

# Successful Self Publishing

Tips to make a  
professional career  
out of self publishing



HALLEE  
BRIDGEMAN



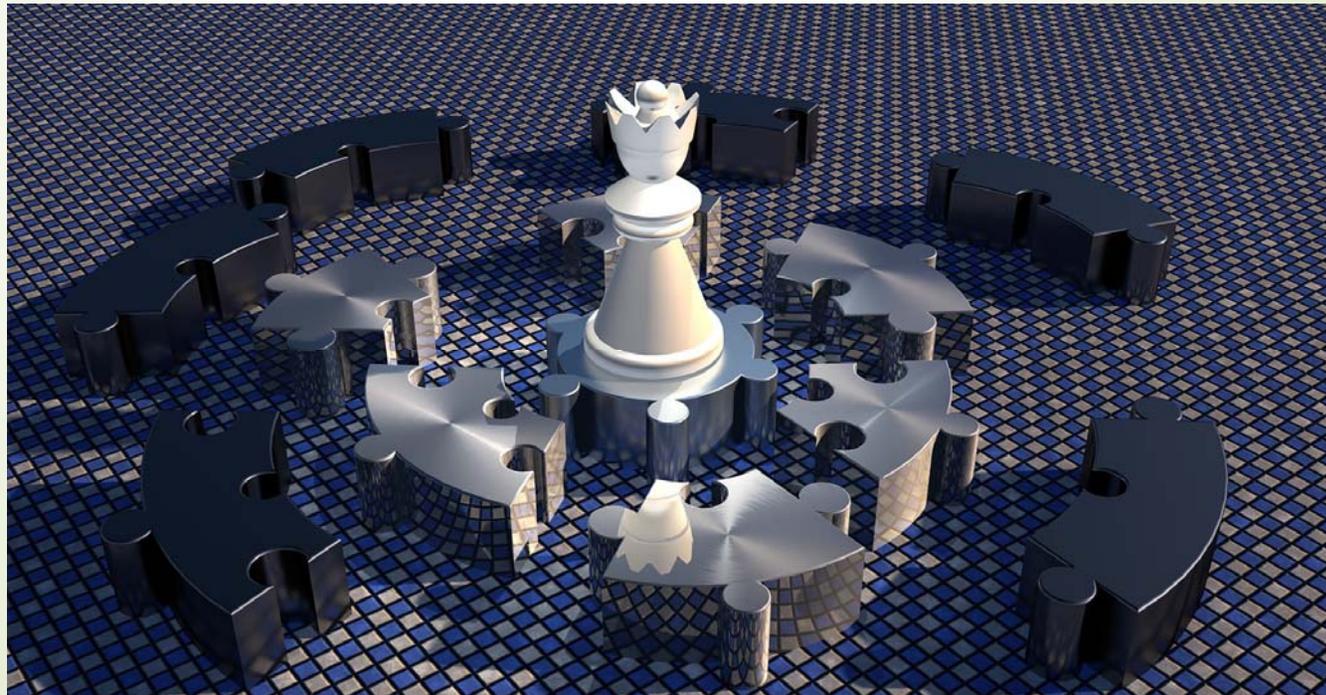
Olivia Kimbrell Press™

# Building a Platform



# What does Platform mean?

- a raised floor or stage
- raised platforms or stages are used by public speakers, presenters and performers so that they can be seen by their audience.





# What does Platform mean?

- Writer's public visibility and reputation
- Basically, it's made up of the people who will hear you when you have something to say



# Establishing a Platform as a Writer

*Do you often find books from the following sources?*



Survey of 3,248 people

goodreads



# Platform: Known Author

- ▶ Newsletter
- ▶ Advertising
- ▶ Amazon Author Page

Newsletter  
Newsletter  
Newsletter  
Newsletter  
Newsletter  
Newsletter

Platform: Known Author -  
Newsletter





# Platform: Newsletter

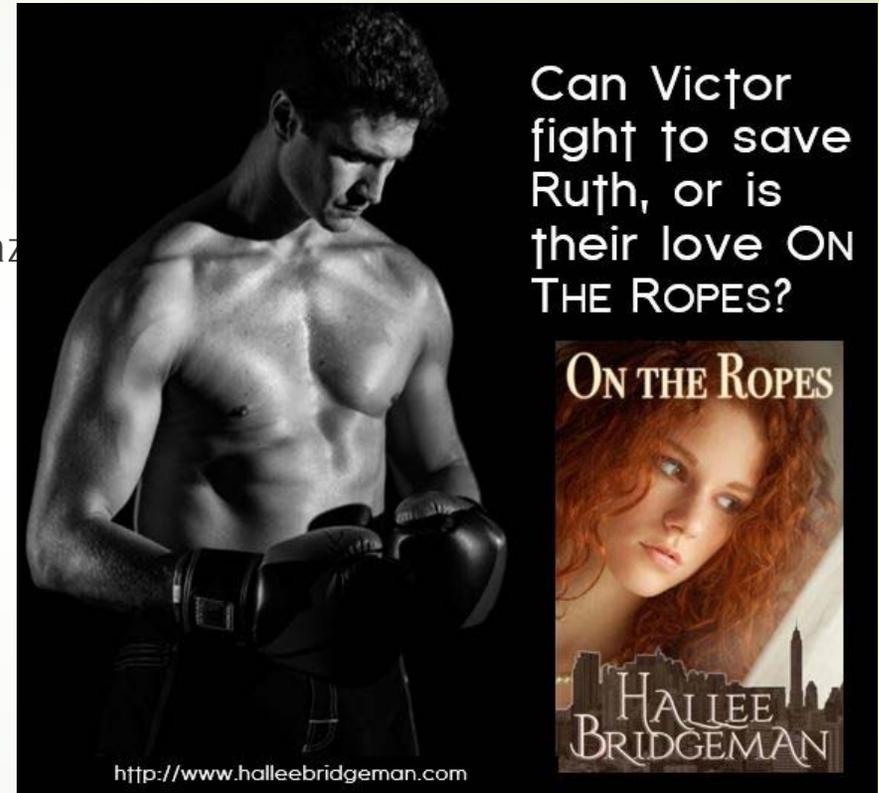
- The most important part of your platform
- The people who sign up for your newsletter want information from you
- Choose how you want to send it out
  - Monthly
  - Quarterly
  - Only on release days
- Use a service to manage your newsletter

