

---

*Seven Steps to* **SUCCESSFUL  
SELF-PUBLISHING**

TIPS TO MAKE A PROFESSIONAL CAREER OUT OF  
SELF-PUBLISHING

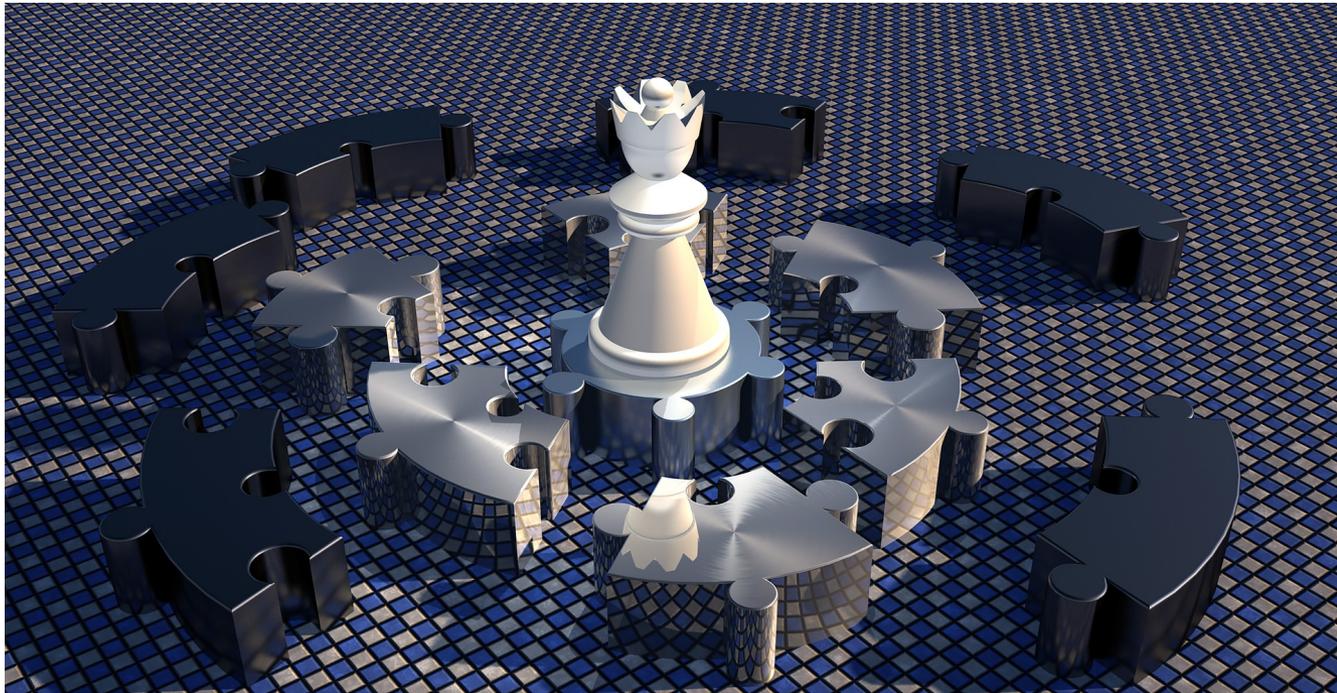
HALLEE  
BRIDGEMAN



# BUILDING A PLATFORM



# WHAT DOES PLATFORM MEAN?



# WHAT DOES PLATFORM MEAN TO ME AS A WRITER?

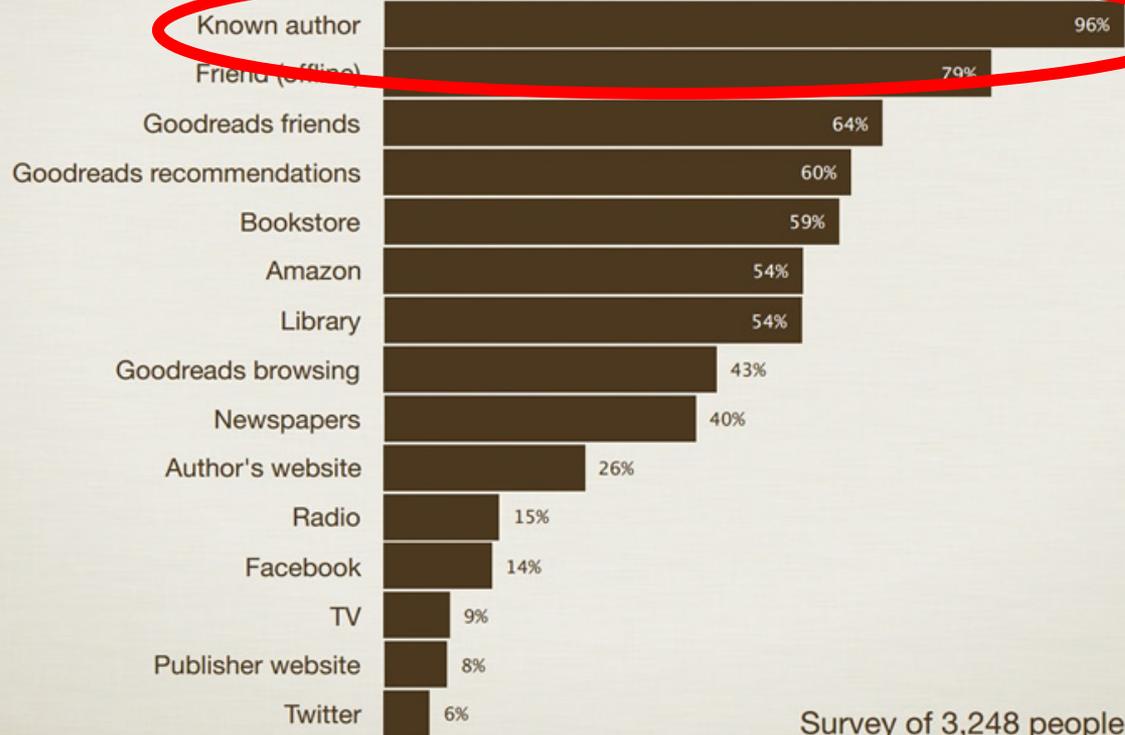
Writer's public visibility and reputation

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

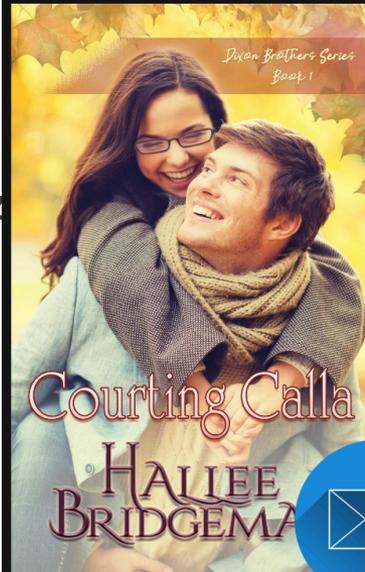
# PLATFORM: NEWSLETTER SERVICES

- 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 IandI) uses Mailjet: \$1/month

# PLATFORM: WAYS TO GROW LIST



JOIN MY MAILING LIST AND GET  
COURTING CALLA FREE!



Ian knows God has chosen Calla as the woman for him, but Calla is hiding something big. Can Calla trust Ian with her secret, or will she let it destroy any possible hope for a future they may have?

[WWW.HALLEEBRIDGEMAN.COM/NEWSLETTER](http://WWW.HALLEEBRIDGEMAN.COM/NEWSLETTER)

# 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 13, 2020

Join my mailing list and get my #christianromance COURTING CALLA free!

