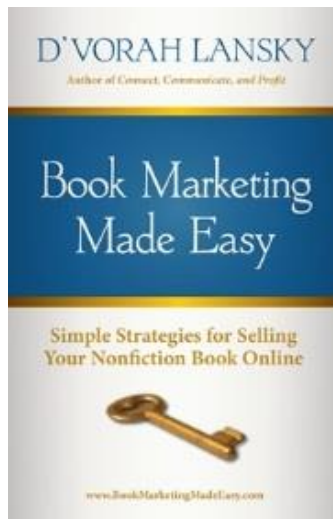


# Book Marketing Made Easy

## Simple Strategies for Selling Your Nonfiction Book Online

by D'vorah Lansky, M.Ed.

---



*"The author always has the greatest amount of passion and enthusiasm for his or her particular book. As an author you have to take that passion and use it to propel you forward to look for opportunities to tell people about your book."*

-Terry Whalin, Publisher at Intermedia Publishing Group

Copyright 2011 by D'vorah Lansky

All rights reserved. No part of the contents of this work may be reproduced or retransmitted in any form without the permission of the publisher.

June 17, 2011

ISBN 978-0-9651975-9-5

Published by:

Desktop Wings Inc.

700 East Walnut Street

Perkasie, PA 18944

215-453-9312



## Dedication

To Auntie Gail, thank you for all your love and support and for spurring me on to such a high standard of excellence!

## In Praise of Book Marketing Made Easy

“The pages of *Book Marketing Made Easy* are packed with practical ideas. Read carefully, and then repeatedly take action to apply the skills to your book. D’vorah Lansky is a skilled teacher who knows these strategies because she practices them.”

**W. Terry Whalin**, author of *Jumpstart Your Publishing Dreams*  
[www.TerryWhalin.com](http://www.TerryWhalin.com)

“If you think online book marketing is nothing more than Facebook, Twitter, and LinkedIn, D’vorah Lansky will blow your mind. Add to that a really cool section on repurposing existing material into new revenue streams, a ton of specific resources, and a clear, accessible style, and you get a must-read for any author who’d like to actually be successful.”

**Shel Horowitz**, author of *Grassroots Marketing for Authors and Publishers*  
[www.GrassrootsMarketingforAuthors.com](http://www.GrassrootsMarketingforAuthors.com)

“New and established authors will find a wealth of practical advice for online book promotion in this well-organized book. The in-depth chapter on teleseminars is a real gem.”

**Dana Lynn Smith**, author of *The Savvy Book Marketer Guides*  
[www.SavvyBookMarketer.com](http://www.SavvyBookMarketer.com)

“D’vorah Lansky gets it. She understands the importance of perpetual promotion to make a book successful. *Book Marketing Made Easy* overflows with valuable and do-able information. It contains inside scoop that I have not found anywhere else. A ‘must-have’ for the serious publisher.”

**Brian Jud**, author of *How to Make Real Money Selling Books*, and *Beyond the Bookstore*  
[www.BookMarketingWorks.com](http://www.BookMarketingWorks.com)

“Brilliant! *Book Marketing Made Easy* is a perfect take-you-by-the-hand how-to guide for selling more books faster. Get it, read it, and use it; you **will** sell more books while simultaneously increasing your fame.”

**Daniel Hall**, Author, Speaker, and Marketer Extraordinaire  
[www.RealFastBook.com](http://www.RealFastBook.com)

“Marketing is an essential skill for every author who dreams of making a living with their writing. The challenge is not knowing where to begin. Enter *Book Marketing Made Easy*. Covering numerous highly applicable online marketing strategies, *Book Marketing Made Easy* will benefit any author who wants to sell lots of books, gain visibility, and be viewed as the “go to” expert.”

“In addition to marketing know-how, readers will learn proven systems to create multiple streams of revenue in simple to apply ways. D’vorah Lansky’s *Book Marketing Made Easy* is a must have for any author serious about being an author.”

**Kathleen Gage**, Book Marketing Expert and Internet Marketing Advisor  
[www.KathleenGage.com](http://www.KathleenGage.com)

“In *Book Marketing Made Easy*, D’vorah Lansky provides readers with a wealth of practical, easy-to-use tips and guidance. This down-to-earth manual is an essential tool for any author approaching online nonfiction book promotion.”

**Beth Kallman Werner**, Founder and President, Author Connections, LLC  
[www.AuthorConnections.com](http://www.AuthorConnections.com)

“Dvorah Lansky has put it all together in her new book, *Book Marketing Made Easy*. She gave me, a book coach who teaches these strategies, some great “ah-has” such as her inspiring interview techniques in her chapter on teleseminar promotion. Talk about easy! My book sales went way up after I experienced these techniques first-hand, when D’vorah interviewed me as part of her teleseminar series! This book can help you monetize your teleseminars too.”

**Judy Cullins**, author of *LinkedIn Marketing: 8 Best Tactics to Build Book and Business Sales*  
[www.BookCoaching.com](http://www.BookCoaching.com)

## Foreword

*Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors, and the most patient of teachers.*

**Charles W. Eliot, Author, 1834-1926**

Authors write books to fulfill many dreams: dreams of sharing their wisdom, dreams of transforming the world, dreams of becoming famous, and dreams of inspiring their readers. It is easy for an aspiring author to fantasize about appearing on a famous talk show, selling millions of copies of her book, riding in black limousines to meet with movie producers, and spending happy hours autographing books for adoring readers.

These dreams and visions give authors the fortitude to write books. Writing isn't easy. It requires long hours of hard work, facing your fears of judgment and rejection, and the humbling experience of having an editor point out all your grammatical errors. If authors did not have those dreams and visions of success to propel them forward, they would quit and the world would be lessened from the loss of their book.

