



Supporting authors from manuscript to publication to promotion.

Social Media Marketing Tips for Authors (and it's FREE!)

Twitter (<http://www.twitter.com>)

Tweet about –

1. Signing a book contract
2. Sending your book to the publisher (include the publisher and your book title, even a link to your website)
3. Testimonials
4. Favorable book reviews
5. Awards (include the URL)
6. Your blog posts (include the URL)
7. Your website launch and updates (include the URL)
8. Your cover design
9. Tele-seminars
10. Radio or TV interview
11. Book signings
12. Virtual book tours
13. Amazon listing
14. Amazon bestseller campaign (give the date and time too!)
15. Your other social networking site (see below)

Facebook (<http://www.facebook.com>)

Add to your page –

1. Your bio
2. Description of your book
3. Include your contact information (website, blog, twitter, MySpace, LinkedIn, Biznik information)
4. Join one of the many groups for writers and authors and be active!
5. Include a graphic of your book cover
6. Invite friends to review your book and post comments
7. Add a Shelfari widget and showcase all of your books or books by other authors you support
8. Create a virtual bookshelf with your books
9. Post updates about your book to the blogs and comments sections
10. Invite other authors to be your friends, build your network

Facebook Pages (<http://www.facebook.com/pages/>)

Add a page to your Facebook profile showcasing your book!

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Blog: <http://authorsassistants.wordpress.com/>

303.347.2923 / 1.877.244.6974 ex. 703

MySpace (<http://www.myspace.com>)

Add to your page –

1. Your bio
2. Description of your book
3. Include your contact information (website, blog, twitter, MySpace, LinkedIn, Biznik information)
4. Join one of the many forums for writers and authors and be active!
5. Include a graphic of your book cover and a link or instructions on where to purchase your book
6. Invite friends to review your book and post comments
7. Add a Shelfari widget and showcase all of your books or books by other authors you support
8. Post updates about your book to the blogs and comments sections
9. Invite other authors to be your friends, build your network

Amazon Pages (<http://www.amazon.com/pages>)

Create –

1. A profile to your account and your picture
2. Add your website and contact information under “About Me”
3. Add reviews of books
4. Create a book list with Listmania
5. Invite friends
6. Create tags for products and books
7. Post reviews
8. Add favorite items (your books and other authors you support)
9. A reminder on the calendar for upcoming events – like your Amazon.com bestseller campaign!
10. A blog connection on your profile

Blogs -

WordPress Blog (<http://www.wordpress.com>)

TypePad (<http://www.typepad.com>)

Blogger (<http://www.blogger.com>)

Blog about –

1. Your book progress
2. Getting published
3. Books arriving
4. Endorsements and testimonials
5. Interviews and media coverage
6. Being listed on Amazon.com
7. Your Amazon.com bestseller campaign
8. Support other authors books
9. Have guest bloggers promote your book and theirs

LinkedIn (<http://www.linkedin.com>)

Add –

1. Your profile and picture
2. Mention your book and your URLs, blog, Twitter ID, etc.
3. Post a questions and give answers to other peoples questions – share your knowledge and expertise
4. Become an expert of the week
5. Join groups or create your own on your specific topic
6. Build your network by looking for and connecting with other authors and professionals in the publishing industry

Biznik (<http://www.biznik.com>)

Add –

1. Your profile and picture
2. Mention your book and your URLs, blog, Twitter ID, etc.
3. Select more than one city for your profile to appear in
4. Add members to your network
5. Articles
6. Blog entries
7. As for help with services or referrals and be sure to share your services and referrals
8. For a membership upgrade you can record a video profile
9. Your associations
10. And raise your profile with promotion tools
11. Your upcoming events – book delivery date, teleseminars, interviews, etc.

Shelfari (<http://www.shelfair.com>)

Add to your shelf –

1. Your books
2. Books you're reading
3. Other author's books you like and support
4. Add a Shelfari widget to your blog, Facebook and MySpace
5. Ask for feedback and comments (positive of course!)

Squidoo (<http://www.squidoo.com>)

Add –

1. Articles to a new lens (write about your book and it's progress)
2. Join a group
3. Make a comment
4. Set your favorites to show your books or other author's books
5. Your Web site, blog URL, contact information, Twitter ID, etc.
6. Invite friends to view your lenses (articles) and rank them

Hubpages (<http://www.hubpages.com>)

You can –

1. Add your profile and picture
2. Create a page for your book
3. Make a request and respond to a request
4. Check out the popular topics and network
5. Join a forum
6. Read and comment on other people's Hubs
7. Gather fans for your Hubs
8. Join a Tag Fan Club
9. Use links to generate impressions for your referral tracker