<http://www.spamlaws.com>

Anti-spam laws in Canada :

<http://www.email-marketing-reports.com/canspam/canada>

Electronic Signature (Sig)

What Is an Electronic Signature?

Your electronic signature, or sig, is information about you that appears at the end of emails and other electronic messages such as postings to forums and comment sections on news media sites. It should appear on all your electronic correspondence.

Whether you use email to market your books or not, you should have an email signature that promotes your latest publication.

How Do You Create and Use an Electronic Signature?

Your sig generally consists of:

- Your name (use your pen name)
- Short blurb on one book (a one line excerpt from a review is perfect)
- Contact information (optional for fiction, necessary for non-fiction writers)
- Website URL leading to your home page or the page for the book

Or

Your sig could consist of just the URL to your author site

Sigs with Graphics

You can include a graphic (such as your logo or product image with your sig), but keep the file size to no more than a few kilobytes. Also, place the graphic in a part of the sig (such as the end) where it will not affect the rest of the sig in cases where the recipient's mail program or program used to run a forum or comment section does not display graphics.

Storing and Using Your Sig on Email Programs

Check the Help button on your email program learn how to store and use your signature. This will be different from program to program. When your sig is finished, use it in an email to yourself before you send it to anyone else. If possible, try it out in a variety of email programs such as Outlook, gmail, Hotmail, and Yahoo.

Sample Sig

Here's an example of a sig:

Charles Darwin

The Voyage of the Beagle

"A fresh new look at how at how you came to be the way you are."

1831 Galapagos Ave
Equatorial Pacific, Earth
Phone: 210.210.1836
www.charlesdarwin.com

Or, just:

Charles Darwin
www.charlesdarwin.com

The first example would be appropriate for email. The second example would be appropriate for postings at forums, discussion groups and comment sections on blogs and news sites.

Electronic Signature Resources

Nancy Schwartz & Company—Valuable information on sigs, including examples:

http://nancyschwartz.com/email_signatures.html

Isitebuild.com—How to Create and Market Your Email Signature:

<http://www.isitebuild.com/email-signature.htm>

Webfoot.com—"A Beginner's Guide to Effective Email (includes a section on sigs):

<http://www.webfoot.com/advice/email.sig.html?Email>

eHow—How to write an email signature:

http://www.ehow.com/how_2237472_write-effective-email-signature.html

Ezines

What Are Ezines?

Ezines are online magazines. Some are highly professional with lots of graphics and a line-up of high-profile contributors sent either to your inbox or linked to their site. Others may be as simple as an email containing articles and announcements that you write yourself and send on a regular basis to a list of subscribers. You can see a variety of ezines at: <http://www.ezine-dir.com>.

How Do You Use Ezines?

You can increase your exposure on the Internet (and even boost your site's search engine ranking) by submitting articles to ezines in your area of expertise, submitting your books for review to appropriate ezines, advertising in ezines or by starting your own ezine.

Your Own Ezine

If you choose to start your own ezine, you'll need to establish a reasonable publication schedule. If you're writing the content yourself, then once a week could prove too demanding. Once every month or two will give you time to build quality content for each issue.

If you want to create your own ezine, read the articles at this site:

<http://www.moytura.com/internetmarketing/ezines1.htm>

Ezine Resources

Thesitewizard.com—Tutorials on ezines and newsletters:

<http://www.thesitewizard.com/ezines/index.shtml>

Web Source—Links to ezine resources:

<http://www.web-source.net/web/Ezines>

WebProNews.com—12 steps to creating an ezine:

<http://www.webpronews.com/ebusiness/newsletters/wpn-5-2003051912StepstoCreatinganEzine.html>

EmailUniverse.com—Creating a unified ezine image:

<http://emailuniverse.com/ezine-tips/?Creating-a-Unified-Ezine-Image&id=942&cat=strategy>

Veterinary Practice Website Advice—2 part article on the why and how of ezine production:

http://www.vetclick.com/practice-website/view_article.php?ArticleId=12

Facebook

What Is Facebook?

Facebook (www.facebook.com) is a social networking site that gives you a profile page and allows you to build a network of friends that you can keep tabs on through a news feed page. Your profile page displays information about you (you can limit this, or expand it), a list of your friends, photo albums, public messages (that is, conversations between you and others that can be viewed publicly), a link that allows you and your friends to send private messages and a variety of other applications, including virtual gifts that you can send to friends. Plus, you can post events and send invitations to all your friends.

You can read more about the general features of Facebook at About.com:

<http://personalweb.about.com/od/makefriendsonfacebook/a/whatisfacebook.htm>.

How Do You Use Facebook?

Facebook is viral. This means that you send something out on Facebook. Your friends pass it on. And their friends pass it on. As do their friends. If you post an event and friends of yours click the button indicating that they'll attend, this will show up on the news feeds of all their Facebook friends and some of them, seeing that a friend of theirs is attending your event (even if they're not on your friends list) may sign up for your event. You can use this feature to announce a book launch, the publication of a book, a public reading or presentation. As people sign up for the event, their profile pictures will show up on the attending list on the event page. Normally, this will give you a good indication of how many people will show up, but be warned: because somebody indicates they'll show up for an event does not mean they actually will show up. BTW, this option is free. To get to it, you go to your profile page, click the Events tab at the top of the page, and then click the Create Event button in the top right corner.

Facebook Fan Pages

Start a fan page and send requests to your Facebook friends to become fans. They can send the request on to their friends. If you have 2 or 3 hundred friends, the numbers of fans can grow quickly. This assumes that your friends will take the time to support you by forwarding your fan page request. Here's where you create a fan page:

<http://www.facebook.com/advertising/?pages>.

Marketing and Advertising on Facebook

Marketing on Facebook: InsideFacebook discusses a variety of ways that you can use Facebook for marketing. It's well worth checking out at:

<http://www.insidefacebook.com/2007/12/09/inside-facebook-marketing-bible-24-ways-to-market-your-brand-company-product-or-service-in-facebook>

Advertising on Facebook: The Facebook page for creating ads (click the button in the top right corner):

<http://www.facebook.com/advertising/?advertising&src=gca2&kw=banner%20advertising&cid=236c2f18-73f0-d968-92c7-000027f673e2&mt=broad&cr=1357313612&gclid=CJ285LCX2Z8CFdx05QodJDzrGQ>

Facebook Resources

Wikipedia—Facebook entry:

<http://en.wikipedia.org/wiki/Facebook>

Facebook Developers—Develop applications for Facebook:

<http://developers.facebook.com/connect.php>

The Facebook Blog—Keep up-to-date on Facebook:

<http://blog.facebook.com>

ArticlesBase.com—Promoting Books on Facebook: Six Strategies for Success:

<http://www.articlesbase.com/publishing-articles/promoting-books-on-facebook-six-strategies-for-success-1562840.html>

Forums and Discussion Groups

What Are Forums and Discussion Groups?

Online forums and discussion groups bring together people with similar interests. There are thousands of them, ranging in size from a handful to thousands of members.

See also: Newsgroups

How Do You Use Forums and Discussion Groups?

By actively participating in forums and discussion groups, you develop relationships with people who:

- May be potential readers
- May spread the word about your books through their personal contacts
- May be able to build buzz about your books through their websites, blogs, or ezines

IMPORTANT NOTE: Try to avoid author and writer sites for the purpose of marketing (unless you've written a book for writers). These are not your target audience. Participate in groups relating to your reading audience. If you have a book about antique cars, then join groups relating to antique cars. If you write science fiction, join groups where readers go to discuss their favorite science fiction writers and topics.

You can't just saunter into a forum or discussion group and toss out sales pitches for yourself and your books. You enter a forum and contribute to the discussion. You could

even start new discussions, but you keep your postings focused on the topics for which the forum was created.

So how do you use these sites to get your message out?

Most forums and discussion groups will allow you to post a link to your website at the end of your message.

You can also make references to your books in your messages if the reference is appropriate. For instance, if the group is for novelists, it would be appropriate to mention your novel and the problems you overcame in plotting it if the discussion is on plotting.

A benefit of forums and discussion groups for non-fiction writers is that you establish credibility in your field among your peers and in the eyes of potential readers. This may also be true for fiction writers who participate in genre forums like mystery or fantasy.