As a publisher and book consultant, I see authors struggle with one area above all others: book marketing. Many tell me that they would rather write another book than market the book they just completed.

This is understandable. Book marketing can be overwhelming, especially to first time authors.

In *Book Marketing Made Easy*, D'vorah Lansky provides an invaluable service for authors by explaining how to use the Internet to market your book. She does this by providing clear, step-by-step instructions that remove overwhelm and confusion, replacing them with knowledge and confidence. She teaches you how to market your book online. When you finish reading this book, you will believe that you can market your book, and that belief is the cornerstone of successful book marketing.

When you follow the advice in this practical and clear guide, you will be able to take concrete action to market your book online without spending a fortune on hiring others to promote your book for you. While you may decide to expand your book marketing efforts in the future, every author can benefit from following these simple steps to build an Internet presence for your book.

Let me encourage you to read this book with an open mind and a curious nature. Explore all the different options offered to you, and start working with the ideas that appeal to you the most. Plan to build your marketing over time, just as you wrote your book one page at a time. By taking daily marketing action, as D'vorah so wisely advises, you'll be able to build momentum and create sustainable sales for your book.

Your book is valuable. It provides wisdom, information, and knowledge that is unique because it is filtered through your life experiences. There are readers who are waiting for your book to solve their problems and enhance their lives.

Please take the actions required to get that wonderful book of yours into the hands of those readers. When you follow the steps in this book, you will be well on the way to transforming the world with the wisdom in your book.

To Your Book Marketing Success,

Lynne Klippel

Best-Selling Author, Publisher, and Book Consultant

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

## Table of Contents for This Sample Gift Edition

<b>In Praise of Book Marketing Made Easy .....</b>	<b>3</b>
<b>Foreword .....</b>	<b>5</b>
<b>Acknowledgements .....</b>	<b>8</b>
<b>Table of Contents for the Complete Edition .....</b>	<b>9</b>
<b>Introduction .....</b>	<b>11</b>
<b>Developing Your Author Platform .....</b>	<b>13</b>
<b>Enjoy This Free Chapter on Social Networking for Authors.....</b>	<b>14</b>
<b>Time to Take Action .....</b>	<b>22</b>
<b>Keys to Social Networking Success .....</b>	<b>22</b>
<b>Social Networking Resources.....</b>	<b>23</b>
<b>7 Essential Facets of "VIBRANT" Online Book Marketing.....</b>	<b>24</b>
V is for Video Marketing .....	24
I is for Information Marketing.....	24
B is for Blogging.....	25
R is for Relationship Marketing.....	25
A is for Article Marketing .....	25
N is for Networking .....	26
T is for Teleseminars .....	26
<b>Now it is Time to Take Action.....</b>	<b>26</b>
<b>About the Author .....</b>	<b>27</b>

## Acknowledgements

Connie Ragen Green and Dr. Jeanette Cates, thank you for inviting me to participate in your online revenue workshop. The time that we spent brainstorming and identifying my niche focus and then developing an online course that would benefit professionals in that niche, nonfiction authors wanting to learn how to market their books online, has expanded my business, brought more joy and prosperity into my life, and formed the foundation for this book. You are both exceptional educators and anyone who has the opportunity to learn with you is indeed fortunate.

Donna Kozik, thank you for developing your “Book in a Weekend” course. Your positive and joyful attitude and knowledge of book writing and book publishing, made participating in your course both delightful and worthwhile. What took me seven months to accomplish with my first book, you pulled out of me in a weekend. Here’s to celebrating your goal of helping one thousand authors publish their books in a weekend.

Bob Jenkins, thank you for being an incredible mentor and guide on my success journey. Your exceptional clarity and ability to help me to refine my ideas, marketing materials and programs, has allowed me to accelerate my goals, products, income and success.

Lynne Klippel, thank you for sharing your heart-centered approach to book marketing. By applying the lessons you taught in your course I have been able to approach my business from a deeper place within myself, thus, my joy for what I do and the success which I am experiencing has grown exponentially.

Alfred Poor, my amazing publisher, thank you for your council, wisdom, vision, and for believing in me.

Kathleen Gage, thank you for helping me take my business, my brand, and my income to the next level. Your positive attitude and high standard of excellence inspire and motivate me.

To the incredible book marketing experts who participate as speakers in my *Book Marketing Teleseminar Series* and as contributing authors for the *Book Marketing Gazette*:

Sue Collier, Lucinda Cross, Judy Cullins, Kristen Eckstein, Kathleen Gage, Bob Jenkins, Connie Ragen Green, Daniel Hall, Shel Horowitz, Brian Jud, Lynne Klippel, Donna Kozik, John Kremer, Reno Lovison, Jill Lublin, Roger C. Parker, Joanna Penn, Caterina Rando, Dana Lynne Smith, Steve Taubman, Michelle Vandepas, Val Waldeck, Beth Kallman Werner, Jennifer Wilkov, Terry Whalin and Lisa Robbin Young.

Thank you for your friendship and for sharing your wisdom, expertise and programs with our members and students.



# **Table of Contents for the Complete Edition Of Book Marketing Made Easy**

## **Introduction: Developing Your Author Platform**

### **Chapter One: Essentials of Online Relationship Marketing**

What is Relationship Marketing?