# Platform: Newsletter services

- Mailchimp is free for 2,000 subscribers and 12,000 emails a month (Mailchimp rolled out some changes this week – let's talk about those)
- My list is 4,618
  - Mailchimp: \$49.99-\$74.99/month
  - Mailerlite: \$30/month
  - MadMimi: \$27/month
  - Constant Contact: \$65/month
  - Mailjet: \$8.69/month
- My website host, Ionos (formerly 1and1) uses Mailjet: \$1/month

# Platform: Ways to Grow List

- Offer an incentive



# Platform: Ways to Grow List

- ▶ Offer an incentive
  - ▶ I offer a free ebook
  - ▶ One subscriber wins \$25 Amazon gift card every month
- ▶ List your newsletter signup in the front of everything
  - ▶ Pinned tweet
  - ▶ Pinned Facebook post
  - ▶ Prominent on website
  - ▶ In the back of every book



**Hallee Bridgeman**

Published by Hallee Bridgeman [?] · December 12

Subscribers to my newsletter get my exciting #romance THE ROPES for free! #christfic #inspyromance #ch #romance <http://www.halleebridgeman.com/newslet>



<http://www.halleebridgeman.com>

**Hallee Bridgeman**

Author

**3,054**

People Reached

**86**

Engagements

Sign Up

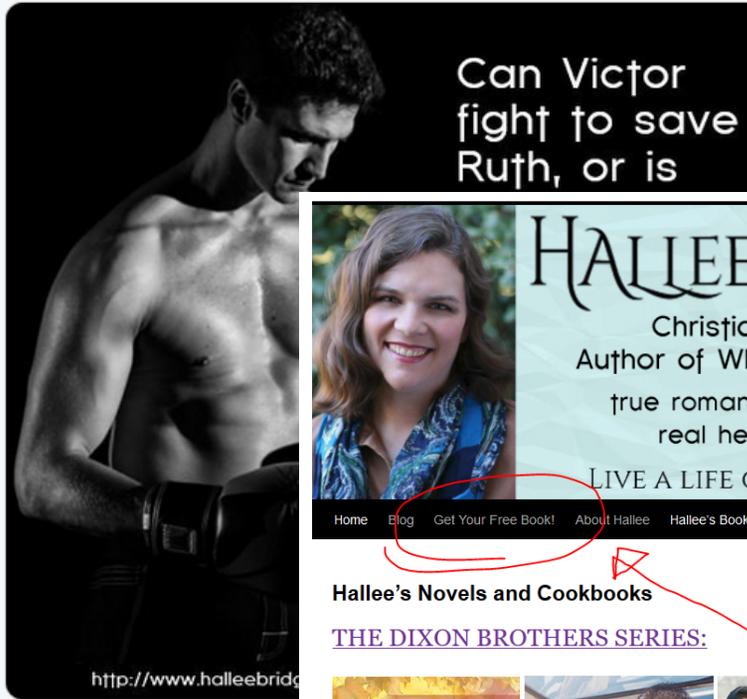
Boost Again

Pinned Tweet



**Hallee Bridgeman** @halleeb · 12 Dec 2018

Sign up for my newsletter and get ON THE ROPES for free! [halleebridgeman.com/newsletter](http://halleebridgeman.com/newsletter) #christfic #christiansuspense #romanticsuspense #inspyromance



<http://www.halleebridgeman.com>

**HALLEE BRIDGEMAN**  
 Christian Fiction Novelist  
 Author of Whole Foods Cookbooks  
 true romance, gripping suspense  
 real heroes, genuine faith  
 LIVE A LIFE OF LOVE. EPHESIANS 5:2

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Hallee's Novels and Cookbooks

THE DIXON BROTHERS SERIES:



Join my mailing list and get ON THE ROPES for free!

ON THE ROPES



# Platform: Ways to Grow List

- Offer an incentive
  - I offer a free ebook
  - One subscriber wins \$25 Amazon gift card every month
- List your newsletter signup in the front of everything
  - Pinned tweet
  - Pinned Facebook post
  - Prominent on website
  - In the back of every book
- Use a list growing promotion company
  - Ryan Zee, Bookfunnel, Litring, etc.



# Platform: Onboarding Process

- Automatically send a series of newsletters giving your readers a chance to get to know you.
- Don't make them sales pitches – make them personal.
- Industry average open rate is 25.8%.

## Enjoy reading my novella *On the Ropes!*

Hello friend:

Thank you for subscribing to my newsletter. To get your free copy of my novella *On The Ropes*, [just click this link](#) and it will take you to the website where you can download the book in your format.

This book was an absolute adventure to write. I fell in love with Victor and felt such empathy for his struggles in dealing with his father and the life he was expected to lead. Once you throw Ruth into the picture and see what kind of decisions Victor had to make, I was hooked into his story and rooted for the two of them all the way through. I hope you feel the same way and pray that the story blesses you in some way.

I love to hear from readers! Let me know what you thought of the story when you're finished reading it.

In Christ,

HALLEE BRIDGEMAN

Please feel free to email me at [hallee@halleebridgeman.com](mailto:hallee@halleebridgeman.com), or find me on my [Facebook page](#), [Twitter](#), or [Google+](#)!

## Enjoy reading my novella *On the Ropes*!

Hello friend:

Thank you for subscribing to my newsletter. To get your free copy of my novella *On The Ropes*, [just click this link](#) and it will take you to the website where you

Open rate

81.4%

Click rate

67.7%

List average

39.4%

List average

9.9%

Industry average (Arts and Artists)

25.8%

Industry average (Arts and Artists)

4.0%

2,264

Opened

1,883

Clicked

4

Bounced

32

Unsubscribed

# HALLEE BRIDGEMAN

Please feel free to email me at [hallee@halleebridgeman.com](mailto:hallee@halleebridgeman.com), or find me on my [Facebook page](#), [Twitter](#), or [Google+](#)!

HB  
HALLEE BRIDGEMAN

Olivia Kimbrell Press

## Welcome to the family!

Hey friend!

I hope you're deep into reading *On the Ropes* (and loving it). It certainly brings up several interesting questions to me -- how would I keep a secret that deep? How far would I go to do what I know is the right thing to do?

And, where do I find an amazing dog like Major??

