

A decorative banner with a red background and white text. The banner is framed by ornate, symmetrical scrollwork and a dotted line. The text is centered and reads "WEBINAR TAKEAWAYS".

WEBINAR
TAKEAWAYS

WHY IS IT IMPORTANT TO BUILD YOUR FOLLOWING?

- When a reader purchases a copy of your _____, it's a one-time interaction.
- When a readers purchases a copy of your book, signs up for your email lists and follows you on social media it equals limitless opportunities for _____, _____, and _____.
- Readers will form a _____ with you, and be more likely to recommend your books to other readers.
- Reader recommendations _____.
- Building your online presence makes you _____.

BUILD YOUR EMAIL LIST

EMAIL IS ONE OF THE BEST WAYS TO REACH FRIENDS, FAMILY, AND YOUR FOLLOWING.

THREE WAYS TO DO IT:

- 1) Collect email addresses personally by having readers sign for emails directly on your _____ website.
- 2) Use a _____ and have readers sign up for email updates to come straight to their inbox.
- 3) Sign up for email services to help you build and send emails straight from your _____.

* Don't forget: always collect _____ at book signings and events!

BLOG

- Blogs expand your _____ to audiences you might not be able to get in touch with otherwise.
- Sites like **Blogger.com** or **Wordpress.com** are _____ and _____ to use.
- Self-hosted blogs (like the ones available through Wordpress.org) allow for the most customization and control.

WHAT SHOULD YOU BLOG ABOUT?

- Blog about things that are closely related to your _____ and your _____.
- Guest blog: find websites with material similar to yours and ask to _____. It means their audience will then be able to find _____.

SOCIAL MEDIA 101

YOU DON'T HAVE TO DO IT ALL.

- You just need to find your tribe of people and _____.

IDENTIFY YOUR TRIBE IF YOU HAVEN'T ALREADY.

Reserve your name on all social media channels, even if you don't plan to use them. *(Hint: if you don't plan to use them, keep the channels "private" in your settings so you don't appear to be inactive.)*

HOW DO YOU KNOW WHAT NAME TO USE?

- Use your _____ or _____. You may need to adjust it for length.
- Keep it _____ across all channels.
- Social media rules of thumb: be _____, play _____, and _____ often.

FACEBOOK

- Create a _____ for your book. Don't use your personal profile.

WHAT SHOULD YOU USE FOR YOUR PROFILE PICTURE?

- Your _____, or a recently taken professional _____ (preferably your author photo).

Facebook will let you title a page (i.e. "Xulon Book Marketing 101" but will not let you reserve a url without 25 followers
([Http://www.facebook.com/xulonbookmarketing101](http://www.facebook.com/xulonbookmarketing101)).

Get 25 likes on your new page from family and friends first; then update your Facebook URL to match your social media name.

HOW DO YOU KNOW WHAT TO POST?

- Updates that relate to your _____, _____, or _____. _____ and _____ work particularly well on Facebook.

The schedule option is your friend!

TWITTER

- Large community of _____ & _____ on Twitter.
- Programs like _____ and _____ can help you schedule tweets ahead of time.

Keep an eye on your notifications, because _____ interaction is the lifeblood of Twitter.

NEED IDEAS?

- Follow _____ you love.

EXTRA CREDIT:

INSTAGRAM

- Create a _____ experience. Great for fiction or nonfiction.

**CREATE PHOTOS WITH QUOTES FROM YOUR
BOOK WRITTEN IN A NICE TEXT.**



PICTURES OF YOUR BOOK, PLACES YOU WRITE, ETC.



INSTAGRAM HOSTS LOTS OF VIRTUAL BOOK CLUBS.



GOOD CHANNEL FOR DISCOVERY BY NEW FOLLOWERS.

PINTEREST

WHAT SHOULD YOU POST?

- Particularly great if you're a _____ writer.

GREAT FOR STORY BOARDS.



**QUOTES AND PRINCIPLES FROM YOUR BOOK
WRITTEN IN A NICE TEXT.**



GOOD CHANNEL FOR DISCOVERY BY NEW FOLLOWERS.

PERISCOPE

- A live _____ feed.

**ALLOWS YOU TO HOST A QUESTION-AND-ANSWER
SESSION WITH FOLLOWERS.**



GOOD CHANNEL FOR DISCOVERY BY NEW FOLLOWERS.