Weave Relationship Marketing Through Your Online Marketing Campaign

Develop a Competitive Edge by Building Relationships with Your Email Subscribers

Establish Yourself as an Authority

Build a Relationship with Your Readers Using Auto-Responder Messages

Common Mistakes to Avoid

Relationship Marketing Using Greeting Cards

**Keys to Relationship Marketing Success**

**Relationship Marketing Resources**

### **Chapter Two: Blogging for Authors**

Why Do Authors Need a Blog

The Anatomy of a Blog

Now You Are Ready to Blog

Promoting Your Blog and Generating Online Traffic; Online and Offline

**Keys to Blogging Success and Blogging Resources**

### **Chapter Three: Social Networking for Authors**

Tips for Enhancing Your Social Networking Profiles and Experience

Grow Your Social Networking Presence

The “Big Four” Social Networks

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

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

LinkedIn: [www.Linkedin.com](http://www.Linkedin.com)

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

Top Social Networks for Authors

**Keys to Social Networking Success and Social Networking Resources**

### **Chapter Four: Promote Your Book and Your Message with Teleseminars**

What is a Teleseminar and What Can Teleseminars Do for You?

Planning for Success

Prepare for Your First Teleseminar

Pricing Options

Scheduling Your Teleseminar

Online Interviews as a Source of Rich and Vibrant Content

Interviewing Tips

Getting Publicity

Monetize Your Teleseminars

Technology Options for the Recording and Delivery of Your Teleseminars

## **Keys to Teleseminar Success and Teleseminar Resources**

### **Chapter Five: Information Marketing for Multiple Paydays**

Grow Your Business with Information Products

Information Product Criteria Checklist

Convert Your Content to a Different Medium

How to Make Residual Income from Your Information Products

Launch a Membership Site

**Keys to Information Marketing Success**

**Information Marketing Resources**

### **Chapter Six: Reach New Audiences with Article Marketing**

Gain More Exposure

What to Write About

Write Keyword-Rich Articles

Eye-Catching Title

Structuring Your Articles

Tips That Will Help Get Your Article Read

Make Your Content More Accessible

**Keys to Article Marketing Success and Article Marketing Resources**

### **Chapter Seven: Promote Your Book with Online Video**

How Authors Can Use Video to Market Their Books

Types of Video Technology

Screen Capture Video

Video Software

YouTube: the Number One Video-Sharing Site in the World

Uploading a Video to YouTube and YouTube Video Tips

Other Video Hosting and Video Sharing Options

**Keys to Video Success**

**Video Resources**

### **Unlock the Secrets**

V is for Video Marketing

I is for Information Marketing

B is for Blogging

R is for Relationship Marketing

A is for Article Marketing

N is for Networking

T is for Teleseminars

**Now it is Time to Take Action**

**Acknowledgements**

**About the Author**

## Introduction

Congratulations, it is an incredible accomplishment to write and publish a book. Marketing your book is just the next step in the process. In *Book Marketing Made Easy*, we will examine the key facets of online book marketing as a way to bring you more exposure, more book sales and more clients.

You may ask, “Whose primary responsibility is marketing, and why?” Many of us assume that our publisher is going to market our book, but publishers release many books each season and need to be selective as to where they allocate their time and resources. When it comes down to it, no one has as much interest in seeing a book succeed as the author. Unless you are a best-selling author, or your publisher sees the potential for you to become one, you are on your own when it comes to marketing your book, for the most part.

The reason why so many authors do so many readings, book signings, and interviews is that they realize the importance of getting in front of their audience, to share the message of their book. It is a form of *propulsion*, either self-imposed or at the request of their publisher or agent. These authors are physically spreading their passion and enthusiasm into the marketplace.

In this book, we will focus on powerful yet simple, *online* book marketing strategies. You will discover the secrets that successful authors use to market their books online. In *Book Marketing Made Easy* you will learn how to:

- Increase your credibility and be seen as an expert in your field.
- Sell more books to people who will benefit from your message.
- Create multiple sources of income with the content of your book.
- Harness the power of multi-media marketing to reach more people.
- Use social media to increase your influence and expand your market.

As you prepare to market your book, spend some time remembering why it is you wrote it. Focus on your future readers and how your message can help them. As human beings, the desire to serve and help others often outweighs the drive for personal gain. Certainly, we want to generate an income from all of our intense labor, but when the focus shifts away from “how can I make more money or sell more books” to “how can I help more people with my message,” we are able to get out of our own way. Our marketing becomes more about serving others and thus it is easier to promote our work.

Your book is a gift that you give to the world. There are people who are hungry for your message and you can help them, and impact their lives in positive ways, by sharing it. Your book is a legacy that you leave for yourself, your family, and the human race. Your book can make a difference for people.

Approach the marketing of your book with this understanding and you will touch more lives and make more money while making a difference in this world.

If you can say what your book will do for someone and then, in a sentence or two, explain how it will benefit him, you not only have the fuel to *propel* your marketing engine, you have a powerful statement that you can share when people ask what your book is about.

Spend some time reflecting on why you wrote your book, what problem it solves for people and how they will benefit by reading it. For example, if you are writing a book on sales techniques for real estate agents, your problem-benefit statement might be something like, “My book teaches real estate professionals how to build lasting relationships with their prospects and clients, and make more sales.” That’s certainly clear.

The first step of book marketing is to figure out how your book specifically helps your readers. Then, every time you reach a stumbling block, you will be able to stop thinking about yourself and continue thinking about your readers. Picture them getting that benefit from your book and it will *propel* you forward.

John Kremer, author of *1001 Ways to Market Your Books*, says “Do something every day to market each of your books—for three years.” This is powerful advice because little steps with consistent effort—done over time—will yield amazing results. This statement also brings to light the importance of continuing to market each of your books, even when you go on to publish your next book.

In *Book Marketing Made Easy*, you will have access to a wide variety of online book marketing strategies. I recommend that you read this book with a highlighter or notecards in hand. Highlight or jot down the marketing tips and ideas that speak to you. At the beginning of the week, select three to five of those cards or highlighted sections and complete those marketing activities. Repeat this practice weekly and you will be building a solid marketing campaign. Marketing your book is not something you do just when the book is newly published; marketing is an ongoing activity.