Where to Find Forums and Discussion Groups

Do a search using key words relating to your topic: for instance:

“forums” + “discussion groups” + “antique cars”

Some publishers have online forums where their writers can exchange information about marketing efforts that have worked for them, and efforts that have failed. These forums may also have a section where writers and readers can mingle.

Forum and Discussion Group Resources

WorkOnInternet.com—Using forums to promote your business:

http://www.workoninternet.com/article_443.html

Yahoo—Discussion group:

<http://groups.yahoo.com>

WebMasterArticles.net—Using forums to promote your business:

<http://www.webmasterarticles.net/?article=79>

phpBB—Start your own forum:

<http://www.phpbb.com>

About.com—Article on joining or starting groups on MSN:

<http://websearch.about.com/od/dailywebsearchtips/qt/dnt0604.htm>

Google—Start your own group or participate in others:

<http://groups.google.com>

Topica—Discussion groups at Topica:

<http://lists.topica.com>

Free Management Library—Links to online discussion groups:

http://managementhelp.org/gen_rsrc/newsgroups/newsgroups.htm

eHow—How to Use discussion groups for marketing:

http://www.ehow.com/how_4578065_discussion-boards-small-business-marketing.html

WritersWeekly—Article by Richard Hoy on discussion groups:

http://www.writersweekly.com/this_weeks_article/003450_05242006.html

Free Content

What Is Free Content?

The Internet is content. All the websites, emails, newsletters, blogs, and newsgroups—every word, picture, audio and video file is content. Every day, millions of people sift through this content looking for things that are of value to themselves whether it's for business, school or personal interest. To get the content they want, they'll likely sift through tons of useless material but when they find a site containing useful content, they'll return to it again and again. The most popular content is the stuff that's given away free.

How Do You Use Free Content?

If you provide useful content on your website and if you contribute useful content to newsletters, ezines, forums and other content outlets, then people will be directed to you.

If you give some of this content away free, then not only will people return to you—but you'll be more likely to attract new people. That's the key to successful eMarketing: attracting people, getting people to know that you're there with something of value to offer.

There's nothing wrong with including links to your books or author page in your free stuff. You might even include the occasional plug for your latest book or promotion. If you're providing free useful content, the chances are that people will be willing to pay to get more of it. This is why grocery stores give away free samples.

However, there are differing views on free stuff:

vagabonish.com—Writing for Free: Is It Worth It? by Eva Holland:

<http://www.vagabondish.com/travel-writing-for-free-worth-it>

mlvwrites—My Stance of Writing for Free:

<http://www.mlvwrites.com/2009/07/my-stance-on-writing-for-free.html>

Writing-World.com—Moirra Allen on writing for free:

<http://www.writing-world.com/basics/free.shtml>

Freelance Writing Jobs Network—When Should You Write for Free by Deb:
<http://www.freelancewritinggigs.com/2007/09/when-should-you-write-for-free>

The Independent Journalist—Please Don't Write for Free by Amy Green:
<http://blogs.spjnetwork.org/freelance/?p=323>

QuinnCreative—Don't Write for Free: Your Talent Deserves Pay:
<http://quinncreative.wordpress.com/2009/11/20/dont-write-for-free-your-talent-deserves-pay>

Emily Magazine—Why I Write for Free (check out the reader comments):
<http://www.emilymagazine.com/?p=481>

Free Content Resources

Places to send articles (free):

<http://www.ideamarketers.com>

<http://www.ezinearticles.com/submit>

<http://www.goarticles.com/author.html>

www.memoware.com

WARNING: When your writing is posted free of charge anywhere on the Internet, it might be available on those sites free of charge forever. Getting your material off those sites' archives may be impossible. This may hamper your ability to sell that material to sites that pay. So keep in mind: whatever you offer for free must have value to you in terms of marketing your books and not necessarily monetary value.

Google Buzz

What Is Google Buzz?

Google Buzz is a social service that combines a variety of social media (such as friends, photos, video, and public status updates) with filtered recommendations and access through Gmail.

How Do You Use Google Buzz?

Like any social media tool, you use Google Buzz to announce book releases, book launchings, readings and other events. You can make these more interesting by creating a multimedia element such as a live reading to accompany the announcement. Once you have it out there, the members of your network will (or will not) spread the word for you. The trick is to make it interesting enough that they'll spread the word.

Google Buzz Resources

Mashable on Google Buzz:

<http://mashable.com/2010/02/09/google-buzz>

Google on Google Buzz:

<http://www.google.com/buzz>

The Official Google Blog announcement of Google Buzz:

<http://googleblog.blogspot.com/2010/02/introducing-google-buzz.html>

HubSpot—Marketing tips for using Google:

<http://googleblog.blogspot.com/2010/02/introducing-google-buzz.html>

Paid Search Engine Listings

What Are Paid Search Engine Listings?

Paid search engine listings are ads that run beside search results. The key to their effectiveness is keywords. You bid for the words that match to people's web searches. For instance, if you've just published a book about making seasonal pillows, you might use words like "pillows" or "pillow making." When someone does a search on "pillow making," your ad stands a good chance of showing beside the search results. In other words, your ad will show only to those people with an interest in what you have to offer.

How Do You Use Paid Search Engine Listings?

You can use paid search engine listings to advertise your website or blog or a specific book or promotion (such as a book tour). Examples are Google AdWords, Yahoo Search Marketing and Microsoft adCenter. The trick is to be specific. If you're advertising a book tour, make sure that your ad leads to the page on your website that gives information about the tour (this is called a landing page), such as a schedule and contact information. Don't have it lead to your homepage where there may be a link to the tour information but the user has to search through the page for the information. The value in paid search engine listings is their ability to target your advertising precisely.

NOTE: A word of warning, the more clicks you get, the more you pay. If you have set a limit on how much you want to pay for your campaign, you can run out of money quickly as more people click on your ad.

Paid Search Engine Listing Resources

SearchEngineWatch.com—Article on paid search engine listings:

<http://searchenginewatch.com/2167821>

Sign up for Yahoo Search Marketing:

<http://advertising.yahoo.com/smallbusiness/ysm?&abr=2022403519>

Sign up for Microsoft adCenter:

<https://adcenter.microsoft.com>

Sign Up for Google AdWords:

<https://www.google.com/accounts/ServiceLogin?service=adwords&cd=null&hl=en-US<mpl=adwords&passive=true&iffr=false&alwf=true&continue=https%3A%2F%2Fadwords.google.com%2Fselect%2Fgaiaauth%3Fapt%3DNone%26ugl%3Dtrue&sourceid=awo&subid=ww-en-et-ads-0-adsC-all>

Internet Radio

What Is Internet Radio?

Unlike traditional radio stations that serve limited geographical areas, Internet radio has a global audience because it's not broadcast through airwaves to a radio; it's broadcast to your computer through the Internet.

How Do You Use Internet Radio?

Interviews on Internet radio are generally broadcast live and may even allow real time listener feedback. When the interview is over, it's stored in a digital archive where it's available to listeners 24 hours a day, forever (or as long as the radio station exists).

Internet radio stations provide a variety of ways for you to market your books, including:

- Interviews
- Book reviews
- Event announcements (such as book signings and book releases)
- Readings from your books (live or pre-recorded)

Readings from your books can be live or they can be submitted as audio files through email. Whether you'll be doing the reading live or submitting it, practice the section you'll be reading several times. Read before one or two other people and ask their opinion on what they thought was weak or strong. Ask them for suggestions on how they think you can make the reading better.

If you'll be submitting the reading, listen to it several times and make sure it's your best effort. You might even consider using sound effects and a variety of voices, but check first with the station to make sure this is allowed.

Internet Radio Resources

BlogTalkRadio—How to start your own radio show:

<http://www.blogtalkradio.com>

Annie Jennings PR—Valuable tips for live interviews:

<http://www.anniejenningspr.com/pages/mediatraining.htm>

Lonely Radio—Article on Internet radio with a section on the technology behind it:

http://www.lonelyradio.com/html/internet_radio.html

Live-Radio.net—Online portal to Internet radio stations:

<http://www.live-radio.net/info.shtml>

Web-Radio portal to Internet radio stations:

<http://www.web-radio.fm>

ShoutCast portal to Internet radio stations:

<http://www.shoutcast.com>

Business Week—Internet Radio 101:

http://www.businessweek.com/technology/content/mar2005/tc2005037_3846_tc024.htm

Radio Locator—Use this site to locate radio stations:

<http://www.radio-locator.com>

Shades of Romance Internet radio show:

<http://www.sormag.com/radio.html>

About.com—Link to free course on starting your own Internet radio station:

<http://radio.about.com/c/ec/13.htm>

Global Talk Radio:

<http://www.globaltalkradio.com>

LinkedIn

What Is LinkedIn?

