

10 Marketing Tips for Authors Using Social Media

By Felice Gerwitz

MediaAngels.com
InformationInANutshell.com



#1 Relationships

- ☞ Who do you know?
 - ☞ Networking
 - ☞ Friendships
- ☞ What do you offer?
- ☞ Set up Your Social Media:
 - ☞ Blogging
 - ☞ Facebook
 - ☞ Twitter
 - ☞ LinkedIn

Social Media Class
ScholarSquare.com

Copyright 2010 Felice Gerwitz





2 Branding

- ☞ How Will Your Stand Out?
- ☞ Your Focus:
 - ☞ Focus Your Goal
 - ☞ Focus Your Outreach
 - ☞ Focus Your Talent




BEFORE AND AFTER






Copyright 2010 Felice Gerwitz

3 Your Out Reach

How Can People Find You?

- ☞ Your website or blog
- ☞ Your email signature
- ☞ Buy your domain name
 - ☞ Your company name
 - ☞ Book title name
 - ☞ Your own name
 - ☞ YourName.com



Copyright 2010 Felice Gerwitz:

4 Your Contact List

- ☞ Website "Opt" in's
- ☞ Newsletter or Mailing List Focus
- ☞ Relationships Pay Off
- ☞ Keep in Contact
- ☞ Compile with opt-in forms
- ☞ Treasure Your List

Give Value!



Copyright 2010 Felice Gerwitz:

5 Joint Ventures

- ☞ Work with Your Friends
- ☞ What can you Teach?
 - ☞ Take Classes
 - ☞ Research
- ☞ Participate in Seminars
- ☞ Participate in Webinars



Copyright 2010 Felice Gerwitz:

6 Public Speaking



- ☞ Create a Platform
 - ☞ Toastmasters
 - ☞ Volunteer
 - ☞ Small groups
 - ☞ Larger groups
 - ☞ Church
 - ☞ Clubs and Organizations
 - ☞ Webinars



Copyright 2010 Felice Gerwitz

7 Article Writing



- ☞ Who is your target reader?
 - ☞ E-zines
 - ☞ Print Magazine
 - ☞ Newspaper



Copyright 2010 Felice Gerwitz

8 Covers Sell Books



- ☞ Front
- ☞ Catchy Title
 - ☞ Logo
 - ☞ Brand
- ☞ Back
 - ☞ Endorsements



Before and After

Copyright 2010 Felice Gerwitz

9 Podcast, Radio or Webinars



- ☞ Creating a Platform of your own or be a guest
- ☞ Who is your target audience
- ☞ What do you have of value, what is your "gift"
- ☞ Teach, Inspire, Cultivate
- ☞ Use the audios for other information products
- ☞ Use as a commercial for your book



Copyright 2010 Felice Gerwitz

10 Bringing it all Together



- ☞ Ultimate result is to sell books

Marketing Funnel was here, no rights to reprint.



Copyright 2010 Felice Gerwitz

Media Angels, Inc.



- ☞ Information In A Nutshell
 - ☞ InformationInANutshell.com
 - ☞ WritingandPublishingRadio.com
 - ☞ WritingandPublishingBlog.com
 - ☞ Connect with Me!
 - ☞ LinkedIn
 - ☞ Twitter
 - ☞ Facebook

Coming soon!
LinkedIn Group



Copyright 2010 Felice Gerwitz