I love romance novels - my first romance hero was Almanzo Wilder of the Laura Ingalls Wilder **Little House on the Prairie** series. He was handsome, strong, determined, and absolutely adored Laura Ingalls. He set the bar for the romance heroes in my heart and mind, and from then on, I was hooked. I couldn't read romances fast enough.

My love of romance gave me the background for the books I write. **The Jewel Series** is a favorite of so many readers around the world. **The Song of Suspense Series** has thrilled readers for years through all different kind of mystery/suspense stories. I even managed to insert a romance or three into my World War II **Virtues and Valor Series**. It's so much fun to create heroes that rise to the bar that Almanzo set for me so many decades ago.

Thanks for reading! I can't wait to hear how you enjoyed the story!

In Christ,

HALLEE BRIDGEMAN

## Welcome to the family!

Hey friend!

I hope you're deep into reading *On the Ropes* (and loving it). It certainly brings up several interesting questions to me -- how would I keep a secret that deep? How far would I go to do what I know is the right thing to do?

Open rate

63.7%

Click rate

2.6%

List average

39.4%

List average

9.9%

Industry average (Arts and Artists)

25.8%

Industry average (Arts and Artists)

4.0%

1,699

Opened

70

Clicked

5

Bounced

64

Unsubscribed

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Thanks for reading! I can't wait to hear how you enjoyed the story!

In Christ,

HALLEE BRIDGEMAN

HB  
HALLEE BRIDGEMAN

Olivia Kimbrell Press



While you're busy sampling my free reads, I'd love to invite you to join my newsletter-subscriber exclusive Birthday Club! [Just click this link](#), and it will take you to the Google form. Once it's filled out by you, I will mail you a birthday card, signed by me, on your birthday. It is something I started on a whim and as the list has grown and the hours increased that I spend signing cards and filling out envelopes, the blessing of praying for my readers has filled my heart in

## Do you love romance like I do?

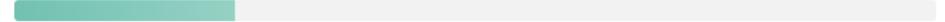
Open rate 59.7%



List average 39.4%

Industry average (Arts and Artists) 25.8%

Click rate 24.3%

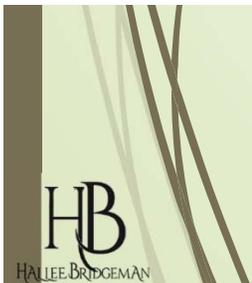


List average 9.9%

Industry average (Arts and Artists) 4.0%

<p><b>1,349</b> Opened</p>	<p><b>549</b> Clicked</p>	<p><b>2</b> Bounced</p>	<p><b>28</b> Unsubscribed</p>
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my WWII series, and halfway through the first book I realized that I'd somehow inserted a possible romance. It was completely unplanned, but by the time all 8 novellas were written, I had three romances happening! HA! I guess at heart, no matter what I'm writing, romance will be involved.





## Do you love romance like I do?

Hello again, friend!

I hope you're finished reading *On The Ropes* (and have fallen in love with Victor and are imagining owning a dog as amazing a Major!) and are ready to dive into one of my other series. All of the first books of each of my series are free, so you have the power to sample them until you find the one that is perfect for you. If you like just straight up contemporary romance, try out [Sapphire Ice](#). If you're looking for a fun, action-packed romantic read, you don't want to miss [A Melody for James](#). Or, if you love WWII as much as I do, check out [Temperance's Trial](#), the story of a wireless operator in Occupied France.

Do you love romance? I L-O-V-E romance! To me, every story is made better when a romance is included. I remember writing the **Virtues and Valor Series** - my WWII series, and halfway through the first book I realized that I'd somehow inserted a possible romance. It was completely unplanned, but by the time all 8 novellas were written, I had three romances happening! HA! I guess at heart, no matter what I'm writing, romance will be involved.

While you're busy sampling my free reads, I'd love to invite you to join my newsletter-subscriber exclusive Birthday Club! [Just click this link](#), and it will take you to the Google form. Once it's filled out by you, I will mail you a birthday card, signed by me, on your birthday. It is something I started on a whim and as the list has grown and the hours increased that I spend signing cards and filling out envelopes, the blessing of praying for my readers has filled my heart in abundance. It gives me an opportunity to pray for so many individuals, and I love it so much. If you joined, it would bless me. I don't care where you live -- I mail cards all over the world.

Now, get back to reading! I want to hear from you when you're finished!

In Christ,

HALLEE BRIDGEMAN

I love to hear from readers! Connect with me on [Facebook](#), or send me an email to [hallee@halleebridgeman.com](mailto:hallee@halleebridgeman.com).



## It actually began with a dream...

Hello << Test First Name >>!

I'm so happy we're able to connect this way. I thought I would share a little bit more about me, now that you've had time to sample reading [On The Ropes](#) and possibly looked at one of my free books I have out there.

Often, I get asked if I always wanted to be a writer and how I started. Well, the truth is that I never, ever imagined myself a writer -- however, I LOVED reading. I told you that my first book crush was Almanzo Wilder -- I don't think I told you that I was 10 when I read that series. Well, when I read it for the first time. I think I might have been 35 when I read it for the 999th time. Anyway, that began my love of romances and romances in reading and I couldn't get enough. It didn't even matter what the time period of the romance was - I read everything from early Rome to futuristic and everything in between. I LOVE romance.

Way back in 1999, my bosses updated our computer system to accommodate the whole Y2K fear, and gave me one of the old computers. I took it home over Christmas, and on New Year's Eve, woke up at 2AM after having a dream, and sat down at my first ever personally owned computer and started typing. Six weeks later, the book that I eventually modernized and published as [A Melody for James](#) was written. I was 27 years old, and never ever considered writing before then.

I thought maybe that was a fluke - that I'd just had this weird dream and had to get it out. But, as soon as I hit the return button after typing, "The End," it was like the ideas floodgate opened. For the next three years, I wrote every morning between 4am and 6am.

A divorce happened, [my own personal love-at-first-sight story happened](#) (I blogged about it on our 10th anniversary - click that link to read how it went down!) with a new marriage, a new husband's deployment, and eventually two new babies happened. During all that time, I didn't write. Then, when our youngest son was fully weaned, potty trained, and sleeping through the night, my husband encouraged me to pick my writing back up again.

In March of 2012, I published [Sapphire Ice](#). Since then, I've published 24 more titles, and have many more plans for publishing in the future.