LinkedIn is a business-centered social networking tool that people use to establish business connections for lead generation, job hunting, business collaboration and marketing.

How Do You Use LinkedIn?

Because of the business-oriented nature of LinkedIn, it might best be used to market non-fiction books, especially books on business, finance, information technology and professional topics. With LinkedIn, you can create links to your website or blog. You can run well-targeted ads for business books on LinkedIn. In the summary, experience and additional information sections, you can create lists and descriptions of your books.

LinkedIn Resources

Linked Intelligence—100+ Smart Ways to Use LinkedIn:

<http://www.linkedintelligence.com/smart-ways-to-use-linkedin>

WebWorkerDaily.com—33 Ways to Use LinkIn for Business (plus more in the comments section):

<http://webworkerdaily.com/2009/07/13/33-ways-to-use-linkedin-for-business>

Windmill Networking—What Is LinkedIn and Why Should You Join?

<http://windmillnetworking.com/2009/08/26/what-is-linkedin-and-why-should-you-join>

New Media Campaigns Using LinkedIn to Market Your Company:

<http://www.newmediacampaigns.com/page/using-linkedin-to-market-your-company>

Micro-Communities

What Are Micro-Communities?

Micro-communities are social media sites where people of like interests gather to exchange information and to socialize.

How Do You Use Micro-Communities?

Join micro-communities that are related to your books' topics or themes. You may have to do some heavy-duty web searches using a variety of search engines (Google, Bing, Yahoo) to find them.

The protocols for marketing on micro-communities are much the same as for forums and discussion groups. Before you participate, hang around for a while and get to know the tone of the community. Make sure that all your entries have value to members of the community and are not just blatant sales pitches.

Micro-Communities Resources

Search Engine Roundtable—Micro-communities article:

<http://www.seroundtable.com/archives/015059.html>

Bruce Clay, Inc on micro-communities:

<http://www.bruceclay.com/blog/2008/04/micro-communities>

Micro-communities on Twitter:

<http://topsy.com/tb/treypennington.com/2009/12/23/marketing-step-identify-finding-folks-through-twitter-lists>

Links to a few micro-communities:

Education

<http://www.education.com>

News

<http://www.nowpublic.com>

Reviews

<http://www.yelp.com>

Gardening

<http://www.gardenweb.com>

Microblogging with Twitter, Plurk and Others

What Is Microblogging?

Microblogging is like normal blogging, only on a micro scale of generally around 140 characters or less (and sometimes more). Some of the more popular microblog are Twitter (<http://twitter.com>), Plurk (<http://www.plurk.com>), Jaiku (<http://www.jaiku.com>) and Tumblr (<http://www.tumblr.com>). When you post on a microblog, other microbloggers follow you by continuing the post. The number of posts can grow quickly and you could spend much of your time continuing the thread by posting in order to build your following. Status updates at Facebook and MySpace are a less demanding form of microblogging but you won't have the potential for quickly building as large an audience as through a microblogging site.

How Do You Use Microblogging?

You can announce a book release through your microblog complete with cover art and links to free excerpts and places where it's sold. A good way to do this is to start a conversation about the book. For instance, if it's a murder mystery, start an entry like "who murdered kate fisher in murder night?" You might even give some clues as the thread grows. Don't give it away, though. Make them read the book to find out who murdered Kate Fisher.

Before you start microblogging, work out a campaign plan with ideas to keep the postings interesting. Try to anticipate some of the directions followers might take and work out a few possible responses. The idea is to keep it interesting and lively. And remember, once you've put it out there, others may take it in directions you never dreamed of. Be adaptable if you see things going places even better than you planned.

Microblogging Resources

The Digital Marketer—Microblogs for Marketing:

<http://digitalmarketer.quickanddirtytips.com/microblog-for-marketing.aspx>

Social Media Training—Article on microblogs:

<http://socialtraining.wetpaint.com/page/Micro-Blogs>

Blogged—Directory of microblogs:

<http://www.blogged.com/directory/technology/internet/blogging/microblogs>

About.com—What Is Twitter? Twitter Basics:

<http://weblogs.about.com/od/marketingablog/qt/WhatIsTwitter.htm>

blah, blah! technology—What Is Plurk?:

<http://www.blahblahtech.com/2008/06/what-is-plurk.html>

About.com—What Is Jaiku:

<http://weblogs.about.com/od/socialnetworking/qt/WhatIsJaiku.htm>

Squidoo—What is Tumblr:

<http://www.squidoo.com/Tumblr-1>

About.com—Microblogging with Twitter, Plurk, Jaiku and more:

http://weblogs.about.com/od/microblogging/Microblogging_With_Twitter_Plurk_Jaiku_and_More.htm

SiteProNews—How to Tweet: A Few Tips on Using Twitter for Your Business:

<http://www.sitepronews.com/2010/02/03/how-to-tweet-a-few-tips-on-using-twitter-for-your-business>

Microgeist—An 8 Step/30 Minute Twitter Regimen to Boost Your Identity:

<http://microgeist.com/2009/05/an-8n-step30-minute-twitter-regimen-to-boost-your-identity>

SocialMarketBlog—Marketing with Twitter:

<http://www.socialmarketblog.com/tag/microblogging>

Wikipedia on microblogging:

<http://en.wikipedia.org/wiki/Microblogging>

MySpace

What Is MySpace?

MySpace (<http://www.myspace.com>) is a social networking website slanted more toward the arts (especially music) than most other social networking sites. MySpace offers blogs, profiles, ability to upload videos and music, messaging, email and more.

How Do You Use MySpace?

As with other social networking sites, MySpace gives you the opportunity to build a network of friends who, hopefully, will help you to spread the word about your books.

You can also take advantage of features like bulletin boards where you can post information about new releases and other events for all your MySpace friends to see. In MySpace forums you can interact with other MySpace users. This might be a good tool for discussing themes or subjects in your books while, at the same time, drawing your comments from your books (giving you a chance to mention them). A news tool allows you to post releases about your books and author events.

MySpace Resources

Book Place: a place to share and promote books on MySpace:

<http://morganmandelbooks.ning.com/group/authorsfrommyspace>

How Many Friends Does Your Book Have? by Rachel Kramer Bussel (excellent article)

<http://www.mediabistro.com/articles/cache/a8194.asp>

About.com on creating a MySpace profile:

<http://personalweb.about.com/od/createanonlinediary/ss/myspacesetup.htm>

Authors of MySpace:

<http://groups.myspace.com/index.cfm?fuseaction=groups.groupProfile&groupID=102936759&Mytoken=D054FD91-6175-4E31-98486F7E16C749191236928859>

An alternate view of MySpace marketing for authors:

<http://ezinearticles.com/?Why-MySpace-is-More-Harmful-to-Authors-Than-Good&id=1441998>

MySpace authors' blog:

http://blogs.myspace.com/myspace_authors

Marketing On MySpace: Why It's Worth Your Time:

<http://www.smallbusinessbranding.com/590/myspace-marketing>

Using comments and bulletins on MySpace:

<http://www.articlesbase.com/marketing-articles/myspace-marketing-how-to-use-comments-and-bulletins-to-grow-your-business-427723.html>

A video on using MySpace and other social media for marketing:

<http://video.filestube.com/watch,2596a92aa6f57d1203e9/Marketing-Tips-Using-Myspace-Youtube-Squidoo-and.html>

MySpace marketing article at ecommerce-guide.com:

<http://www.ecommerce-guide.com/article.php/3663796>

Newsgroups

What Are Newsgroups?

Newsgroups (also called Usenet) are online bulletin boards. Like forums, they bring together people with similar interests.

See also: Forums and Discussion Groups

How Do You Use Newsgroups?

It's a good idea to read postings for a while before submitting your own posts. Most newsgroups have a FAQ (frequently asked questions) file that defines the group's purpose and lists its do's and don'ts.

Blatant advertising in some newsgroups can result in a nasty email to your Internet service provider (which can result in loss of your service) and to any number of Internet "policing" agencies. At the least, it can result in your postings—and any future postings—being ignored by the other members.