You may want to schedule book marketing time into your calendar. For example you may say, “Every afternoon from 2:00 to 3:00, I am going to work on book marketing.” To take things a step further, you can jot down what specific book marketing activity you will be focused on during that time. This is where your highlighted points and notecards come in handy.

If you do something for your book every day, then by the end of the week you should feel proud of yourself and give yourself a reward. Do whatever makes you happy: spend time reading your favorite novel, go for a walk, take a bubble bath, or go out to the movies with friends or family. Take pride in your accomplishments and reward yourself with something special.

## Developing Your Author Platform

An author platform is a place where people can come to connect with you. It is where you share your message and it refers to the size of your following/readership and your presence on the Internet. The number one thing that a publicist, publisher, agent, speaker's bureau, and people in the media want to know is: *who are you and why will people listen to you?* They want to see that you have a presence, especially on the Internet. It is essential for an author to have an author platform. Your platform raises your visibility and allows people to get acquainted with you.

People in the media want to know what you sound like and what you look like before having you on their show. Thus, producing audio and video recordings will strengthen your author platform. Here are a few things that you can do:

- Set your website up so that it makes a positive statement about you as an author. If you have any intentions of speaking, you are going to need a website which actually shows people who you are and what you speak about.
- Have a media page or speaker sheet that can be easily accessed on your website. Include low-resolution and high-resolution images of both you and your book cover.
- Outline a talk that you give related to your book. You can include five bullet points, or a list of sample questions, that you can cover.
- Include a brief and an expanded bio and your contact information. When composing your bio, rather than beginning by listing your credentials, begin by speaking about your strengths as a speaker or captivating presenter. For example, you might say, "D'vorah is a dynamic and engaging presenter." It is important that your bio talks about you as a speaker, in addition to listing your credentials.
- Add a page to your website that lists your speeches, events, presentations and programs.
- Include a section, on your media page, that links to your videos and recorded interviews.
- Make sure that you have a professional presence on the social media networks. Social networks provide you with the ability to reach a large number of people easily, develop your presence, share your expertise and impart the message of your book.

In this book, I will be sharing seven essential online marketing strategies: relationship marketing, blogging, social networking, promoting your book with teleseminars, information marketing, article marketing, and video marketing.

Each of these strategies has its foundation in relationship marketing, where you will learn the importance of building relationships first and marketing second. When it comes down to it, "people don't care how much you know, until they know how much you care!"

# **Enjoy This Free Chapter on Social Networking for Authors**

## **Chapter Three**

### ***Social Networking for Authors***

Social networking is a powerful way to grow your business, reach, readers, and sales. As an author, you want to become known for your area of expertise and as the go-to person for your topic. The purpose of social networking is not to constantly promote your book, but rather to be seen as someone who interacts and offers value to the community.

You want to network with people who are interested in you and your topic as well as with other authors. By networking with other authors you will gain ideas and suggestions for additional ways to promote your book. Networking with people interested in the topic you write about allows you to grow your readership as well as the sales of your books and programs. *Engage your readers in conversations that lead to more referrals and sales.*

Social media sites offer an excellent opportunity to let other people know that you have a book, and that you are available for speaking engagements. Much of this networking can be set up to run on autopilot by linking your blog to the social networks with a Twitter notification plugin called Twitter Tools. It is easy to set up and, then, each time you publish a new article to your blog, you will be sending out a notification, or tweet, to Twitter. To access the Twitter Tools plugin, visit: [www.WordPress.org/extend/plugins/twitter-tools](http://www.WordPress.org/extend/plugins/twitter-tools).

You can also activate settings on Facebook and LinkedIn to display your tweets from Twitter, thus automatically notifying all three networks each time an article is posted. To take things even further, you can install the Ezine Articles plugin on your WordPress blog. As a result, each time you post to your blog, your article is automatically uploaded to Ezine Articles. To access this plugin, go to the author tools section of your dashboard at [EzineArticles.com](http://EzineArticles.com).

By taking the time to set up your profile on several of the key networks, you will benefit in many ways. You will meet and connect with more people and become known as an authority on your topic. You will also gain exposure to people who are looking for speakers or people to interview, as they will have greater access to you. You will also benefit from additional links to your blog, as you are able to list links on your social networking profiles.

There are thousands of social networks to choose from and the thought of that could be a bit overwhelming. To keep things simple, focus first on the Big Four social networks: Facebook, LinkedIn, Twitter, and YouTube. From there you can explore social networks designed specifically with authors in mind. I've listed some of my favorite author networks later on in this chapter.

As you go through this material, think about which networks are most appealing to you. Take time each week to explore a new network. It does not take long to set up your profile and, if you stop by at least once a week or so, you will be able to add new content and interact with the other members.

### **Tips for Enhancing Your Social Networking Profiles and Experience**

- Brand yourself across the social networks, whenever possible, by using the same profile ID and photograph. Your profile ID can represent your name, your book, your topic, or your product.
- Create a professional-looking profile with a professional headshot photo of yourself. Make sure to select a photo where you are smiling, as this makes a positive impact and draws people to you.
- Schedule fifteen minutes several times a week—as well as one longer, weekly session—to interact on your social networks.
- Join a few groups on topics of interest to you, ask questions, and participate in discussions.
- Set up your signature to include your book title, subtitle, and Web address.
- Consider setting your email preferences so that the bulk of the messages from your social networks stay on the network and are not sent to your email box. This allows you to focus on these messages when you have scheduled time for social networking.
- Sell people on you, not on your business. Build relationships and be of help to others.