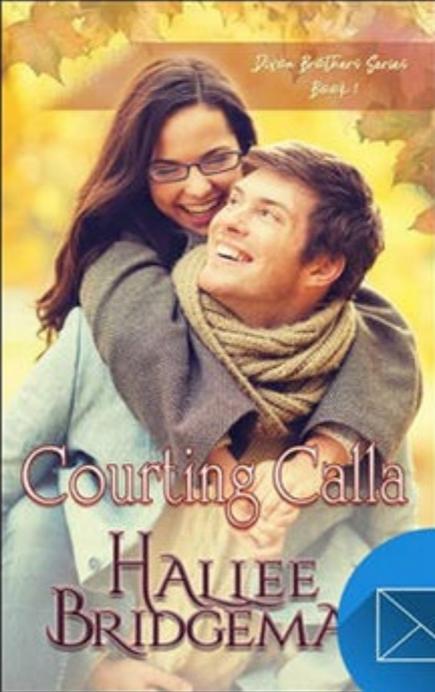
<https://www.halleebridgeman.com/hallees-ha>  
#amreading #christfic #inspyromance



**Hallee Bridgeman** @halleeb · Dec 13, 2020

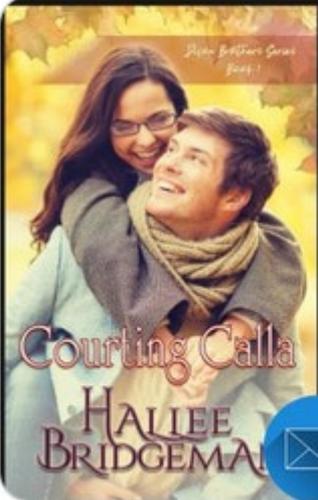
Join my mailing list and get my #christianromance COURTING CALLA free!  
#amreading #christfic #inspyromance  
[halleebridgeman.com/newsletter](https://www.halleebridgeman.com/newsletter)

# JOIN MY MAILING LIST AND GET COURTING CALLA FREE!



Ian knows God has chosen Calla as the woman for him, but Calla is hiding something big. Can Calla trust Ian with her secret, or will she let it destroy any possible hope for a future they may have?

[WWW.HALLEEBRIDGEMAN.COM/NEWSLETTER](https://www.halleebridgeman.com/newsletter)



# JOIN MY MAILING LIST AND GET COURTING CALLA FREE!

Ian knows God has chosen Calla as the woman for him, but Calla is hiding something big. Can Calla trust Ian with her secret, or will she let it destroy any possible hope for a future they may have?

[WWW.HALLEEBRIDGEMAN.COM/NEWSLETTER](https://www.halleebridgeman.com/newsletter)

PINNED POST



Hallee Bridgeman

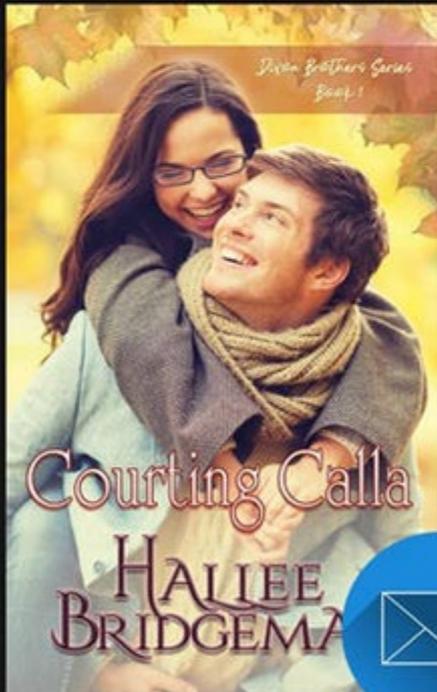
Published by Hallee Bridgeman · December 13, 2020



Join my mailing list and get my [#christianromance](#) COURTING CALLA free!

<https://www.halleebridgeman.com/hallees-happenings/amreading> [#christfic](#) [#inspyromance](#)

## JOIN MY MAILING LIST AND GET COURTING CALLA FREE!



Ian knows God has chosen Calla as the woman for him, but Calla is hiding something big. Can Calla trust Ian with her secret, or will she let it destroy any possible hope for a future they may have?