An appropriate way to advertise in newsgroups is to post valid content, and use your electronic signature (sig). Sometimes, the announcement of your book may itself be appropriate content for a newsgroup. For instance, if you belong to a science fiction group, announcing the release of a new science fiction novel may be acceptable. If the science fiction group is dedicated to Star Trek and your science fiction novel has nothing to do with Trekkies, then the posting may not be appropriate. Take your cue from the group itself and the FAQ.

Newsgroup Resources

Harley Hahn's Usenet Center: Comprehensive guide to newsgroups, complete with tutorials:

<http://www.harley.com/usenet>.

WorkOnInternet.com—Promoting your website using newsgroups:

http://www.workoninternet.com/article_380.html

InfoPool—Directions for connecting to newsgroups:

<http://www.compar.com/infopool/articles/news2vs3.html>

Online Auction Sites

What Are Online Auction Sites?

Online auction sites are auctions that run on the web 24/7. They run on the same principle as all auctions. An item is put up for auction and people bid on it. The item goes to the highest bidder. Bidding online can go on for several days or weeks depending on how long the seller wants to run the auction. Sometimes items have a sell button that bypasses the bidding and allows people to buy the item for a set price.

How Do You Use Online Auction Sites?

Increasingly, authors are auctioning off copies of their books in online auctions. Running an auction on your books not only gives you a chance to make some sales, but you get exposure through the auction, especially if you pay the extra bucks for premium exposure.

Consider promoting your book with an auctioning gimmick related to your book. Auction off the chance to be used as a character in your book in progress. If your book is going to be non-fiction, auction off the chance to have articles included by the highest bidders (with the understanding that you may have to do some serious editing). Write up a press release about the auction and submit it to the free press release sites. Here's a promotion I did through eBay that resulted in dozens of radio and newspaper interviews:

<http://www.emediawire.com/releases/2004/10/prweb165537.htm>.

IMPORTANT: Make sure that you read the eBay (or other auction site) guidelines carefully, especially if you will have links to any part of your website. The eBay staff canceled my first listing because I had a link to my website—as opposed to the page featuring just the auctioned item—and a list of my publishers, which was seen as a means to manipulate key words

Online Auction Sites Resources

WritersWeekly.com—Angela Hoy article about selling her ebook on eBay:

http://www.writersweekly.com/success_stories/003415_05032006.html

Top Ten Reviews—Review of top 10 online auction sites:

<http://online-auction-sites.toptenreviews.com>

About.com—7 Tips for Selling on eBay:

<http://sbinfo.canada.about.com/cs/onlinebusiness/a/ebaysellingtips.htm>

Online Book Stores

What Are Online Book Stores?

Online book stores (also called Internet book stores) sell books over the Internet. Unlike brick and mortar book stores that may also sell their books through a website, most online book stores sell exclusively online. The three biggest of these are Amazon (<http://www.amazon.com>), Barnes & Nobles (<http://www.barnesandnoble.com>), and Fictionwise (ebooks only) (<http://www.fictionwise.com>). In Canada, Chapters/Indigo (<http://www.chapters.indigo.ca>) has a strong online presence in addition to its brick and mortar stores.

How Do You Use Online Book Stores?

Most online bookstores provide rating and review features. This is where you find out who your friends are (and which relations are worth sending Christmas cards to). If they plan on buying your book, ask them to buy it from an online site that has the ratings and reviews features where they can give your book a high rating and positive review. In some cases, they may be able to buy the books elsewhere (or get a free copy from you) and still be able to rate and review it. .

Some of these sites also have custom author web pages such as the ones at Amazon. Here's Neil Gaiman's author page at Amazon: <http://www.amazon.com/Neil-Gaiman/e/B000AQ01G2>. All you need is to have one or more books listed at Amazon and you can set up an author page.

In addition to the custom pages, some sites have pages that list all of an author's books sold by the store. Here's mine at Fictionwise: <http://www.fictionwise.com/servlet/mwsearch> and at Barnes & Noble: <http://search.barnesandnoble.com/booksearch/results.asp?WRD=biff+mitchell&box=biff%20mitchell&pos=-1>.

Online Book Store Resources

Sign up for author page at Amazon:
<https://authorcentral.amazon.com>

eHow—How to use Amazon to market your book by withmore at eHow:
http://www.ehow.com/how_5892889_use-amazon-market-book.html

eZineArticles.com—How to plan and execute an Amazon bestseller campaign:
<http://ezinearticles.com/?How-to-Create-a-Successful-Amazon-Bestseller-Campaign&id=1992681>

Online Contests

What Are Online Contests?

Some contests are run strictly online through writing websites or through ezines and electronic newsletters. Some are actually run offline, but the advertising for them and the announcements will be made in both print media and online. So, if it's a contest that you can find on the Internet, whether you enter through email or snail mail, we'll treat it as an online contest.

How Do You Use Online Contests?

Entering contests (both off and online) is a way to get exposure for yourself and your writing. The bigger and more prominent the contest, the better the exposure you'll get. For instance, winning the EPIC Awards competition (<http://www.epicauthors.com/epicawards.html>) will bring you considerably more exposure than winning a poetry contest sponsored by someone promoting their first book of poetry on their blog.

What Types of Contests Should You Enter?

Generally speaking: if you're a poet, enter poetry contests; if you're a non-fiction writer, enter non-fiction contests. However, any contest that will draw attention to you as a writer, or get your name in the public eye, may be worth entering.

How Do You Take Advantage of Winning a Contest?

Winning a contest, especially a prestigious one is great publicity. It gives you and your writing credibility. You get publicity from the contest sponsors through whatever announcements they make, but don't leave it at that. Put an announcement on your website. Include a picture of the prize (if it's a trophy) or the contest sponsor's logo. Write up a media release and send it out. If you have a media kit on your website, make an announcement there along with contact information for the contest sponsor.

The best form of advertising is the testimonial. It's somebody other than you telling people that what you have to offer is of value. Winning a contest is like getting a testimonial, except in this case, you're competing against others to get it. That gives the contest win added punch. Use it.

A Few Pointers

Make sure you have something to enter. If you're going to enter short story contests, make sure you have several high quality stories to which you have publication or distribution rights. Don't submit a story that has been rejected by publishers because it's badly written. If you win a competition with a badly written story, then you'll likely find that your story is to be published in an anthology and the contest sponsors will want you to buy one or more copies of it. That's how they make their money.

Read the contest rules carefully and follow them. Some contests receive thousands of entries. The first phase of elimination is disqualifying entries that are not properly formatted, go over or under the required word length, do not match the theme of the contest, or in any other way fail to adhere to the contest rules. If the contest is worth entering, it's worth entering right. Read the rules.

Watch out for scams. Some contests are used to generate revenue by unscrupulous people. For instance, if the first prize is \$20 and the entry fee is \$50, the contest is likely just a means of getting your money. The amount of publicity you'll get from a contest like this is minimal. As mentioned above, some contests are run to generate content to put into vanity books which are then sold to the supposed "winners" with no regard to the quality of the writing. If you need the ego boost of seeing your work in print, go ahead and enter, but you'll probably be better off self-publishing your work through a service like Lulu.com.

A high entry fee (or any entry fee for that matter) doesn't always mean that a contest is a scam, but you should use your judgment. Before entering a contest, see if it's listed at Preditors & Editors (see link below).

Online Contests Resources

Contests listed at Preditors & Editors:

<http://www.invirtuo.cc/prededitors/pubctst.htm>

(This is the best contest listing I've seen. It also gives warnings of contests that may be scams.)

WritersWrite.com—Article on how to increase your chances of winning a writing contest
<http://www.writerswrite.com/journal/mar98/keegan6.htm>

Writers-Editors Network—Ten tips for winning writing contests:
http://writers-editors.com/Writers/Contests/Contest_Tip_Sheet/contest_tip_sheet.htm

Contests listed at Yahoo!:
http://dir.yahoo.com/Arts/Humanities/Literature/Creative_Writing/Contests

Contests listed at Google:
http://www.google.com/Top/Arts/Writers_Resources/Contests

Victoria Strauss—Facts and fakes about literary contests:
<http://www.sff.net/people/victoriastrauss/contests.html>

Winning Writers—Links to poetry competitions:
<http://www.winningwriters.com>

Online Directories

What Are Online Directories?

Online directories are sites where you can list your business information just as you would with a city, provincial or state business directory. Some of them offer minimum coverage: name of business, brief description, contact information, and possibly your logo. Some will give you a personalized web page where you can include links to product samples and specific pages on your website.