### **Grow Your Social-Networking Presence**

You can grow a vibrant, social-networking presence in as little as fifteen minutes, several times per week. The trick is to schedule this time in your calendar. If you don't, you may find that 1) you either never seem to get around to networking online or that 2) you end up spending way too much time on the social networks, thus taking time away from writing and other key book marketing activities. By scheduling your social networking time, you'll stay focused and you'll prioritize this time. Following are a few activities to choose from:

- Visit your social networks.
- Check your network inbox messages.
- Post a status update in which you share something about yourself or something that you are working on. Do this in a way that will create interest and not sound like a sales pitch.
- Visit one or more of your groups and comment on discussions.

- Visit the website of someone you've been interacting with and comment about his or her work or something you have in common.
- Begin a discussion topic and encourage others to chime in.

I have found that I get more responses when I share something interesting but not too personal. For example, when I've shared about a great book I read or course that I took, people generally comment back and join in the conversation. I also find that when I share something humorous I get the most responses.

As an example, I came across a (fictitious) video that featured an application for a cell phone that translates animal languages. On Facebook, I got many comments from people thanking me for the chuckle or commenting on ideas for other clever gadgets. This type of information is a conversation starter and something that makes people smile.

## **The "Big Four" Social Networks**

### **Facebook: [www.Facebook.com](http://www.Facebook.com)**

Facebook is the top (most widely used) social network in the world. You have the opportunity to connect easily with new friends, locate old friends and colleagues, share photographs and videos, syndicate your blog content via your RSS feed, and create pages which can focus on your brand, your book, or your products. Be sure to use a professional photograph for your profile. Set up a fan page and brand it with your image or logo. Take care to name your page as an extension of your brand.

### **Create a Facebook Fan Page for Your Book**

Facebook allows you to create a customized page for your fans to "like." You can include pictures, text links, videos, and many other pertinent applications. Your Facebook fan page is no different than other social media platforms. You can promote your events; share engaging content with your readers; and through regular status updates, you can share interesting facts about your industry. You can also integrate your blog posts by pulling in your RSS feed, as well as publish informative videos and articles that will position you as an expert within your industry.

*Create a fan page that is focused specifically on your book.* You can program the RSS feed from your book blog to automatically post an image and excerpt from each of your blog posts. This option will create interest in your book and provide you with yet another way to connect with your readers and fans. You can also post announcements and invitations to online and offline events.

Be sure to post status updates to this fan page at least once a week. You may want to schedule this as a recurring appointment in your calendar. It will allow you the opportunity to not only update your fan page with pertinent content, but to interact with your readers.



*It is vital that you interact with your fans.* We are in the midst of a marketing revolution that revolves around building and sustaining relationships. Therefore, it is vital that you participate in the discussion, answer questions, and take the time to engage with your fans on a regular basis.

Facebook fan pages have been refined and offer incredible opportunities for connecting with your audience and driving traffic to any Web page you'd like people to visit. You may want to bring people to your book blog, your book listing on Amazon, a video, or elsewhere.

### **Networked Blogs**

Networked Blogs ([www.NetworkedBlogs.com](http://www.NetworkedBlogs.com)) provides you with another way to import your blog feed to Facebook, so that your fan page is automatically updated every time you post to your blog. Of course, fans are then able to read and comment on your blog post directly on your fan page.

### **Twitter: [www.Twitter.com](http://www.Twitter.com)**

Twitter is a social network that provides a platform to communicate your (up to) 140-character messages—known as tweets—to the world. It is considered a micro-blog, as you are constantly adding new content. The restriction of using only 140 characters enables you to be unique with your message. Some may find this aspect challenging; but when you are able to perfect it to a point where you are not sounding like a salesperson, your audience will grow.

The types of messages that people respond to most readily are tweets that make them smile, think, or feel. For the most part share thought-provoking and conversation-provoking comments. Occasionally share news about your upcoming teleseminar or event. As an author, you can also thank a specific person for his or her Amazon book review and provide a link to the review for people to enjoy.

Begin by customizing your profile page. Select a user name that identifies you or relates to your business. The next step is to click on the “settings” tab and customize your profile and preferences. Be sure to list your Web or blog address so that anyone who goes to your Twitter page can quickly access your site. You will also want to add a description about your business and upload your photo.

Next, choose one of several background themes or upload a custom theme, thus setting you apart and creating interest. You can choose to have notices sent to your email address or not. In today's busy world, with so much email, you may elect *not* to receive notices via email but rather make a point of checking your messages when you log into your Twitter account.

Now that you have your account set up, you will want to begin following other Twitter accounts and focus on getting followers. One thing you can do is allow Twitter to search your Gmail or Yahoo! email accounts to see whether anyone in your address book has already registered an account on Twitter. From that same screen, you can send out an invitation to anyone in your address book to join you on Twitter.

There are a couple of ways to get followers. One is to add a badge or widget on your blog or website, inviting people to follow you on Twitter. Another way to gain followers is to find other Twitter accounts within your niche by searching keywords on Twitter or at [search.twitter.com](http://search.twitter.com). Follow the people who are following them. Many of those people will follow you back.

Now that you have a list of followers, you can begin tweeting messages. In addition to inviting people to stop by your blog or website, consider tweeting links to interesting articles or sites that you've discovered. Make sure that your tweets are of value or people will stop following you just as fast as they followed you. No one wants to receive numerous "buy my stuff" messages.

### **Automate Your Twitter Tweets**

You can automate your Twitter feed to show up as status updates on Facebook. This gives you a wider reach and maximizes your time and effort. By activating the Facebook Application Programming Interface (API) to allow Twitter updates, your tweets will automatically show up on both Twitter and Facebook. You can also program your Twitter feed to show up on LinkedIn.

### **Make Twitter Relevant**

As a professional, it is essential that you tweet about things that are relevant to your topic and your book. When people view your Twitter feed, do you want them to know what you had for breakfast or do you want them to know about your latest book reading or blog post?