[WWW.HALLEEBRIDGEMAN.COM/NEWSLETTER](http://WWW.HALLEEBRIDGEMAN.COM/NEWSLETTER)



Hallee Bridgeman

Join my free! <https://amre>

# BRIDGEMAN

Author of True Romance, Gripping Suspense, Real Heroes, Genuine Faith



- Home
- Blog
- Get Your Free Book!
- About Hallee
- Hallee's Books
- Speaking
- Contact Hallee
- Hallee's Brew

Join my mailing list and get *Courting Calla* free!



## WELCOME, FRIENDS!



I'm so happy you could visit me here. [Print](#) [PDF](#)  
 Take your time and browse around. In my blog area, you'll find interviews with hundreds of Christian authors, links to my weekly Monday Morning Coffee and Chats, and occasional devotional thoughts.

Looking to have me come speak or teach at your event? Try the [Speaking](#) link.

Want to sample one of my romantic suspense books? If you sign up for my newsletter, you get a free ebook of [Courting Calla](#)

*"I loved this Christian romance and how things weren't trite or cliché. I liked the ups and downs and the realness of the characters and their journey together. I especially liked the mission aspect. I'm super excited to continue reading this series!"*

*—reader review of Courting Calla*

Want to know more about me? You can read my bio, find my press kit, or contact my agent in the [About Hallee](#) section.

Wanting to connect with me? Click any of the social media buttons on the sidebar, or click the [Contact Hallee](#) link.

# HALLEE BRIDGEMAN

My most recent release:



*Daisy's Decision*, book 4 in the Dixon Brothers Series



# 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, Authors XP, 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%.
- No time! Go with me through my entire onboarding process at this link:

## PLATFORM: NEWSLETTER EXCLUSIVES

- Book release at special price as a direct sale by me
  - Sell through Squareup & 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 1400 members
  - Receive a signed birthday card from me
    - 50% off one ebook coupon
    - Bookmark for upcoming series
    - Captive marketing audience

# PLATFORM: NEWSLETTER EXCLUSIVES

## Birthday Club

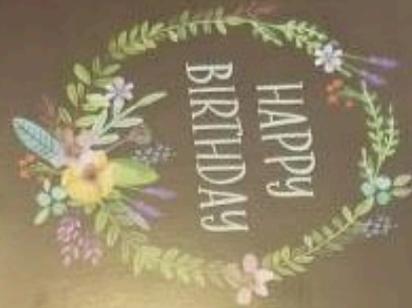
- Currently have over 1400 members
- Receive a signed birthday card from me
  - 50% off one ebook coupon
  - Bookmark for upcoming series
  - *Captive marketing audience*