How Do You Use Online Directories?

Use online directories to get your website or blog listed. There are thousands of online directories on the Internet. Do searches for directories in your genre or topic.

Some directories allow you to list yourself free of charge; others bill a fee ranging from a few dollars to several hundred dollars. The expensive ones generally have a lot of traffic and some may even publish their online directory in print format at the end of the each year and send it out to subscribers and libraries.

For non-fiction writers, various government organizations also offer online directories that are available to the general public and foreign companies. Check out government departments in your field and find out if they publish directories of related businesses online.

Online Directory Resources

Directories at Yahoo!:
<http://dir.yahoo.com> (click the Suggest a Site button on the upper right corner)

Listing of directories at Yahoo!:

<http://search.yahoo.com/dir?&ei=UTF-8&p>

Listing of directories at Google:

<http://www.google.com/Top/Reference/Directories>

Web Submission Services—Submitting to directories:

<http://www.internetmarketingwebsites.com/directories.htm>

Directories at BigFoot:

<http://search.bigfoot.com/directories/en/index.jsp>

Online Media Release Sites

What Are Online Media Releases?

Online media release sites are organizations to which you submit media releases and they distribute them to media outlets such as newspapers, radio and television stations, and other online outlets. Many of them also list releases on their own site where they may be permanently archived and found by search engines.

How Do You Use Online Media Release Sites?

One of the most effective ways to not only bring attention to your books, but to also generate excitement or interest in you, is to send out media releases as often as possible. This does not mean that you should send one out every day, or even once a week. Once a month is good. You should have something newsworthy to say to your target audience. It should also be something that news editors will deem to be of value to their readership, even if it's only a segment of their reading audience.

The announcement of a new book release by itself will probably not make for interesting reading in the mass media unless you're a best-selling author or your book is about something that is newsworthy (like an expose on a well-known public figure). However, it would likely be of interest to your established readership and others with an interest in your genre or subject. Try to find an angle that will have mass appeal. For instance, a murder mystery set in the beef industry could be headlined: "Murder Mystery Exposes Beef Industry Malpractices." Then write your description of the book around the theme of the wrong-doing in the beef industry, including information from your research for the novel, and maybe even comments from people in the industry, especially if you interviewed them as part of your research.

There could be hundreds of other news angles that will make your media release newsworthy. You'll have to ask yourself honestly: if I were a member of the target readership (or a news editor), would I take time from my busy schedule to read this?

One thing that may be newsworthy is the announcement of your author website. Run a special on your site, like free stories or other gimmicks to add to the newsworthiness.

The value in submitting media releases every month is cumulative. The more of them you have out there, the more they'll be picked up and published on other sites and the more you'll be found by search engines. You may even be contacted for interviews.

How To Write a Media Release

When you write your release, keep it short and concise. Write an interesting title followed by a short summary. The first paragraph should state all the essential information (who, what, where, when, why and how). Each of the following paragraphs should amplify the information in the first paragraph, starting with the most important points. The release should end with contact information and details about your book (i.e., ISBN, publisher, etc.) and any other organizations or persons with a significant mention in the release (i.e., brief bio of an expert from whom you may have quoted).

Here are a few simple do's and don'ts about writing media releases:

DON'T:

- Turn it into a blatant sales pitch
- Overwrite (cut down on adjectives and asides that don't push the headline)
- Overdo it. One or two media releases a month will keep you in the news and have a cumulative effect in getting your name recognized. Two a week, and people will wonder if you really have anything to say

DO:

- Use testimonials, excerpts from reviews and quotes from experts or others who will give you credibility
- Keep it focused, develop the headline and the first line
- Check your spelling and grammar
- Run it by one or two other people for feedback
- If possible, include photos or graphics (create captions for these)

Check the Media Release Resources section below for more information on writing media releases.

Where To Send Your Media Release

Your media release is finished. You've run it by a few people for feedback and you've checked it closely for spelling and grammar. Now it's time to get it out there.

First, post it on your website and blog. You may have a page devoted to media releases, but you should still have a link to the release on your homepage. This is news. Announce it!

Your media release can also be used for traditional media outlets in addition to online sites. Build a list of media outlets to which you can send your releases. Not all your releases will be appropriate to all these outlets, but having the list built before sending the release out will save you time, especially if you'll be sending them out regularly. Outlets include:

- Local radio and television stations
- Local newspapers
- College alumni newspapers and magazines
- Trade or professional magazines and journals in your field
- Professional organizations in your field
- Local magazines and civic newsletters

Check out mondentimes (<http://www.mondentimes.com>) for a directory of world media.

Publish your release through online press release services. Some of these offer free basic distribution, but all offer premium services ranging from moderately expensive to very expensive. Some of these services include:

- Distribution statistics
- Inclusion of graphics
- Wider distribution
- Inclusion on news wires and Internet news portals such as Google, MSN News, Deja News, and others

Free Media Release Sites

Tri-Studio.com (a list of several sites):

<http://www.tri-studio.com/MediaReleasesSubmit.html>

i-Newswire

http://www.i-newswire.com/submit_free.php

pressbox.co.uk:

<http://www.pressbox.co.uk/cgi-bin/links/add.cgi>

e-Boom News:

<http://news.eboomwebsolutions.com/addnews.php>

Free Press Release:

<http://www.free-press-release.com>

dime-co.com:

<http://www.dime-co.com/submitpress.html>

Fee-based Media Release Sites

There are also paid-for media release services. Fees range from a few dollars for a single release or annual membership to thousands of dollars for the royal treatment. If your release is significant and you feel that the return on your release investment may be worth it, then the exposure offered by an expensive service may be worth it. Some of these sites include:

PR Web (highly recommended for moderately priced releases with excellent exposure):

<http://www.prweb.com>

Express Press Release:

<http://express-press-release.net/submit-press-release.php>

The Open Press (offers a free service, check their Services and Fees page):

http://www.theopenpress.com/?a=ucp_prs&code=01

Web Wire:

<http://www.webwire.com/OurServices.asp>

PR Leap:

www.prleap.com

e-Releases

<http://www.ereleases.com>

USA News:

www.usanews.net

Book Flash:

<http://bookflash.com>

PressReleaseNetwork:

<http://www.pressreleasenetwork.com/index.html>

send2press newswire

http://www.send2press.com/PRservices/press_release.shtml#matrix

247 Press Release:

http://www.24-7pressrelease.com/pricing_plans.php

To find more, do a search on “press release services.”

Send a copy of your release in the body of an email to everyone on your mailing list. Don't be shy about asking them to forward it to others.

Media Release Resources

PRWeb—Press release tips and guidelines:

<http://www.prweb.com/pressreleasetips.php>

Pandecta Magazine—Press release tutorial:

http://pandecta.com/write_press_release.html

eZineArticles—How to Write a Media Release:

<http://ezinearticles.com/?How-to-Write-Foolproof-Media-Releases&id=70780>

wikiHow—How to Write a Media Release:

<http://www.wikihow.com/Write-a-Press-Release>

PRWeb Direct—How to write a media release:

<http://www.prwebdirect.com/pressreleasetips.php>

out-smarts.com—Article about free media release sites:

<http://www.out-smarts.com/2010/01/18/why-free-press-release-sites-may-be-all-you-need>

Newsvine—A social media-oriented news site:

http://www.newsvine.com/_nv/cms/info/companyInfo

Online Merchandising

What Is Online Merchandising?

I've seen people go to a rock concert and pay more for the t-shirt than they paid for the concert tickets, and by wearing the t-shirt, they're actually promoting the band and the tour. Online merchandising presents opportunities to pick up some extra income—but more important, to promote your books and website.

Simply put, online merchandising is selling things online that will promote your books. The things you sell can include clothing, coffee mugs, calendars, mouse pads displaying cover art from your books, or your website banner. You might even use a photo of yourself.

Where and How Do You Sell Merchandise Online?

You can set up your own website with e-commerce components so that you can sell merchandise directly to the public, but this can become expensive (with a large initial investment) and time-consuming. However, if you're already selling your books through your website, then this may be the way to go.

If you want to minimize the time you spend on the actual merchandising so as not to cut too deeply into your time for other marketing options—and, of course, for writing—then

the simplest way to merchandise is through online merchandising services like Café Press.