It has been a wonderful adventure and I'm so thankful daily that God gave me this gift of writing. Here is my mission statement: To prayerfully craft stories as modern day parables to uplift fellow believers and minister to seekers in our fallen world.

I hope I've been able to uplift you and minister to you. I love to hear from my readers. You can email me at any time by replying to this email.

Thank you for reading.

In Christ,

HALLEE BRIDGEMAN

I love to hear from readers! Connect with me on [Facebook](#), or send me an email to [hallee@halleebridgeman.com](mailto:hallee@halleebridgeman.com).



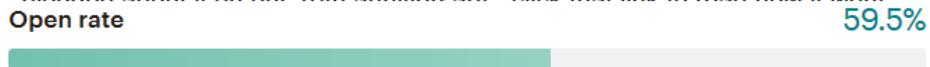
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You received this email because you signed up to receive this newsletter.

**Our mailing address is:**  
Hallee Bridgeman, Author  
P.O. Box 470

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List average ..... **39.4%**

Industry average (Arts and Artists) ..... **25.8%**



It has been a wonderful adventure and I'm so thankful daily that God gave me this gift of writing. Here is my mission statement: To prayerfully craft stories as modern day parables to uplift fellow believers and minister to seekers in our fallen world.



List average ..... **9.9%**

Industry average (Arts and Artists) ..... **4.0%**

<p><b>1,329</b> Opened</p>	<p><b>348</b> Clicked</p>	<p><b>2</b> Bounced</p>	<p><b>25</b> Unsubscribed</p>
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You received this email because you signed up to receive this newsletter.

**Our mailing address is:**  
Hallee Bridgeman, Author  
P.O. Box 470

## I really love my readers.

Hi << Test First Name >>!

I have to tell you that writing a book is a very solitary existence. I hole up in my office and work in quiet, occasionally getting jostled by my boxer Emma or my blue-tic-coon-hound Nina who want to go outside.



But, in this wonderful modern age of emails and social media, my lonely job suddenly becomes much less lonely, because I'm able to communicate with my readers -- and they're able to communicate with me! Long gone are the days when a reader has to look up the publisher's address and mail a letter to an author, hoping that the publisher forwards the mail.

Nope, with one click or a series of clicks, readers have access to me all the time. And I love it! There is nothing more encouraging than to read a review about how much a reader loved a book I wrote, or to receive an email with a personal testimony related to my book.

Remember my mission statement? **To prayerfully craft stories as modern day parables to uplift fellow believers and minister to seekers in our fallen world.**

That's not pretend, my friend, that is my true heart. So, when you reach out to me, when you encourage me under the umbrella of my mission statement - I get energized! I feel validated and so very much used for God's purposes.

I cannot tell you how many times the enemy has gotten me down inside my head, and an email will come *in that instant* to abolish those thoughts!

So, thank you. Thank you for any reviews you've left. Thank you for any love you've shown me.

Now, if you haven't reached out to me before -- I'd LOVE to hear from you! Did you enjoy the novella ***On The Ropes*** that went out to you when you first signed up for my email list? Have you tried any of the free first books in my series? Who has been your favorite character so far? (It's okay if the answer is Major! HA!)

Every Monday, I answer reader questions in my Monday Morning Coffee and Chat. I'd love to hear from you. If you have a question about me, my writing, or any of my books/characters/series, you can send me that question [at this link](#). If you want to see any of my past chats, here is the link to my [Youtube channel](#).



I pray that my writing is a blessing to you. If it is, let a friend know about my free reads! Maybe someone else needs a blessing, too!

In Christ,

HALLEE BRIDGEMAN

I love hearing from you! Leave me a review at [Amazon](#) or [Goodreads](#). Or, send me an email to [hallee@halleebridgeman.com](mailto:hallee@halleebridgeman.com).



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You received this email because you signed up to receive this newsletter.

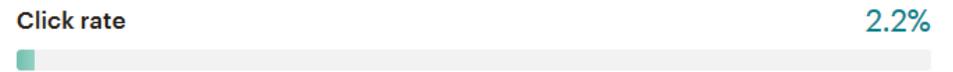
**Our mailing address is:**

Hallee Bridgeman, Author  
P.O. Box 470  
Fort Knox, KY 40121

[Add us to your address book](#)



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List average ..... **39.4%**

List average ..... **9.9%**

Industry average (Arts and Artists) ..... **25.8%**

Industry average (Arts and Artists) ..... **4.0%**

**1,326**  
Opened

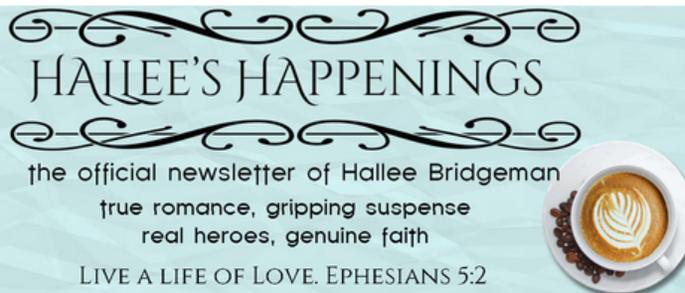
**48**  
Clicked

**1**  
Bounced

**23**  
Unsubscribed

P.O. Box 470  
Fort Knox, KY 40121

[Add us to your address book](#)



## I Miss This Part

Hi << Test First Name >>!

I'm sure you'll agree with me that there is hardly anything better than the first time you read a really great book. You get pulled in and you stay up all night long reading, turning the pages as fast as you can until, finally you reach the end and you're left breathless and wishing you could read it again for the first time.

I wish I could be you reading my books for the first time.

So very often, I hear from readers who couldn't turn the page fast enough, who stayed up too late or were late to work or missed looking at that beach sunset on vacation because they couldn't tear themselves away from the story.

I don't get to experience that with my books. I do get to live them in my mind as I write them, and that is an adventure in itself!

So, in case you missed them, here are [The Jewel Series](#), three half sisters who were raised in terrible circumstances, but who stand together and eventually fall in love with amazing men who love them and who love God:



I continue with the [Second Generation Jewel Series](#) books at the holidays. One recent release was *Jade's Match*, a Valentine's Day story about two Olympic athletes.



I continued the Jewel Series with *Chasing Pearl* which is available in the [Yesterday's Mail](#) collection (5 contemporary Christian romances for just 99 cents!).