The people who are clearly adding value, giving tips, and pointing others to articles and interesting books will be the ones who grow their followings and enhance their statuses as experts. Be really clear about why you are on the social networks and what your message is. If you are writing a book on recipes, then obviously you want to talk about new recipes that you discover. If your topic focus is on boating, then you want to be talking about boats and boating. What do you want to be known for? That is what you want to discuss and share information on.

### **Streamline Your Twitter Experience with HootSuite**

HootSuite ([www.HootSuite.com](http://www.HootSuite.com)) provides you with an online user interface that allows you to streamline your Twitter experience and be able to more easily communicate with others on Twitter. You can create tabs and columns to organize your social networks into friends, news, search terms, keyword tracking, and more. You can also create a stream that displays a list of all tweets where your name is mentioned, as well as the names of anyone you want to keep up with. This is a powerful way to keep a pulse on the conversations taking place on Twitter.

Within each tab, you are able to create up to six streams. You can also schedule your tweets and have them appear when you want them to. Provide rich, nourishing content to your followers at any time of day using the HootSuite tweet scheduler.

## **LinkedIn: [www.Linkedin.com](http://www.Linkedin.com)**

The LinkedIn network is another essential component to your social networking strategy. On LinkedIn, you have the ability to share a great deal of information about yourself, including your background, accomplishments, education, and much more. You can set up an online resume on LinkedIn. I have been contacted by people wanting to do business with me as a result of the professional quality of my LinkedIn profile.

LinkedIn has a wide variety of interest groups in which you can participate. The best strategy is to join fewer groups in order to participate more often. You may also choose to start a group, which is a great way to market your name and brand as well as share your expertise. Consider creating a buzz around the topics of conversation that your target market and you are interested in.

Search and find the groups that either you are interested in or your target market will be involved in and join those in order to position your name and brand for more exposure.

LinkedIn gives you the opportunity to add different applications to your profile page, such as videos or PowerPoint presentations. There is also a way to ask for testimonials from your contacts, which will be made public to those who visit your profile page. The main purpose of LinkedIn and any other social network is to build connections and ultimately relationships. Each network has a different platform and method of approaching this goal, but all are great avenues to build your brand and name.

Get involved in discussions and people will take note. Be a giver, offer ideas and suggestions, and make introductions when you are able to do so.

## **YouTube: [www.YouTube.com](http://www.YouTube.com)**

YouTube is the number one video-sharing site in the world! It is also one of the most visited websites in the world and is considered to be the second most accessed search engine in the world, second only to Google. When people want to learn something, they can simply go to YouTube and look it up, the way many of us used to look for answers to our questions in an encyclopedia.

YouTube is also considered to be a premiere social networking site because it allows you to find and follow other YouTube members. This is a great way to grow your network and your reach as you can connect with people who have subscribed to or who are following channels that you are interested in. At the same time, people who are interested in a specific topic will find you as a subscriber or follower on topics that interest them.

YouTube easily allows you to upload videos, display information and Web links, create a branded YouTube channel, and create playlists on any topic you'd like. YouTube also allows videos to be embedded on other sites. By simply copying the embedding code, people can share your video on their websites. This feature will allow you to expand your reach and have more people see your videos.

A fantastic way to gain exposure for your book is to create book trailers, book reviews, and book excerpts in video and upload them to your YouTube account. As you upload your videos, you have the opportunity to assign tags and keywords to your videos. This additional feature will make them easier to find when people are searching for content on your topic.

The first thing you want to do is to set up a channel on YouTube. You can carry over your branded image when selecting the colors and background for your channel. As you create videos, you can upload them to YouTube and post them on your blog. There are some very powerful things that you can do with your YouTube videos, such as add text and callouts.

You want to have a branded YouTube station where you can display your photo or logo. You can also create a user ID that represents your brand. People can view your videos on YouTube and they can also embed them on their own websites, thus giving you even more exposure. Having a YouTube channel is a great way to grow your reach and your followers.

### **Top Social Networks for Authors**

In addition to the Big Four, you will find that there are social networks that are designed specifically for authors. Take time to explore each of these sites.

Author Central on Amazon: [www.AuthorCentral.Amazon.com](http://www.AuthorCentral.Amazon.com)

Author Central is, a free service that Amazon offers so that authors can gain more exposure and promote their books. At Author Central, you can share with your readers the most current information about yourself, your events, and your work. In addition, you can view and edit your bibliography, add a photo and biography to a personal profile, upload book cover images and videos, track your book sales, and pull in the RSS feed from you blog as a way to connect with readers.

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

AuthorNation provides a creative atmosphere where writers, poets, published authors, and enthusiastic readers can connect. If you are a published author interested in networking with other skilled writers and promoting your books, or a reader searching for a good story, you will want to explore AuthorNation.

Authors Den: [www.AuthorsDen.com](http://www.AuthorsDen.com)

AuthorsDen is one of the largest and most vibrant online literary communities for both authors and potential readers. Nearly 1.5 million readers a month visit this website and have the opportunity to review books while interacting with others.

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

BlogTalkRadio allows you to host a live Internet radio talk show with just your telephone and computer. BlogTalkRadio has tens of thousands of hosts and millions of listeners tuning in and joining the conversation.

CinchCast: [www.Cinchcast.com](http://www.Cinchcast.com)

CinchCast allows members to create and share audio messages and recordings. Using their simple interface, you are able to produce and broadcast your recordings through Facebook, Twitter, CinchCast.com, and other social networks.

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

FiledBy is a comprehensive directory of authors and contributors who showcase themselves and their work. FiledBy is also a place where readers can discover and connect with authors and buy their books.

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

Goodreads claims to be “the largest social network for readers in the world.” They have more than 4,100,000 members who have added more than 110,000,000 books to their Goodreads bookshelves. Goodreads members recommend books, compare what they are reading, keep track of what they’ve read and would like to read, form book clubs, and interact with others.