Café Press allows you to create your own online store and stock it with a variety of standard items like t-shirts, tote bags, sweaters, and mugs, which you personalize with your own graphics. The basic service is free, but enhanced fee-based services are offered. This service is easy to use. You sign up, create a storefront, submit the graphics you want to use (cover art, banner, author photo, etc.), then go through the list of available items and assign artwork and prices.

When you're assigning prices, remember: you're doing this to promote your books, not to make a million dollars. Café Press has a base price they assign to each item to which you add your own markup. The lower you make your personal markup, the better the deal for the purchaser and the more likely you are to make a sale.

When your store is fully functional, put a link to it on your website or author page. Include a graphic or two of items you're selling (t-shirts and coffee mugs seem to be the best sellers for readers). This might even be fodder for a media release.

Online Merchandising Resources

Café Press:

<http://www.cafepress.com>

Lulu.com (create and sell books and calendars):

<http://www.lulu.com>

Selling at Amazon.com:

http://netforbeginners.about.com/gi/dynamic/offsite.htm?zi=1/XJ&sdn=netforbeginners&zu=http%3A%2F%2Fwww.amazon.com%2Fexec%2Fobidos%2Ftg%2Fbrowse%2F-%2F1161238%2Fref%3Dsdp_slp_qu1%2F102-1832711-8156124

If you want to sell through your website:

Yahoo Stores:

<http://smallbusiness.yahoo.com/merchant/?p=ORANGE&ovchn=GGL&ovcpn=Store&ovcrn=sr2yb6go2133se7020pi3ai42+selling+online&ovtac=PPC>

GoDaddy, for everything from your domain to your site (NOTE: This site can be very confusing. You'll need an evening to sit down and check out what they offer and how you can use it. Also, when you purchase something, there will be a long purchasing process in which they'll try to sell you a lot of add-ons. Ignore these. Just keep hitting the forward button):

<http://www.godaddy.com>

Podcasting

What Is Podcasting?

Podcasting is the audio version of an RSS feed (see above). You create sound files (in some cases, podcasters have created entire radio shows) on your computer and post them to the Internet through RSS feeds. These are picked up by subscribers who play them on an Apple iPod (hence the name), any MP3 player or their computers.

How Do You Use Podcasting?

Through your blog, you can create a regularly scheduled radio show in which you deliver readings from your latest works, interview people on topics related to your books, make announcements on upcoming releases or just broadcast anything you would normally enter on your blog. Podcasting allows you to extend the reach of your marketing to a segment of the Internet community that's growing rapidly.

Video Podcasting

If sound alone is not enough for you, then you might want to try your hand at video podcasting (<http://www.streamingmedia.com/article.asp?id=9314>).

Podcasting Resources

Podcasting Tools—Tools and resources:

<http://www.podcasting-tools.com>

The Dragon Page Podcasts—Interviews and reviews of science fiction authors:

<http://www.dragonpage.com>

Podcasting News—Everything podcasting:

<http://www.podcastingnews.com>

Wired News—Article on podcasting:

<http://www.wired.com/news/digiwood/0,1412,65237,00.html>

Wikipedia—A history and definition of podcasting:

<http://en.wikipedia.org/wiki/Podcasting>

Bill Thompson's Eye On Books site offers podcasted interviews with authors:

<http://eyeonbooks.com/bookcast/podcast.php>

WritersWeekly—Article by Charles Hodgson:

http://www.writersweekly.com/success_stories/003263_02082006.html

commoncraft.com—Video on podcasting:

<http://www.commoncraft.com/podcasting>

Wikipedia—Video podcast entry:

http://en.wikipedia.org/wiki/Video_podcast

videoposts.tv—Directory of video podcasts:

<http://www.videopodcasts.tv>

Podcasting News—Directory of video podcasts:

http://www.podcastingnews.com/forum/link_211.htm

Reciprocal Links

What Are Reciprocal Links?

Placing links to related sites on your website, and having the owners of those sites place links to your site is one way to drive traffic to your website and improve your ranking with search engines.

How Do You Use Reciprocal Links?

To identify sites that you will contact, ask yourself, “Are visitors to this site likely to be interested in reading my book?” Theoretically, the more links you have, the more traffic you should generate to your site, but you have to consider if the time and effort to set up the link and maintain it is worth the amount of traffic you can expect from each site. Pick only those with a high likelihood of success.

You establish a reciprocal link by contacting the site’s owner or webmaster and requesting a link between the sites. Include a brief (and I stress “brief” —these are busy people) description of your site, your credentials (if appropriate), and your book offering. Include the URL to your site so that they can check you out. (NOTE: Test the URL to make sure it works. Send a bad URL and you won’t be hearing back from them, ever.)

A Warning About Reciprocal Links

Be careful where you place your links to other sites. Unless the reciprocal link adds credibility to your site and services, don’t put it on your home page. Some sites have a links page where they keep all their reciprocal links.

Reciprocal Link Resources

Pratt Systems—How to use reciprocal links to increase website traffic:

http://www.prattsystems.com/news/reciprocal_links.htm

Peak Small Business Center—Using reciprocal links to build traffic:

http://www.peakconsultinginc.com/Articles/using_reciprocal_links_to_build_traffic.htm

SEOWizz.net—Reciprocal Links—The Good, the Bad and the Ugly:

<http://www.seowizz.net/2009/07/reciprocal-linking-the-good-the-bad-and-the-ugly.html>

RSS Feeds

What Are RSS Feeds?

RSS (Really Simple Syndication) feeds are a method of syndicating and delivering your web content on the Internet.

How Do You Use RSS Feeds

You can use RSS feeds to:

- Deliver content to subscribers as it's created from your website or blog
- Receive constantly updated content from sources to which you subscribe (and bonus, there's no spam)

One way to create an RSS feed is to create a blog at Blogger (www.blogger.com), which contains an RSS function, and post the content you want distributed as an RSS feed to Blogger.

RSS Feed Resources

About.com—All About RSS Feeds:

http://email.about.com/cs/rss/a/rss_spam_free.htm

RSS Workshop—Publish and Syndicate Your News to the Web:

<http://rssgov.com/rssworkshop.html>

Free FeedReader:

<http://www.feedreader.com>

Search Engines

What Are Search Engines?

Simply put, search engines are online tools that people use to find what they're looking for on the web. They enter key words that return lists of sites that match up to the key words. As a writer with a website, you can optimize your website to make it easier for people to find you and your books.

There's a school of thought that recommends using key words, meta tags and other means to optimize websites for search engines. You can spend days optimizing your website for search engines, and then repeat the process a few weeks later. You have to ask yourself if your website is more likely to attract visitors from search engines or from other sources, like publicity campaigns and mailings.

How Do You Use Search Engines?

Another, and likely more successful, way to get your site (and yourself) into search engines is to make as much of a presence as possible on the Internet. The more places

you and your site are mentioned (with links to your site, of course), the more likely you're going to appear on search engines from a variety of locations and under a variety of categories.

For instance, participate in forums related to your literary genre or the subject of your non-fiction book. This builds awareness of you in the forums, plus if you insert strings of words in your postings that relate to your books, these may be found by search engines. Have your site listed in online directories specific to your field or genre. Submit articles to related websites like eZineArticles.com and online trade magazines (called ezines). Submit free and paid media releases regularly.

The more your name and website or blog are mentioned on the Internet, the more likely your name and website or blog are to appear in search engines at Google, MSN, and Yahoo.

Search Engine Submission Sites

There are sites that will allow you to submit your site to a variety of search engines free of charge or for a small fee. Of course, premium submissions will always require a fee. Some of these are:

AddMe.com:

<http://www.addme.com>

DreamSubmit:

www.dreamsubmit.net

ineedhits.com (charges feest):

<http://www.ineedhits.com>

FreeWebSubmission.com:

<http://www.freewebsubmission.com>

FastSubmit:

<http://www.evrsoft.com/fastsubmit>

Submit Express:

<http://www.submitexpress.com>

Search Engine Resources

About.com—Articles on search engines:

<http://websearch.about.com/library/weekly/bl-search101-enginea.htm>

WritersWeekly—Search Engines and Directory Submissions – The Basics by Richard Hoy:

http://www.writersweekly.com/this_weeks_article/003203_01112006.html

Skype

What Is Skype?

Skype is software that allows you to make calls and send chat-like messages over the Internet. The basic service is free. Additional services may be fee-based. NOTE: You'll need a headset and microphone to use Skype's voice component.