The series I'm currently writing is The Dixon Brothers Series. Book 1, ***Courting Calla*** is available in the ***Out of the Blue Boxset*** collection (5 contemporary Christian romances for just 99 cents!). Look for books 2-4 of The Dixon Brothers Series in 2019!



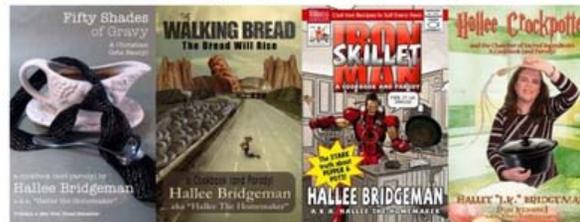
Here are ***The Song of Suspense*** books. I wanted to write different suspense styles. We have thrillers, a murder mystery, and an action/adventure, all rolled into 4 page-turning books!



And, ***The Virtues and Valor Series***. My female team of spies in Occupied France in WWII, who have to plan and execute the rescue of their sister in Christ, who has been captured by the Nazis! A very exciting serialized story with each segment ending in a cliffhanger that will have you desperate to know what happens next!



I also have a series of whole food/real food cookbooks called the ***Parody Cookbook Series*** (yes, that really IS a gravy cookbook!):



If you enjoyed ***On The Ropes*** and also love audio books, you can find that book and others at ***Audible*** and ***iTunes***. My voice over artist, Gene Rowley, is amazing. Truly. He brings my characters to life exactly as I imagined them.

I hope you have been able to dig into my books and have fallen in love with them like so many before you. If you have, why don't you share them with a friend? Every book I have that I can say, "This one was a favorite of mine," was recommended by a friend! There is nothing better than spreading that love and joy – and the cool thing about my series are that each first book is free! Your friends can enjoy them with no risk.

And, keep a watch for books 2-3 in **the Dixon Brothers series** coming starting in spring 2019!



If you would like to join my team of super fans, [click this link](#) to become one of Hallee's Allies! You will be given access to exclusive information, private chats with me, and the opportunity to beta read and join launch teams for my books!



In Christ,

HALLEE BRIDGEMAN

I love to hear from readers! You can email me at [hallee@halleebridgeman.com](mailto:hallee@halleebridgeman.com), or find me on my [Facebook page](#), [Twitter](#), or [Google+](#)!

And, keep a watch for books 2-3 in **the Dixon Brothers series** coming starting in spring 2019!



Open rate **59.6%**



Click rate **18.4%**



List average ..... **39.4%**

List average ..... **9.9%**

Industry average (Arts and Artists) ..... **25.8%**

Industry average (Arts and Artists) ..... **4.0%**

1,210  
Opened

374  
Clicked

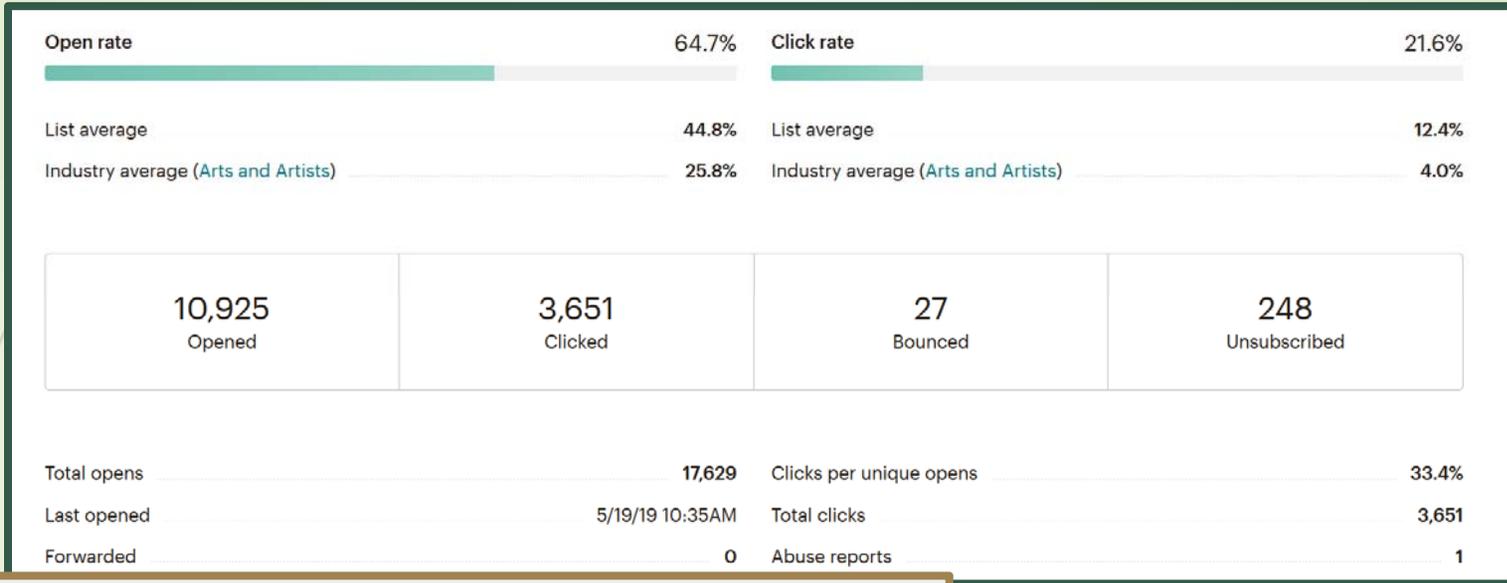
2  
Bounced

23  
Unsubscribed

In Christ,  
**HALLEE BRIDGEMAN**

I love to hear from readers! You can email me at [hallee@halleebridgeman.com](mailto:hallee@halleebridgeman.com), or find me on my [Facebook page](#), [Twitter](#), or [Google+](#)!