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

Red Room is a great place to discuss and buy books, discover books, and join in the conversation. Members can upload pictures, videos, and other media files and socialize and connect with readers, published and aspiring writers, publishers, agents, students, researchers, and other publishing and literary professionals.

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

Shelfari is known as a gathering place for authors, aspiring authors, publishers, and readers. They have numerous features to enable these groups to connect in an enjoyable way.

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

Squidoo is a micro blogging community developed by Seth Godin. Members can create “lenses” online. Lenses are Web pages that allow you to gather everything you know about your topic and “*snap it all into focus*”. Squidoo provides members with the opportunity to share interests, build their online identity and credibility, and connect with new readers and friends. Authors use Squidoo for book promotion by creating lenses for their books where they can share multimedia content and provide links to their works on Amazon.com.

You Publish: [www.YouPublish.com](http://www.YouPublish.com)

YouPublish is a marketplace for publishing and consuming digital files. You can create single or multi-file publications and then charge for them or make them available for free. While all of the files they host are easily downloadable, they've gone the extra mile to provide file players for common file formats, allowing your fans and customers access to your publications directly from the YouPublish website.

## **Time to Take Action**

Now that you have an overview of the Big Four social networks as well as specific social networks, designed specifically for authors, it is time to take action. Remember to use the same, professionally looking, photo on each network you register for and select a username that ties in with your branding.

In the first three chapters of this book we explored ways to develop the foundation of your online platform. In the following chapters we will be exploring a variety of ways to create and deliver your content and share the message of your book. Remember to refer to the "keys" at the end of each chapter and be sure to print out the Quickstart Guide, listed at the back of this book, so that you have a handy desk reference, easily accessible.

## **Keys to Social Networking Success**

- ➡ Set up your profile on at least two of the Big Four social networks. Take care to add the same, professional looking, photo so that you have a branded image across the networks.
- ➡ Visit the key social networks, recommended for authors in this chapter, and pick one or two to join.
- ➡ Join a group on LinkedIn and participate in the conversation at least once a week. By giving, not selling, you can become known as an expert in your field. Build relationships and be of help to others.
- ➡ Create a Facebook fan page, for your book, and add the RSS feed from your blog so that every time you post a new article, it shows up on your fan page.
- ➡ Schedule fifteen minutes, several times a week, to interact on the social networks. By scheduling this time, you will make it a priority and by keeping to your allotted time, you will be able to complete the other tasks on your schedule.

## Social Networking Resources

Author Central: [www.AuthorCentral.Amazon.com](http://www.AuthorCentral.Amazon.com)

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

Authors Den: [www.AuthorsDen.com](http://www.AuthorsDen.com)

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

CinchCast: [www.Cinchcast.com](http://www.Cinchcast.com)

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

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

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

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

LinkedIn: [www.Linkedin.com](http://www.Linkedin.com)

Networked Blogs: [www.NetworkedBlogs.com](http://www.NetworkedBlogs.com)

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

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

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

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

You Publish: [www.YouPublish.com](http://www.YouPublish.com)

## 7 Essential Facets of “VIBRANT” Online Book Marketing

My hopes are, that having gone through the content in this book, you have a clearer idea of how you—as an author—can harness the power of the Internet to grow your brand and your reach, and to sell more books.

I’ve come up with a fun acronym to help you remember the topics discussed in *Book Marketing Made Easy*. That acronym is the word “VIBRANT”. Each letter in the word represents an essential facet of your online marketing campaign. The word “vibrant” also evokes excitement, high energy, and vitality—all worthy attributes to emulate. You will find that there is a chapter dedicated to each of these key, marketing activities.

V = Video Marketing

I = Information Marketing

B = Blogging

R = Relationship Marketing

A = Article Marketing

N = Networking

T = Teleseminars

Let’s review!

### **V is for Video Marketing**

An essential facet of online book marketing is video marketing. Video is the most effective way to connect with your audience, as they can both see and hear you. Video allows them to get to know you and it is an amazing tool for building trust and relationships. Web video is the hottest thing on the Internet right now and it will be for many years to come. It is more powerful than audio and easier to create now more than ever before.

There are several options for creating Web video. You can use a camcorder or your computer’s webcam to create a “talking head” type of video where your viewers see you on the screen. Another type of video is known as screen capture video. This method allows you to easily create video tutorials, PowerPoint videos, video book trailers, and more. You simply select a portion of your computer screen to be shown and verbally share your message with your viewing audience.

### **I is for Information Marketing**

Information marketing is taking the content of your book and turning it into a wide variety of products. You can create an audio book, a video book, an eCourse, a coaching program, or an online course, to name just a few. Information products are fantastic for increasing profits, credibility, traffic, and book sales.



By making your content available to people in a wide variety of formats, you will not only increase your bottom line, you will also create a community of loyal fans who will want to know what other products and programs you offer. By developing your relationship with your readers, they will not only notice what you are doing, they will help promote you and your work.

### **B is for Blogging**

Your blog is not just where people go for content. Your blog is where they go to connect with you, thus blogging is another essential facet of online book marketing. Your blog can be the hub of your online empire. This is where you build community and credibility. It is where you share the message of your book in writing as well as via audio and video. A blog can also house a special area for members as well as your online store.

One of the biggest benefits of blogging is that Google and other search engines love blogs; the frequently updated content, the links to and from your blog, and the repeat visits result in higher search engine rankings. Blogs are interactive, which distinguishes them from other websites. Therefore, your blog can help you to build relationships with your customers, prospects, and website visitors through two-way communication. People will be able to quickly and easily share their comments and suggestions with you, which will help you better understand them and respond to their needs.

