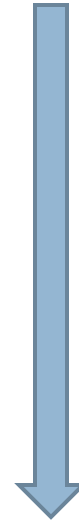
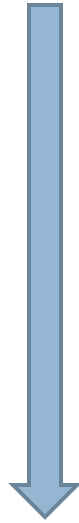
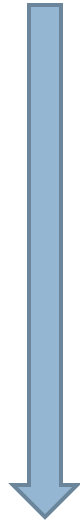


# MASTERING THE BIG 4

Facebook, Twitter, Websites & Blogs

# Your Idea



# Benefits to Social Networking

- SEO search results
- Another tool to market books & grow career
- Generates leads = potential sales
- Create your own community/audience
  
- Creates a big ball of buttery of marketing goodness

# Can I get some Tweets on that?

- 140 character limits
- Hashtag etiquette & [Hashtag.org](http://Hashtag.org)
- #WW, #FF, RT
- TweetDeck/Hootsuite
- Scheduling, manage lists, hashtag searches
- Link shortners like [bit.ly](http://bit.ly)

# Facebook Friendly

- To Like or not?: Include these on blog posts
- Group pages vs Fan pages: Guild pages
- Ann Rice – she's become a discussion leader via her Facebook page. A good author FB Ex
- Most people get their news from FB newsfeed

# Blogs & Websites

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- Blogger/Wordpress
- Widgets, widgets & more widgets
- GoDaddy.com (sarahwhitney.com)
- Google reader/RSS feeds
- Make this your hub

# Twitter Tips

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- Observe + Share + Produce
- It's not a popularity contest
- It is a quality contest. Writers have an edge.
- Mistakes are allowed
- Don't spam. Share the love.

# The Cold Call

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- **The Biggest Mistake:** The fact that you published a book is not news!
- It's a feature story.
- Social Media will help get you out of the reporters 'idea folder'



# Stand out to Reporters in a Digital Age

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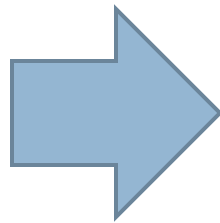
- Point of Contact
- Develop the Relationship
- Become a News Source/Your article is published

# Point of Contact

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## Before

- Call on Phone
- Visit Office



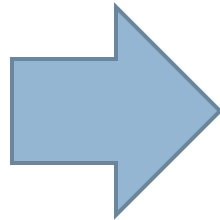
## Now

- Editor does a Google search
- Your blog, website comes up in search
- Cold Call followed by Google search

# Develop the Relationship

## Before

- Go to Lunch
- Sit next to them at the Rotary meeting
- Letter to the Editor



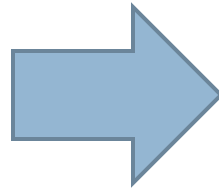
## Now

- Editor reads your blog
- Follow editor on Twitter
- Cold Call followed by Google search
- Comments online

# Become a Newsmaker

## Before

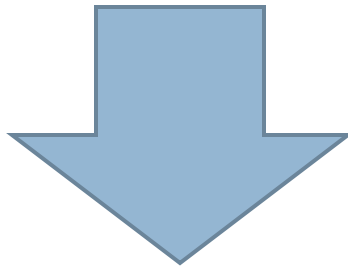
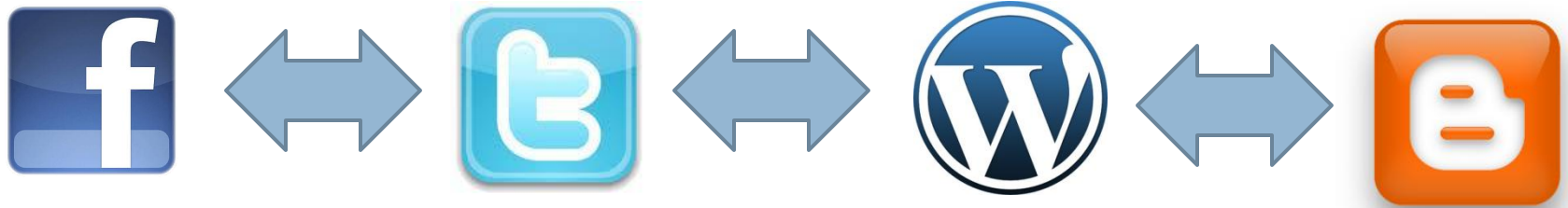
- Town hall meeting
- Story published in one paper



## Now

- Become a thought leader in your niche
- Story published in multiple places
- Driven by search
- More control

# Endgame



# Thank You!

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