



**MAKE MONEY
HAVE FUN
CHANGE THE WORLD**
CREATIVE ENTREPRENEURSHIP

Web 2.0

Branding and Marketing



Branding

into branches
spring out from a
branching off the highway
business is branching out all o
'brand \ 'brand\ n 1 : a burnt o
a : a mark made by burning (s
ship, maker, or quality b : s
ilar purposes : TRADEMARK
criminals with a hot iron b :
A : a class of goods ider
b : a partic

global microbrand:



Attraction
Marketing

Blogging



[SLIDES AVAILABLE AT:](http://www.thecreativepenn.com/edgware/)

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**Branding
You and Your
Business**

branching
into branches
spring out from a
branching off the highway
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brand \ 'brand \ n 1 : a bur
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ilar purposes : TRADEM
criminals with a hot iron
A B : a class of goods
b : a particular

Google™

amazon.com



Virgin





NINJA HOME EPISODES COMMUNITY NINJA MART STORE ABOUT THE NINJA

ASK A NINJA

YOU GOT QUESTIONS. NINJA GOT ANSWERS.



 **wine library tv**™
CHANGING THE WINE WORLD

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THE BLOG OF **TIM FERRISS** EXPERIMENTS IN LIFESTYLE DESIGN

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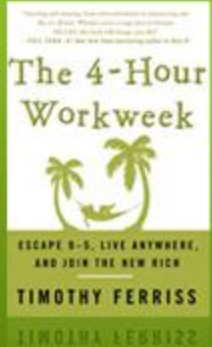


- #1 New York Times Bestseller
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Dr. Stewart D. Friedman,
Work/Family Advisor to Al Gore and Jack Welch

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And closer to home...



 **MichaelDoneman**
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Executive Management and Leadership Coach
Entrepreneurship Coaching
Creativity and Innovation Coaching

Michael Doneman is founding director of Edge
20 years of experience in education and com
inspired work in communities (including India



THE
creative
PENN

**Writing, Publishing Options,
Sales and Promotion...For Your Book**

Thinking...



PLEASE WAIT

A circular hole is torn in a blue surface, revealing a bright white light source behind it. The text "Why is branding important?" is written in a bold, black, serif font across the white opening.

**Why is branding
important?**

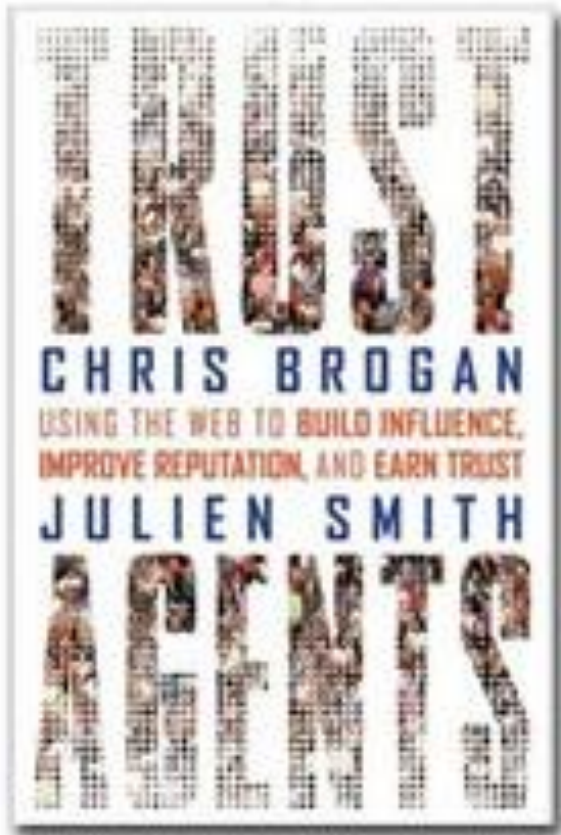




<http://www.flickr.com/photos/vaxzine/484091473/>



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People need
to know, like
and trust you
in order to
buy.

Tribes

We Need **You** to Lead Us

www.SethGodin.com



HUGH MACLEOD



I'm a cartoonist.
I sell limited-edition prints.
I wrote a book.
I'm CEO of Stormhoek USA,
which markets South African
wine in the States.
I also draw private commissions.

www.GapingVoid.com



A creator, such as an artist, musician, photographer, craftsman, performer, animator, designer, videomaker, or author - in other words, anyone producing works of art - needs to acquire only 1,000 True Fans to make a living.


Kevin Kelly www.KK.org



Write down for your business idea

What do you want people to think about when they see your business, hear about you or find your site online?



A circular hole is cut into a solid blue surface. The edges of the hole are jagged and uneven, showing the white paper or material underneath. The text "Deciding on your brand" is centered within the white circular area.

**Deciding
on your brand**

A blue dart is shown in motion, flying from the left towards a target on the right. The target consists of several concentric red and white rings. The dart is blurred, suggesting speed. The background is plain white.