### **R is for Relationship Marketing**

Relationship marketing is all about marketing second and building relationships first. After all, people want to do business with people they know, like, and trust. Relationship marketing produces fans who not only rave about you but refer you to other people without your even asking. It is about building a strong community of people, who come to see you as a go-to person because they know that you care about them and they know that you are knowledgeable.

Relationship marketing is the key to growing your business. By building positive bonds with people, they will want to know you, to refer others to you, and they and their associates will want to do business with you. In order for people to get to know, like, and trust you, you need to find effective ways to connect with them, bring value to them, and begin to build a relationship with them. There are a variety of ways that you can build relationships, trust and credibility with your audience. First and foremost, you must become known as a “giver”—someone who cares about others.

### **A is for Article Marketing**

One of the best ways to drive traffic to your blog or website and to become known as an authority on your topic is through article marketing. You will gain exposure to new audiences and have more opportunities to share your message and sell your book. Posting your articles on an article directory offers a very important benefit; blog owners and newsletter publishers can use articles from article directories in order to provide more content for their readers. As long as they leave your resource box and live links intact, they are permitted to publish your articles. Think of the leveraged opportunities available to you by using article marketing.

## N is for Networking

Online networking is much like networking offline. You need to find effective ways to connect with people and bring value to them and thus begin to build a relationship with them. Social networking is a powerful way to grow your network, your brand recognition and your business.

Social networking, just like in-person networking, is about building relationships— not selling your products or services to people. Instead, sell them on *you* and create raving fans. You can brand your online image by having professional-looking profiles on the social networking sites. Join in the conversations on Facebook, share information and ideas on Twitter, provide informative and entertaining videos on YouTube, participate in LinkedIn groups, feature your book on the social networks for authors, as there is much opportunity for interaction and idea sharing.

## T is for Teleseminars

One of the most powerful ways to build relationships with people is via Teleseminars. Teleseminars provide a way for people to hear your voice and feel your enthusiasm. They get a sense of who you are. As an author, providing ways for your audience to connect with you and hear the message of your book will increase your book sales and your reach. Teleseminars easily provide you with a platform to connect with your audience.

Teleseminars also provide you with the raw material to create additional books as well as a wide variety of additional products and programs. From audio recordings, which can be sold as downloads or CDs, to an eCourse or eBook created from the audio transcripts, the possibilities are seemingly endless.

## Now it is Time to Take Action

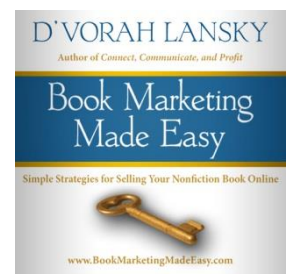
Whether you use one or all of these VIBRANT marketing strategies to market your book online and gain exposure as an expert in your field, you have before you a roadmap for growing your following and increasing your book sales.

To begin with, choose one of these strategies. Apply what you have learned in this book and get comfortable with the techniques. You will find that each of these strategies is easy to grasp and that they will have a powerful impact on your online presence and your book sales.

My gift to you, to assist you in this process is a free *Quickstart Guide to Book Marketing*. You can access your copy by flipping to the back of the book. To access the complete copy of *Book Marketing Made Easy* and access to all 7 *vibrant* marketing strategies, visit: [www.BookMarketingMadeEasy.com/amazon](http://www.BookMarketingMadeEasy.com/amazon)

Here's to your book marketing success!

*Dvorah Lansky*



## About the Author

D'vorah Lansky, M.Ed. Author and Marketing Wizard

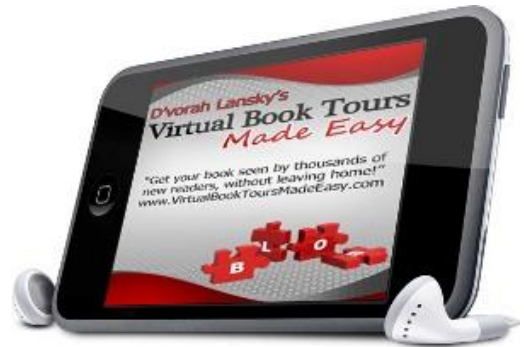


D'vorah grew up in California where she received her teaching degree. She went on to Cambridge, Massachusetts, where she earned her M.Ed. in Creative Arts in Education. D'vorah has travelled the world. As an educator, one of her most rewarding experiences was working as a volunteer with Ethiopian elders and youth in Israel. D'vorah taught in traditional classrooms for close to two decades. When her son was born, she began her career on the Internet. She has been marketing online and mentoring entrepreneurs and business professionals to grow their businesses since 1994, using offline and online marketing strategies.

D'vorah is the author of *Connect, Communicate, and Profit: Build Successful Business Relationships Online*, is the publisher of the *Book Marketing Gazette* and the producer of the *Book Marketing Teleseminar Series*. Her work has been published in *Chicken Soup for the Network Marketer's Soul*, *Corporate Mom Dropouts*, *Ignite Your Passion*, and *Building Relationships That Build Your Business*.

D'vorah coaches and trains authors in online book marketing practices. She is passionate about online marketing as well as helping authors grow their business and their brand.

D'vorah's premiere training program is an online course called, "Virtual Book Tours Made Easy," where she provides a step-by-step approach to developing an effective online marketing campaign. Find out more while accessing free resources on virtual book tours at: [www.VirtualBookToursMadeEasy.com](http://www.VirtualBookToursMadeEasy.com)



### Connect with D'vorah

I love hearing from new and seasoned authors and invite you to connect with me at:

- [www.Facebook.com/dvorah.lansky](http://www.Facebook.com/dvorah.lansky)
- [www.BookMarketingMadeEasy.com](http://www.BookMarketingMadeEasy.com)
- [www.VirtualBookToursMadeEasy.com](http://www.VirtualBookToursMadeEasy.com)