# Began Onboarding Series September 2017



**Onboarding Series** **14,957** sent

When subscriber joins a group **Hallee Bridgeman** **57.80%** opened

ON **17.90%** clicked

**Workflow overview**

List: Hallee Bridgeman, Author List Created: Mon, Sep 25, 2017 11:19 am

Workflow: User Onboarding [Download](#) · [Print](#) · [Share](#)

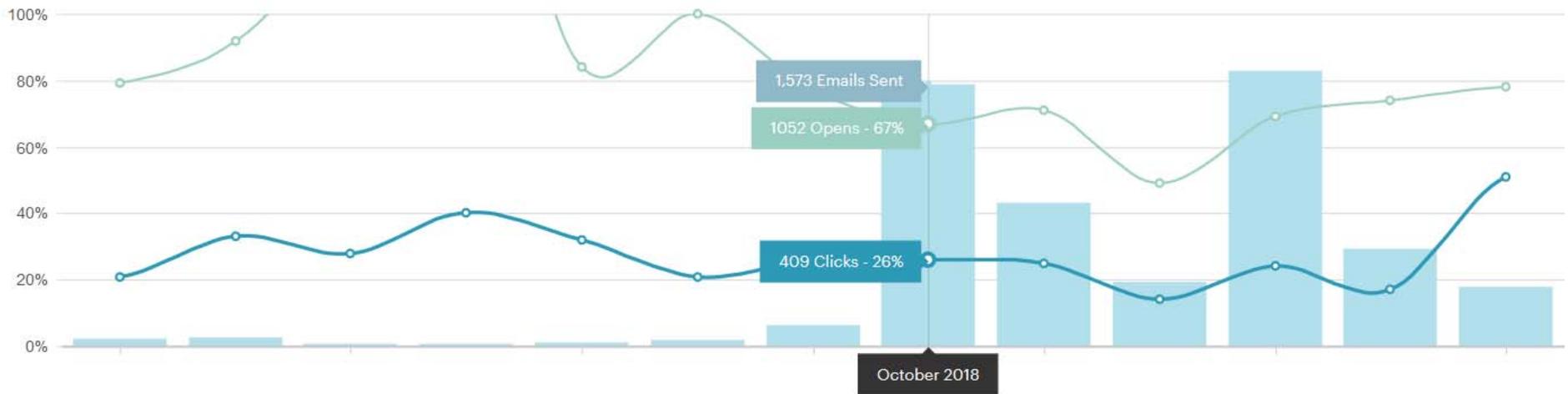
<b>2032</b> Subscribers who have completed	<b>14198</b> Emails sent
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# Platform: Began Onboarding Series September 2017

## Monthly performance

Open rate Click rate Emails sent

The monthly performance chart is updated daily, so it may not reflect the numbers above.





# Platform: Newsletter Exclusives

- ▶ Book release at special price as a direct sale by me
  - ▶ Sell through Paypal & Bookfunnel for ebook
  - ▶ Sell through Squareup for paperback
  - ▶ Determine special price based on royalties from other locations
    - ▶ Amazon royalty on \$5.99 book (with delivery fees) appx. \$3.93
    - ▶ Price on Paypal \$4.99 = \$4.55 (2.9% + \$0.30 per transaction)
    - ▶ Reader saves \$1. I make \$0.62 more per sale



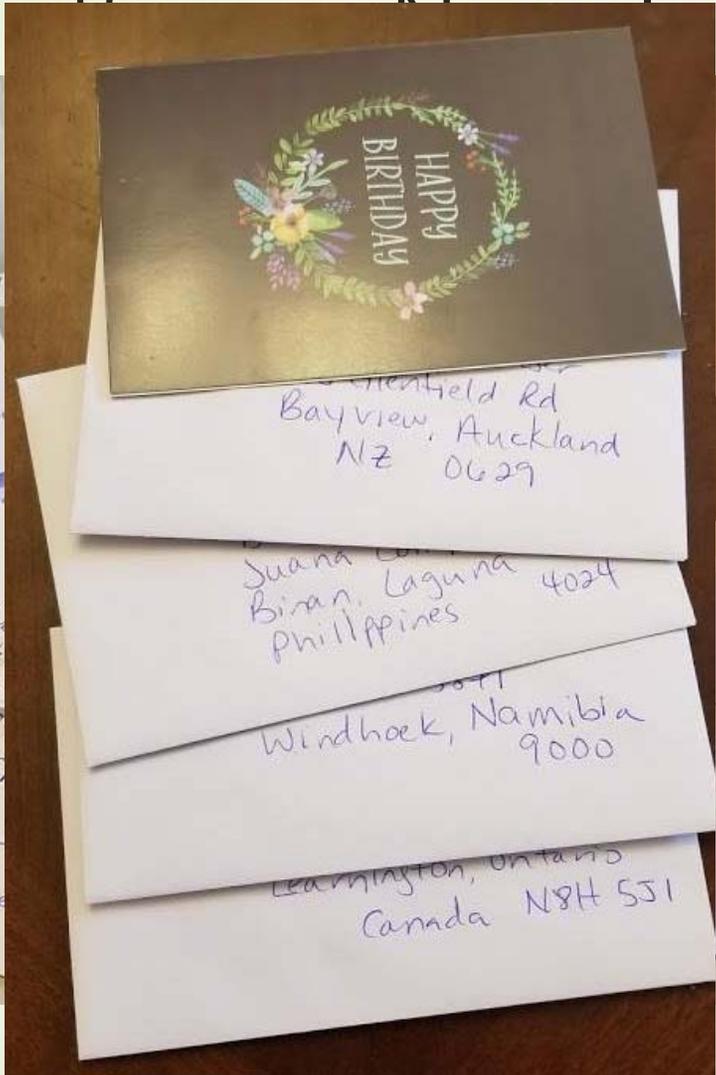
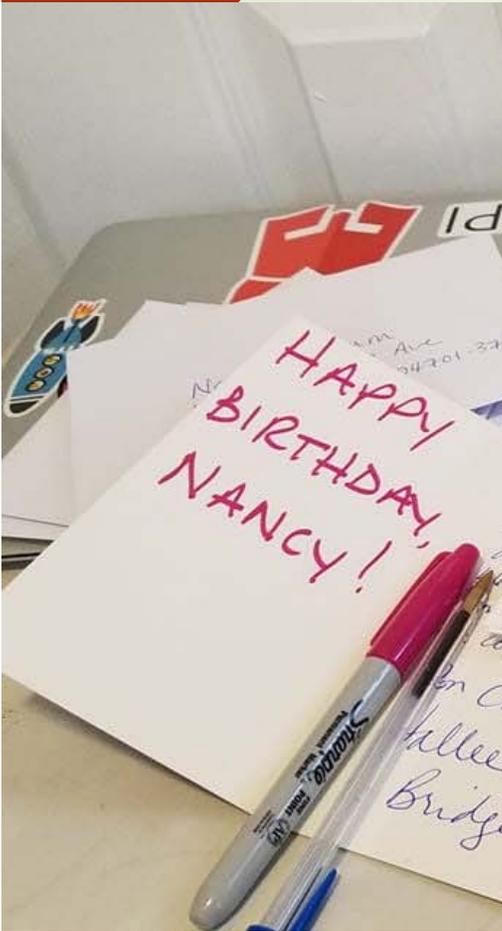
# Platform: Newsletter Exclusives