**Who are you targeting?
The rest don't matter.**







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What
do you
want
them
to do?





<http://www.flickr.com/photos/ramdac/373881476/>



<http://www.flickr.com/photos/disowned/1158260369/>



your name or your site or your niche

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Google Search

I'm Feeling Lucky

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<https://adwords.google.com/select/KeywordToolExternal>



<http://www.flickr.com/photos/matthijs/490547675/>



<http://www.flickr.com/photos/booleansplit/2445628211/>

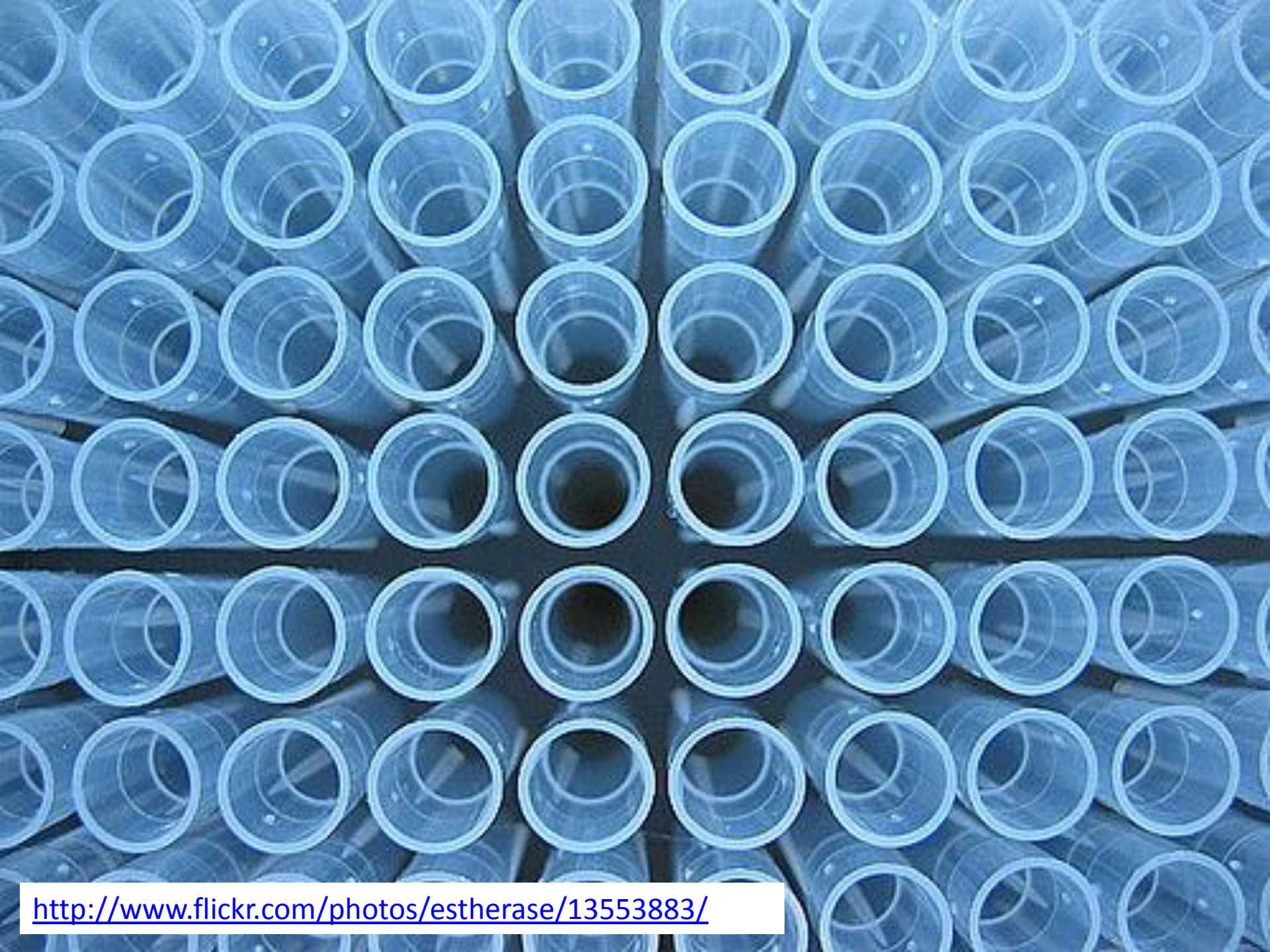


**REALITY
CHECK
AHEAD**

People connect with faces. Yours is unique. Use it.