How Do You Use Skype?

Through your website, you can schedule conferences using Skype with up to 10 people. That's not many, but if you do this regularly, say twice a week, that's over a thousand people in one year.

And yes, you can use Skype to spam people. If you can't think of a better use for Skype, don't use it. Try one of the other tools in this book.

Skype Resources

SubmitYourArticle.com—The Secret to Using Skype as a Small Business Marketing Tool:

<http://www.submityourarticle.com/articles/Gobala-Krishnan-225/skype-4558.php>

eZineArticles.com—Introduction to Using Skype for Your Online Marketing Business:

<http://ezinearticles.com/?Introduction-to-Using-Skype-For-Your-Online-Marketing-Business&id=1248112>

Google Videos—Videos on using Skype for marketing:

http://video.google.ca/videosearch?sourceid=navclient&rlz=1T4ADFA_enCA357CA357&q=using+skype+for+marketing&um=1&ie=UTF-8&ei=TSR8S8ypKtK8lAeHjqmkBQ&sa=X&oi=video_result_group&ct=title&resnum=4&ved=0CBcQqwQwAw#

Squidoo

What Is Squidoo?

Squidoo is a community-based website where anyone can post articles (called lenses) on subjects of interest to them.

How Do You Use Squidoo for Marketing?

Squidoo is especially appropriate for non-fiction writers. This is a great place to create articles on topics related to your books and build expert credibility. Plus, you can blatantly push your books on Squidoo. If your fiction or poetry book contains specific themes, you can write about those themes, using your book as a reference. For instance, if changing weather patterns play a key role in your novel, do some lenses on weather

patterns and the effect of global warming on them. Mention how this effects the plot in your novel.

Squidoo Resources

Sign up for Squidoo:

<http://www.squidoo.com>

TUI's Voice: Stephen Baugh—10 Squidoo Marketing Tips:

<http://stephenbaugh.com/2009/09/10-squidoo-marketing-tips>

Clicknewz.com—Marketing on Squidoo:

<http://www.clicknewz.com/2203/marketing-on-squidoo>

Alex Juel – SEOHolicc's SEO Blog—Is Squidoo Still a Valuable Marketing Tool?:

<http://alexjuel.com/is-squidoo-still-a-valuable-marketing-tool-i-think-so>

YouTube

What Is YouTube?

YouTube (<http://www.youtube.com>) is a video sharing site where you can upload videos for others to watch. With digital camcorders selling for less than a hundred dollars and most cameras and cell phones equipped with video recorders (including sound), making movies that can be uploaded to YouTube is a cinch. YouTube also has a rating system that allows viewers to rate videos on a scale of 1 to 5 along with a count of the number of people who have watched the videos. The higher the rating and the number of viewers, the more likely the video will gain new viewers.

How Can You Use YouTube?

Besides the obvious uses such as recording readings and presentations, you can take advantage of an increasingly popular tool for marketing books: the book trailer. Like movie trailers, book trailers give viewers a sample of the book. With free and inexpensive video editing programs, you can create book trailers with music, text and special effects. Here's an example of a book trailer created for one of the Twisted Tails anthologies: <http://espanol.video.yahoo.com/watch/2811965/8163139>.

For non-fiction books, you can upload a video of how-to tips taken from your dog training book, and include your website URL at the end of the video. If you have a book on home finances, you can create a short video with 10 tips for improving home finances, making it clear that these tips come from your book, which has hundreds more money-saving tips and strategies.

If you post videos of yourself reading from your books, make sure that you look good, sound good and conform to whatever image you want to have as a writer. In fact, don't even think about uploading the video to YouTube until you get feedback from one or two

trusted friends. Also, make sure that you read from a section of your book that will have appeal on YouTube. Action and humor are the best bets. You can even add special effects to your reading. Try interspersing the reading beginning with you reading and then fade to a scene thematically connected to the reading. You could even use just your voice and use videos of scenery or a series of stills throughout the reading.

Take a look at this marketing video: http://www.youtube.com/watch?v=vmX_H7KBM-o.

The key to using YouTube is to make the video interesting. Go to YouTube and watch videos in various categories. Look at the ratings and viewings for each. Get an idea of what generally attracts viewers and try to incorporate these elements into your own video. It might even be a good idea to spend an evening or two brainstorming with some friends, and you could even bring them into the video production. It could be fun.

YouTube Resources

ghacks.net—A tool for making video trailers along with instructions:

<http://www.ghacks.net/2008/04/19/make-your-own-movie-trailers>

Brenda Coutler's blog—How to make a video trailer using MS Movie Maker:

<http://brendacoulter.blogspot.com/2007/06/promoting-your-novel-how-to-make-book.html>

Suite101—Making video trailers:

http://resourcesforwriters.suite101.com/article.cfm/how_to_make_a_book_trailer

Robin Good—Ten Ways You Can Use YouTube to Promote Your Online Content:

http://www.masternewmedia.org/online_marketing/youtube-promote-content-viral-marketing/youtube-video-marketing-10-ways-20070503.htm

Connexions—Using YouTube for Marketing:

<http://cnx.org/content/m30938/latest>

Wikipedia—List of other video hosting sites:

http://en.wikipedia.org/wiki/List_of_video_hosting_websites

Web Rings

What Is a Web Ring?

A web ring is a group of websites with similar content linked together. Each site displays a banner or icon that gives the name of the ring and allows visitors to click to the next site in the ring. The viewer keeps clicking the banners or icons to visit all sites in the ring.

Web rings make it easier for visitors to find sites that offer what they're looking for. When they enter any site in the ring, they can keep clicking until they find the site that offers exactly what they want.

How Can You Use Web Rings?

Unfortunately, web rings are only as good as the "ringmaster" or person who runs the ring. If the ringmaster does not properly maintain the ring, then there may be broken links that could cut you off from the ring or domain names may change hands and you could find yourself linked to an inappropriate site. There are many web rings that have fallen into disrepair and the whole concept seems to be losing its appeal.

However, if you find a web ring that looks useful for your genre or subjects, and you have the time, then you might want to join. Before joining though, visit every other site in the ring to make sure they're appropriate and that the ring is properly maintained.

Start Your Own Web Ring

If you're in contact with other writers, you might want to consider joining forces with them and starting your own web ring. The main benefit in this is that you'll know all the members in your ring and whether they fit or not. Plus, you'll have control over the functioning of the ring and who's allowed to enter.

Web Ring Resources

Join or start your own web ring:

<http://www.webring.org/rw>

Meridian Design—Helpful hints on web rings:

<http://meridiandesign.net/ASS2003/WebRings.html>

Your Author Website

What Is an Author Website?

The most basic component of eMarketing is your website. It's like a storefront for your books and a guided tour of you and your writing. It's where readers and others come to learn about you and your books 24 hours a day, 7 days a week. They can come from anywhere in the world. But, unlike a real-world store, you won't be at the counter when the potential reader comes in. You won't be able to greet them personally, ask what they want and answer their questions in real time. Your website has to accomplish these things.

Basic Components of an Author Website

Your website also has to create a positive first impression and, again, you won't be there to do this. Your website needs to look professional. Information about you and your books needs to be easy to find. You need to provide visitors with a way to contact you. If your site looks amateurish and visitors can't find the information they want (or at least a

link to it) within the first few seconds, then it's likely that you won't be hearing from them and they won't be coming back to your site.

At the very least, your website should include:

- An introductory page (homepage), with your most recent book and special events (like reading tours) featured (this can be a prominent announcement with a link to further info on another page on your site)
- A page for each of your books, with sample chapters, reviews and links that lead directly to sites where the book is sold (in other words, don't link to Amazon's homepage unless your book is listed prominently on the homepage itself)
- An ordering page (if you sell through your site)
- A contact information page and bio (You might even want to expand this into a media kit with a list of publications, contact info, bio, downloadable photos and cover art, links to media releases, announcements of special events, etc.)

Text should be concise and sparse. If you have testimonials for non-fiction books, use them. Graphics and photo images should be small in file size for fast downloads.

Before designing (or getting someone to design) your website, you should take a look at other authors' websites at http://www.bookbrowse.com/author_websites.

Meta Tags, Key Words and Page Descriptions

Meta Tags: Meta tags contain text that is not visible on your website, but is visible to search engines.

Key Words: The text in meta tags consists of key words that describe your website.