- ▶ Birthday Club
  - ▶ Currently have over 750 members
  - ▶ Receive a signed birthday card from me
    - ▶ 50% off one ebook coupon
    - ▶ Bookmark for upcoming series
    - ▶ *Captive marketing audience*

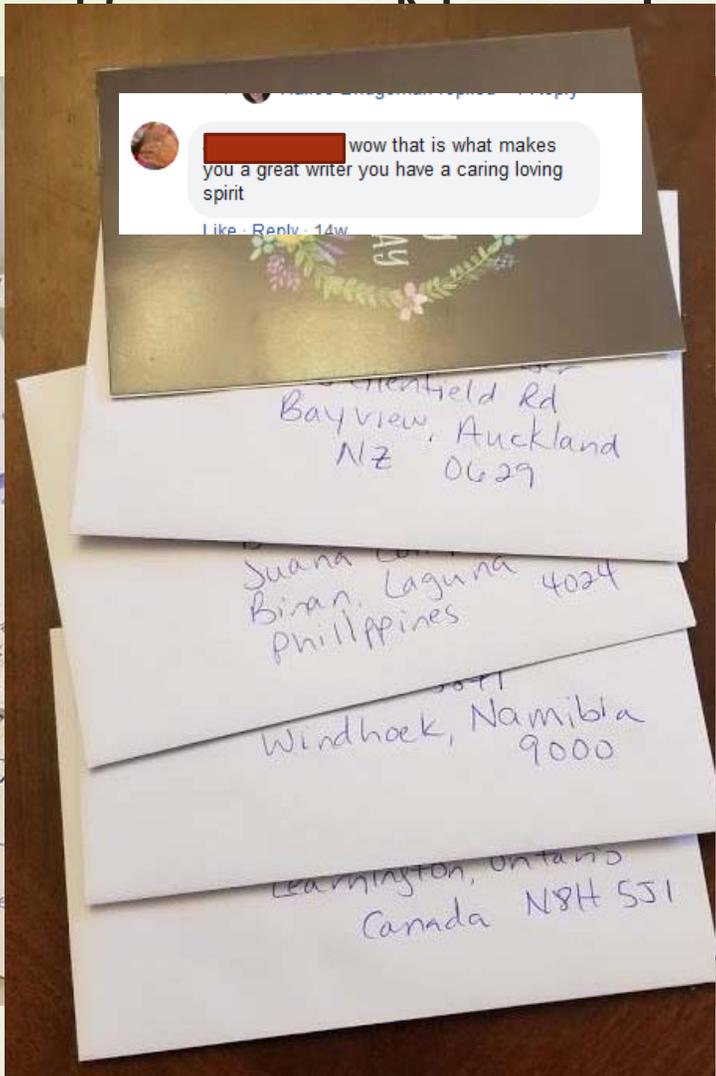
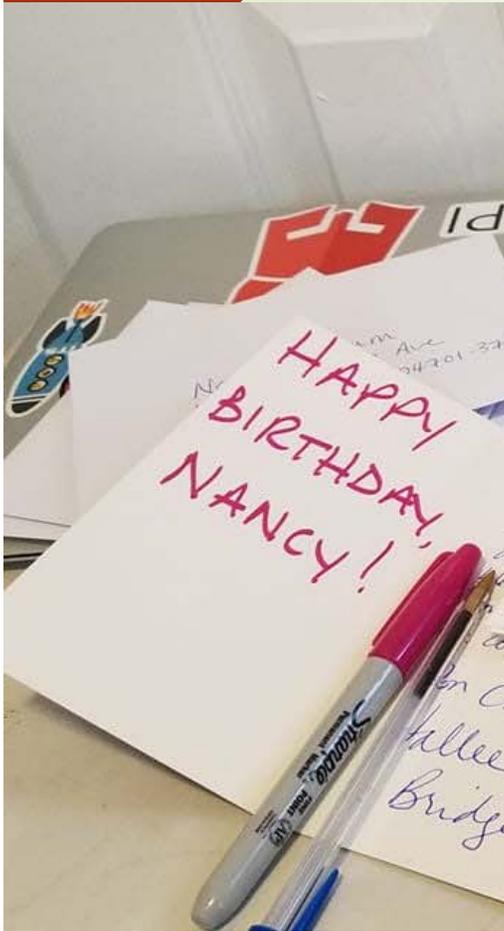
# Platform: Newsletter Exclusives



# Plus 6 Months Letter Exclusives



# Pinterest Newsletter Letter Exclusives





# Platform: Newsletter Exclusives

- ▶ Birthday Club
  - ▶ Currently have over 750 members
  - ▶ Receive a signed birthday card from me
    - ▶ 50% off one ebook coupon
    - ▶ Bookmark for upcoming series
    - ▶ Captive marketing audience



# Platform: Newsletter Interaction

- ▶ You want people to open your newsletter. It looks good for the mail service, and it means your word is getting out
  - ▶ Chance to win \$25 Amazon gift card
  - ▶ Ask a question that encourages a response
  - ▶ Run a giveaway that requires a response



## HALLEE'S HAPPENINGS

the official newsletter of Hallee Bridgeman  
true romance, gripping suspense  
real heroes, genuine faith

LIVE A LIFE OF LOVE. EPHESIANS 5:2



### Happy December!

Happy holidays to you! This is a busy month for our family for celebrations. We celebrate a Messianic Hanukkah, my husband has a birthday, and we have Christmas! It's a joyous month filled with all sorts of opportunities for family time and fellowship time. I pray that you have a wonderful holiday season.



Last month, I asked about your favorite holiday dish. The person who wins the paperback of her choice is Dee at de--vis@alphadata.net! (fill in the -'s). Email me with your paperback choice and your mailing address and I'll get it to you!