I hope you have a  
wonderful birthday and  
God bless you in



HALLIE  
BRIDGEMAN

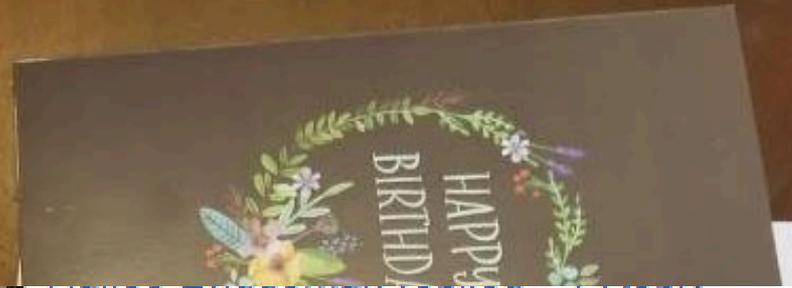


...mentfield Rd  
Bayview, Auckland  
NZ 0629

Juana ...  
Biran, Laguna 4024  
Philippines

...  
Windhoek, Namibia  
9000

Leamington, Ontario  
Canada N8H 5J1

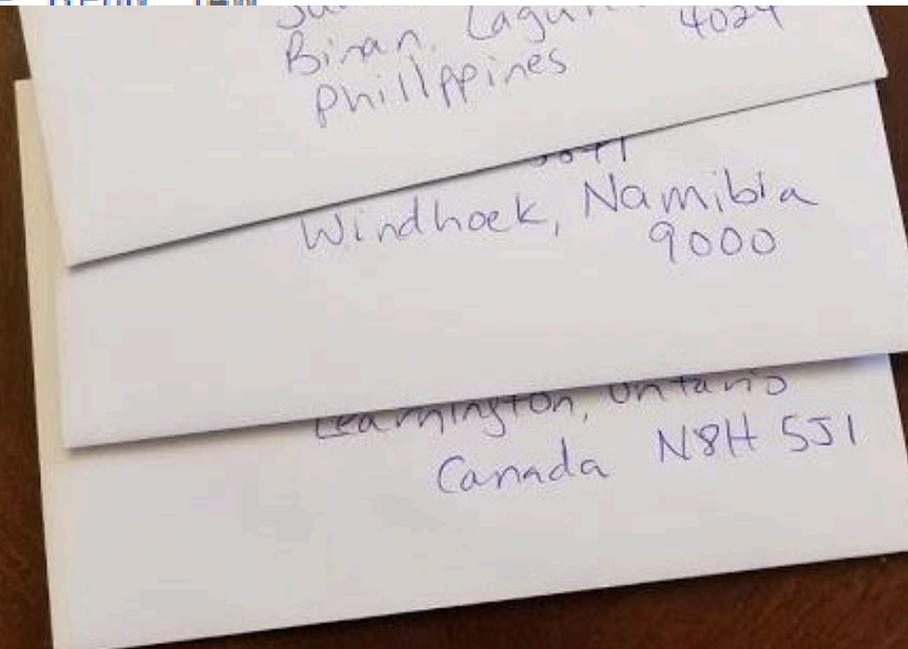


Wow that is what makes you a great writer you have a caring loving spirit

Like · Reply · 14w



I hope you wonder



## 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 Hailee 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.



	SUBSC.	UNSUB.	OPENS	CLICKS
<b>Hallee main list</b> Feb 02, 2021 2:10 pm	<b>5,868</b>	<b>578</b>	35.59%	5.14%

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-l-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

478 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 2.85 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY



2.85 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

# HASHTAGS

AND POSTING

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



1 billion 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

2 BILLION or 49% of daily users are on mobile devices

## 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



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

♂ 32% MALE

♀ 68% FEMALE

478 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 2.85 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY



2.85 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

# HASHTAGS

AND POSTING

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



1 billion 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

2 BILLION or 49% 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

- 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

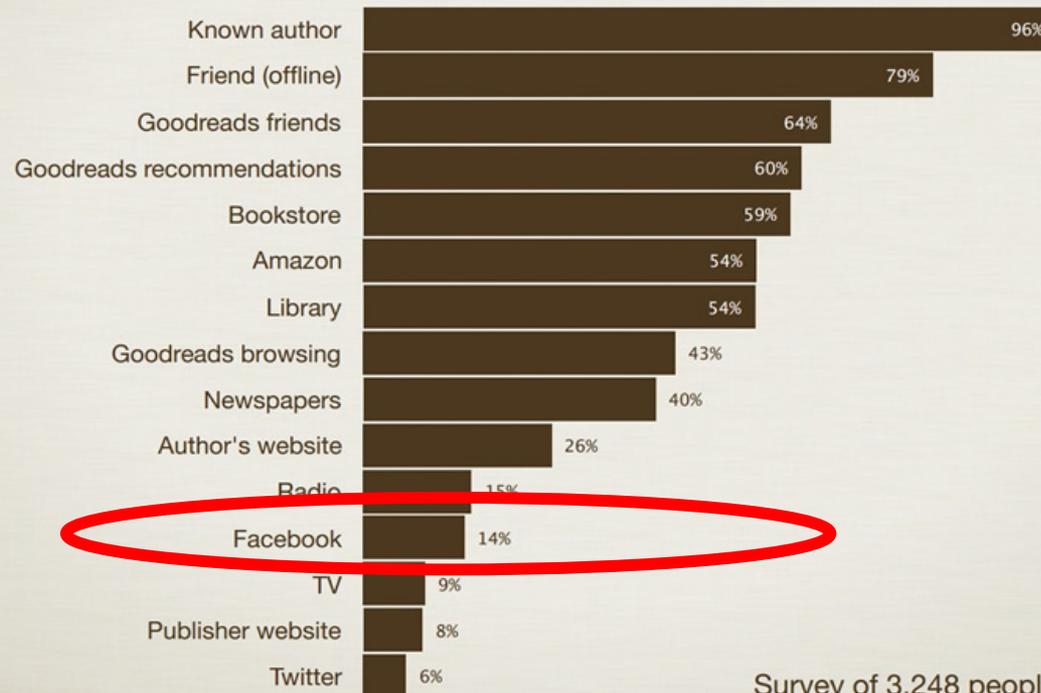
**This is not about Facebook advertising**  
**This is about platform, not marketing**