Your key words should take into consideration the words that users might type into a search box in order to locate the type of books you offer. Your best bet is to write phrases rather than single words. This will help to zero in on your specific offerings. If you use a single word like "fishing," a search on you will likely be buried a hundred pages into the search results.

For instance, your key words might look like one of these examples:

- science fiction by biff mitchell, reviews of the war bug
- how to write a great mystery, mystery writers tips, writing thrillers that sell
- camping basics by ernie young, how to set up a base camp, what to pack for camping
- better fishing techniques by wild fisherman, tackle selection, lures that work, how to fish like an expert

Page Description: In addition to key words, the meta tags at the beginning of each page on your website should include a description of that page. This will show up in some search engines and will take visitors directly to the pages that interest them. This is

generally a longer description; for instance “The home page of author Biff Mitchell with links to books, reviews, and background information.”

Tracking Traffic to Your Site

Google Analytics (<http://www.google.com/analytics>) is a free tool that gives you information on visitors to your website such as the number of visitors, where they're coming from, which pages receive the most number of hits, and charts detailing traffic over time. If you run a marketing campaign through your website, you can use this information to get an idea of how effective your campaign is. If traffic is not good, then you know that you have to do some fine-tuning.

Website Resources

Jakob Nielsen's site on web usability:

<http://www.useit.com>

About.com—Links to web design resources:

<http://webdesign.about.com>

WebsiteTips.com—Website tips, tutorials, articles, and links:

<http://www.websitetips.com>

Web Developer's Virtual Library—Tips, resources, tutorials, and tools (also has a link to a free ebook on web design):

<http://www.wdvl.com/Authoring/Design>

SitePro News—Has an excellent newsletter with useful information and a valuable archive you can visit anytime:

<http://www.sitepronews.com>

WriterGazette.com—An excellent list of components for your media kit:

<http://www.writergazette.com/articles/article431.shtml>

Bravenet.com—Free websites and tools:

<http://www.bravenet.com/webhosting>

FindMyHosting.com—Web hosting comparisons:

<http://www.findmyhosting.com>

SEO Company—Huge list of website optimization resources:

<http://www.seocompany.ca/tool/seo-tools.html>

HitMill—“Using the META Tags in Your HTML Document” (includes links to further resources):

<http://www.hitmill.com/html/promote/meta2.htm>

The Emirates Network.com—A meta tag tutorial:

<http://www.theemiratesnetwork.com/computers/webmaster/metatag1.htm>

FreeWebsites.com—Free hosting:

<http://www.freewebsites.com>

Free websites (but you'll still need a hosting service):

<http://www.yola.com>

<http://www.webs.com>

<http://www.wix.com>

Wikipedia

What Is Wikipedia?

Wikipedia is a social media encyclopedia that allows readers to add and modify entries.

How Do You Use Wikipedia?

Just being listed on Wikipedia is using it. When people do web searches on you, your credibility as a writer will be enhanced by being on Wikipedia and your name is more likely to higher on search pages.

It's not hard to get on Wikipedia. You just go to the site and do a search for your name. If you don't find it, click a button to either create it or request it. The trick is to stay on Wikipedia. If you have, say, one book published and it has no reviews and you have no interviews, if nothing has been publicly written about you or your book, then it's likely that the editors at Wikipedia will deem you not to be "notable." A note to this effect will appear at the top of your entry. To have it removed, you'll have to show some accomplishments through notable information in your bio (for instance, if you're a recognized authority in your field) and post references (such as interviews or scholarly papers written about your work or by you about your area of expertise) and external links (to online interviews and reviews of your books). It's also a good idea to create individual entries for each of your books and link them to your bio entry. The more links you have to you entry, the more you establish notability. Take a look at Stephen King on Wikipedia to get an idea of what might go into an author entry:

http://en.wikipedia.org/wiki/Stephen_King. And here's the entry for one of his novels, Carrie: [http://en.wikipedia.org/wiki/Carrie_\(novel\)](http://en.wikipedia.org/wiki/Carrie_(novel)). Compare this with the entry for George Bowering: http://en.wikipedia.org/wiki/George_Bowering.

Wikipedia Resources

slymarketing.com—Article on using Wikipedia for marketing:

<http://slymarketing.com/2007/08/how-to-use-wikipedia-to-promote-yourself>

wheatmark—Article on using Wikipedia for marketing:

<http://www.wheatmark.com/blog/2009/05/marketing-tip-using-wikipedia.cfm>

Bruner On Business—The Ultimate Marketing Tool (very entertaining):
<http://bruneronbusiness.com/wikipedia-the-ultimate-marketing-tool-16.htm>

Andrea Rubenstein on the Official Shrub.com Blog—Comments on Wikipedia:
http://blog.shrub.com/archives/tekanji/2006-10-12_425

Beyond eMarketing Tools for Writers

The tools in this book barely scratch the surface of the possibilities in marketing your books on the Internet, but they'll give you a place to start. Here are a few other things you might try...

Post your books for sale at online classified ad sites like kijiji (<http://www.kijiji.com>). You can include a link to your website. Ads on these sites are generally free, but for just a few dollars, you can have your ad featured on the site's homepage or the product category's homepage. You can use these sites to advertise book launchings or presentations you may use to promote your books.

Join the Zoetrope Virtual Studios writers' workshop at <http://www.zoetrope.com>. Submit all or part of your works in progress. You'll get critiques (Watch out! They can be kind or cruel.). When your work is ready to be published, ask the people who critiqued your work if you can publish their critiques as reviews on your website.

Write a short book about how you wrote your book and self-publish it at Lulu.com (www.lulu.com). Write a condensed version of your non-fiction book and publish it at Lulu.com. Buy author's copies of the books and send them to reviewers, libraries or book selling outlets. You can give copies of these away when you give readings or presentations.

Participate in the Muse Online Writers Conference (<http://www.freewebs.com/themuseonlinewritersconference>). You can give workshops on any number of topics like how you did the research for your book, how to write in your genre or subject area, how to properly format a how-to book. Sit down with a pen and paper and spend an hour jotting down things about your writing that might be turned into a workshop. If your workshop is accepted, you'll have your bio and links to your website and books published on the Conference website. Keep in mind, though, that the audience is mostly other writers.

Do periodic web searches on subjects related to your genre or target market. You don't need to structure these searches. Just do some "free range information grazing." You'll be surprised at what you might come up with.

Do web searches on the topics in this book as well. New resources are introduced on the Internet every day. Doing the occasional search on topics like blogs or ezines will keep you to up-to-date with the latest information, technological advances and opportunities.

Open a free account at Flickr (<http://www.flickr.com>) or Photobucket (<http://photobucket.com>) and post short photo essays on themes related to your books. If your book is non-fiction and has photos in it, post some of those photos online. Post the cover art for your books. And don't forget to include a link to your author site wherever you can.

Go to news sites such as CNN and check for articles that may be even remotely related to your book. Make sure you read the article first. Then, make a comment. If you can make your comment in the context of your book (for example, "this is exactly the premise of my argument in my book...") so much the better, but, in any case, sign the comment and put your website URL below your name. (The point here: Always be on the lookout for ways to market your books.)

Experiment with as many of the tools in this book as you can. Some will be a good fit for you; others won't turn your crank an inch. Try for a mix. See what works for you and what doesn't. Having your own newsletter may be the greatest thing on earth—until it comes to issue number three and you have neither the content to fill an issue nor the time to develop it. But what's the worst that can happen? You cancel the newsletter, or go from monthly to seasonal.

On the other hand, you may be a wellspring of information with a tap that won't turn off. Blogging might be just the outlet you need for all that information. If your bloggings are mostly on a single topic, they may even provide you with the content for your next book.

The one thing you will have to do though, is keep on trying. If one tool fails, try another. If a combination of tools fails, try another combination. The more time you spend marketing your books, the more likely you will be successful. It won't happen overnight, but it will happen if you keep at it.

About the Author



Photo by Karen Ruet

Biff Mitchell is the author of the Boston Jonson cyberpunk mysteries *Murder by Burger* and *Murder by Art*, several other novels, plus dozens of short stories and “not-poems” published in anthologies, ezines, magazines and collections.

Biff has over 30 years experience in marketing, advertising, bartending, instructional design, public relations, journalism and technical writing, and brings all his experience into this book—the first in a series that will include eMarketing tools for small business, non-profits, visual artists and more.

For more information on Biff and his books, visit: www.biffmitchell.com.