This month I'd love to see a picture of your Christmas tree or your favorite decoration. My favorite decoration is my Town of Bethlehem. I recorded a video of it a couple of years ago. You can see it on my channel on YouTube [at this link](#). Reply to this email or email me at hallee@halleebridgeman. I'll pick a random winner to win your choice of a paperback from my books.

# My campaigns

- All
- ★ Starred
- Draft
- Scheduled
- Sent
- A/B test
- Archived

New campaign

		Title	Subject	Emails	Opens	Clicks	Delivery date / Status	
<input type="checkbox"/>	★	● <b>May 2019</b>	Hallee's May Happenings, New R...	4,369	38.05%	18.03%	05/11/2019 08:19 AM	Manage ▾
<input type="checkbox"/>	★	● <b>May Flowers Promo</b>	May Flowers Contemporary Chris...	4,252	38.76%	23.79%	05/01/2019 06:51 AM	Manage ▾
<input type="checkbox"/>	★	● <b>March 2019 (Copy)</b>	Hallee's April Happenings and \$2...	4,277	42.08%	12.74%	04/12/2019 10:00 AM	Manage ▾
<input type="checkbox"/>	★	● <b>March 2019</b>	Hallee's March Happenings, 99 C...	3,810	39.57%	23.53%	03/01/2019 09:19 AM	Manage ▾
<input type="checkbox"/>	★	● <b>Untitled campaign</b>	COURTING CALLA Now Available!	3,833	40.96%	30.26%	02/14/2019 10:00 AM	Manage ▾
<input type="checkbox"/>	★	● <b>February 2019</b>	Hallee's February Happenings, Ne...	3,910	44.42%	13.77%	02/08/2019 01:52 PM	Manage ▾

Industry average (Arts and Artists) ..... **25.8%**

Industry average (Arts and Artists) ..... **4.0%**





# Platform Beyond Newsletter

- Speaking and teaching
- Website/blog
- Social media
  - Facebook
  - Twitter
  - Instagram
  - YouTube
  - LinkedIn



# Platform: Speaking & Teaching

- If God calls you to it, be obedient
- Giving back to the writing community helps our brothers and sisters in Christ spread the Gospel with their words
- Everything I know about marketing and publishing is because someone stepped out and taught it
- Even introverts can have something relevant to say.

# Platform: Website/Blog

- ▶ You need a website
  - ▶ Make sure your newsletter signup is prominent
  - ▶ Make sure there is an easy way to contact you
  - ▶ Make sure your social media links are easy to find
  - ▶ Have a page for a press kit
  - ▶ If you are already published, list books by series
- ▶ You might want to blog
  - ▶ Refreshes your SEO
  - ▶ Connect it to your website
  - ▶ Drive traffic to your blog
  - ▶ Looking for ideas?
    - ▶ Interviews with other authors
    - ▶ <https://www.google.com/search?client=firefox-b-1-d&q=blog+ideas+for+writers>



# Platform: Social Media

- Social media
  - Facebook
  - Twitter
  - Instagram
  - YouTube
  - LinkedIn
  - Pinterest





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

♂ 32% MALE

♀ 68% FEMALE

150 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1.86 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

1.86 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO (30 HASHTAGS MAX PER PIC)

600 MILLION ACTIVE USERS



YOUTUBE

VIDEO SHARING SITE

Sell • Teach  
Entertain • Vlog

2nd LARGEST SEARCH ENGINE AFTER GOOGLE



WORLDWIDE MORE THAN 1 BILLION HOURS OF YOUTUBE ARE WATCHED PER DAY

1 BILLION or 25% of daily users are on mobile devices



# Platform: Facebook

- Make it a place where people can interact with you
- This is your chance to be a real person
- Branding (coffee posts)
- Sharing personal stories
- Finding a niche discussion point (cooking, autism, Christianity)
- Live videos: Coffee Chats



# Platform: Facebook

Don't let Facebook become your end all and be all.

# Platform: Facebook

Don't let Facebook become your end all and be all.



# Don't let Facebook be your end all and be all

## 6 FACEBOOK POPULARITY DECLINE

Despite being the #1 social media marketing platform today, Facebook has seen declining use among all age groups **except the older (55+ age group) in 2018.**



This will continue in 2019, as Pew Research revealed that many people had changed the way they interact with the social media platform.

According to a new Pew Research Center survey,

**42%**  **BREAK**

say they have taken a break from checking the platform for a period of several weeks or more, while

**26%** 

say they have deleted the Facebook app from their cellphone.

**DELETE**

All in all, some

**74%**

of Facebook users say they have taken at least one of these three actions in the past year.



Digital Marketing Trends to Watch Out for 2019  
[www.business2community.com](http://www.business2community.com)



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# Platform: Pinterest

- ▶ Can be used as a way to visually tell your novel's story
- ▶ Can be used as a way to promote your blog posts
- ▶ Can be used as a way to connect with female readership



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# Platform: Instagram

## Hashtags for Instagram to connect with readers:

#bookish #novel  
#readmore #booksofinstagram  
#bookstagram #booktastic  
#amreading  
#readersofinstagram  
#bookoftheday #booknerdigans  
#booknerd #bookhaul  
#bookaddict #booklove  
#bibliophile #bookclub  
#ilovereading #bookworm  
#shelfie #creativityfound

30 #'s max

Put in comments

## Hashtags for Instagram to connect with other writers:

#writersofinstagram  
#writersofig  
#amwriting  
#amediting  
#authorlife  
#indieauthors  
#nanowrimo  
#ilovewriting  
#writerscorner  
#writersofinsta  
#writerscommunity



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# Platform: Youtube

- ▶ 2<sup>nd</sup> largest search engine in the world after Google.
  - ▶ This is important
  - ▶ Make sure you fill your videos with metadata and keywords
- ▶ The more followers you have on Youtube, the more you can customize your site

2<sup>ND</sup> LARGEST  
SEARCH ENGINE  
IN THE WORLD

# Platform: YouTube

## 2 VIDEO MARKETING



Video marketing is one of the fastest-growing strategies nowadays, and it's showing no sign of slowing down any time soon.



According to Cisco,  
**OF INTERNET TRAFFIC**

**will be through video by 2021**, though you don't have to wait that long to tap the full potential of this platform in growing your business.

In fact, Even small businesses with limited resources are also leveraging this strategy, with only



**reporting that they relied on external agencies for business video production!**

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