PLATFORM: FACEBOOK

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

# PLATFORM: FACEBOOK

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



Survey of 3,248 people

goodreads

# PLATFORM: FACEBOOK

## 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%**  **DELETE** 

say they have deleted the Facebook app from their cellphone.

All in all, some

**74%**

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



# Facebook reported a decline of 2 million daily active users in the US and Canada

Tyler Sonnemaker Oct 29, 2020, 5:29 PM



Mark Zuckerberg security phone REUTERS/Yuri Gripas

### VIDEOS YOU MAY LIKE by Taboola



**WATCH:** How advertisers can navigate the death of



**Why Tesla's Model Y** received a 5-star crash-test rating

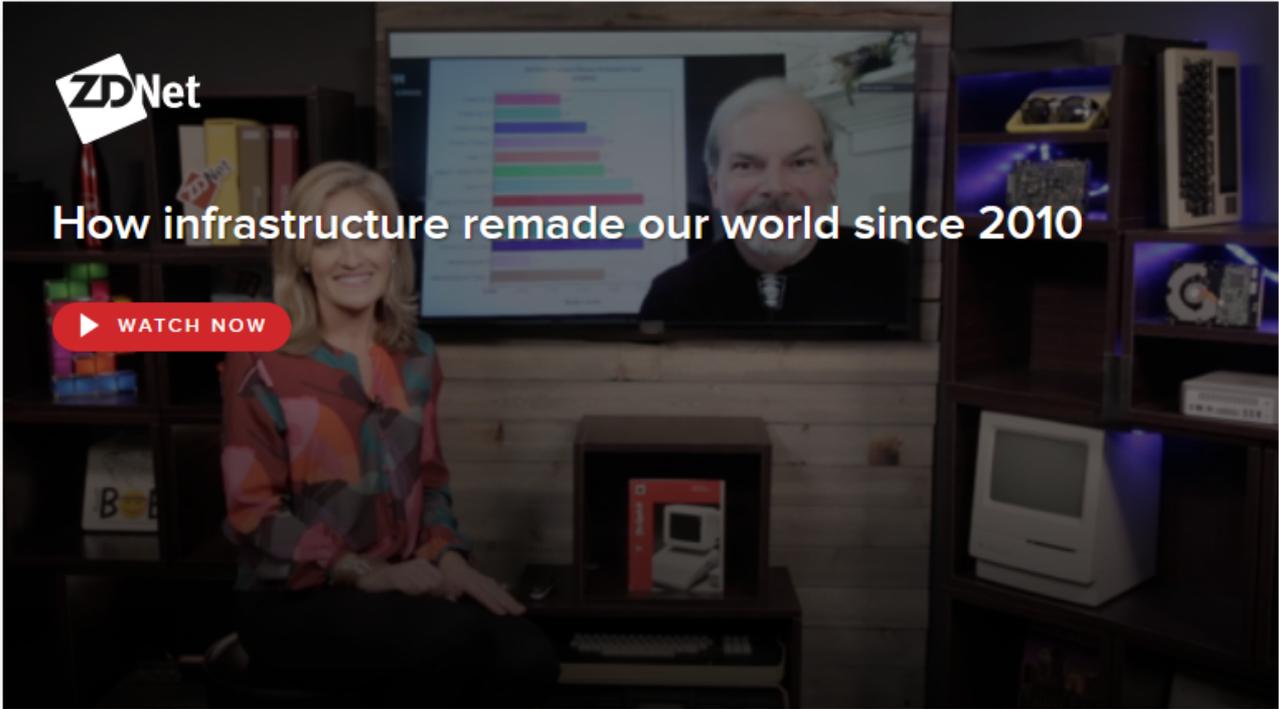


# The decline of social media: Facebook and Twitter leave us wanting

Social networks stopped being happy places some time ago. Some say that's a reflection of our society, others an illusion brought about by algorithmic manipulation. But both sides somehow being equal in this whole affair, isn't helping.



By [Scott Fulton III](#) | January 21, 2020 -- 19:41 GMT (11:41 PST) | Topic: [2010s: The Decade In Review](#)



### NEWSLETTERS

#### ZDNet Week in Review - US

A weekly summary of the news that matters in business technology.

**SUBSCRIBE**

SEE ALL

# The decline of social media: Facebook and

FACEBOOK

## Facebook Continues To Lose Users In The US And Canada

© Posted On January 27, 2021 Geoff Desreumaux

[Click here](#)



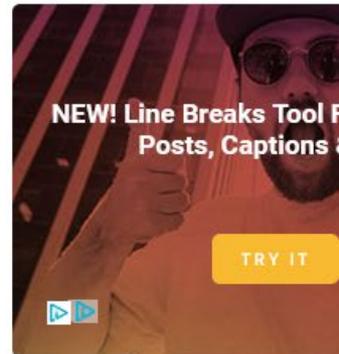
52  
SHARES



Facebook's daily active users decline for a second quarter in the United States and Canada, caused by user fatigue and growing competition.

Despite robust topline numbers, Facebook's fourth-quarter earnings show a significant slow in growth and a second in a row decline for DAUs in its main markets.

**Related | [Facebook Launches Facebook News Portal In The UK](#)**



SEE ALL



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

♂ 32% MALE

♀ 68% FEMALE

478 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 2.85 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY



2.85 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

# HASHTAGS

AND POSTING

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



1 billion 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

2 BILLION or 49% of daily users are on mobile devices

# 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  
#ilovereadng #bookworm  
#shelfie #creativityfound

30 #'s max

Put in comments

## Hashtags for Instagram to connect with other writers:

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



PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**USERS ARE:**

**♂ 32% MALE**

**68% ♀ FEMALE**

**478 MILLION ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING SITE THAT HAS 2.85 BILLION USERS WORLDWIDE**

**LARGEST OPPORTUNITIES**



**COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY**



**2.85 BILLION ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING SITE ALL AROUND PICTURES AND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS**

**AND POSTING**

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



**1 billion 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**

**2 BILLION or 49% of daily users are on mobile devices**

# 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
- Monday Morning Coffee and Chat

## 2 VIDEO MARKETING



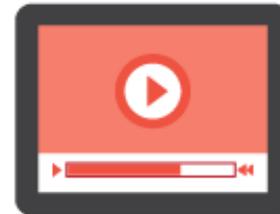
Video marketing is one of the fastest-growing strategies nowadays, and it's showing no sign of slowing down any time soon.



According to Cisco,  
**82% 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!**

Digital Marketing Trends to Watch Out for 2019

[www.business2community.com](http://www.business2community.com)

<https://www.oberlo.com/blog/video-marketing-statistics>

# PLATFORM: BOOKBUB

## Bookbub

- 10 million users
  - The users are readers
- Grow Bookbub followers the same as the newsletter
  - Advertise everywhere
  - Use list building services like Ryan Zee, etc.

# PLATFORM: GOODREADS

## Goodreads

- 90 million users
  - The users are readers
- Drive readers to your Goodreads
- Goodreads is owned by Amazon, so the metadata inside of Goodreads will fuel Amazon
- There are ways you can leverage Goodreads to market books