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<http://www.flickr.com/photos/hamed/327939900/>





Write down for your Brand

- Your target market (be specific)
- Words that you want to use. Google Keyword ideas.
- Images and pictures.
- Models in your market






**Building your
Global Microbrand**

Centralised hub linked
to by other sites



We 
blog



**“A blog is a
website with
special powers”**

Yaro Starak, 6 figure professional blogger
[Entrepreneur's Journey.com](http://Entrepreneur'sJourney.com)

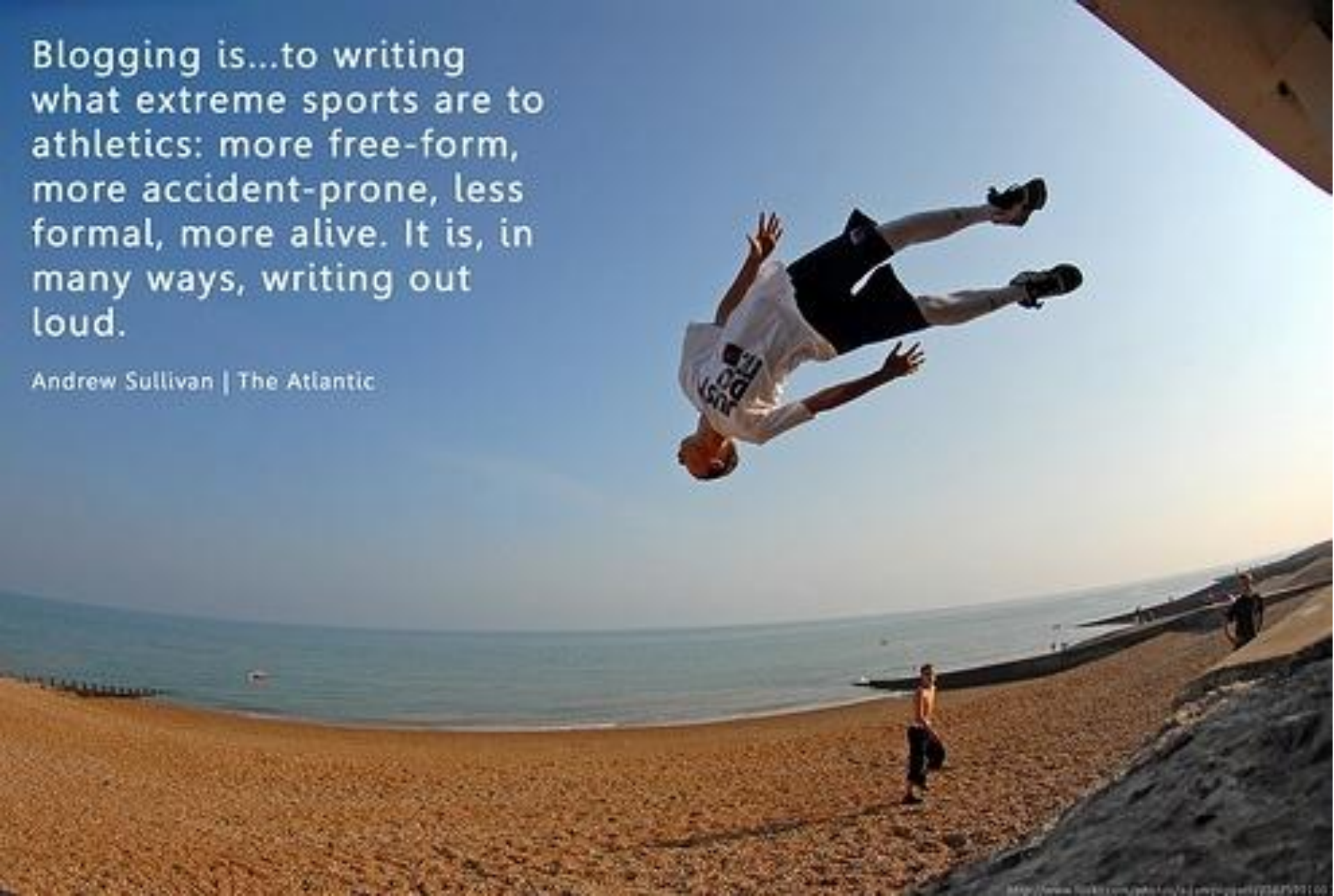
<http://www.flickr.com/photos/sheeshoo/68563737/>



- Easy to use software and easy to change
- Regular updates to content, which Google loves AND people love
- Syndication via Feeds (RSS) so people can subscribe and you reach more people
- Interactive functionality – comments, sharing
- More personality
- Mainstream content creation

Blogging is...to writing what extreme sports are to athletics: more free-form, more accident-prone, less formal, more alive. It is, in many ways, writing out loud.

Andrew Sullivan | The Atlantic



<http://www.flickr.com/photos/will-lion/2958508813/>



joanna penn

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30 Nov 2009 ... **Joanna Penn** is an author, blogger and speaker on writing, publishing, internet sales and promotion for your book.

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29 Apr 2010 ... Author, speaker, blogger, traveller, reinventor of self. Learning and blogging about writing, publishing and book marketing.

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This is the biography page for **Joanna Penn**. I am an author, speaker and consultant living

Google yourself.

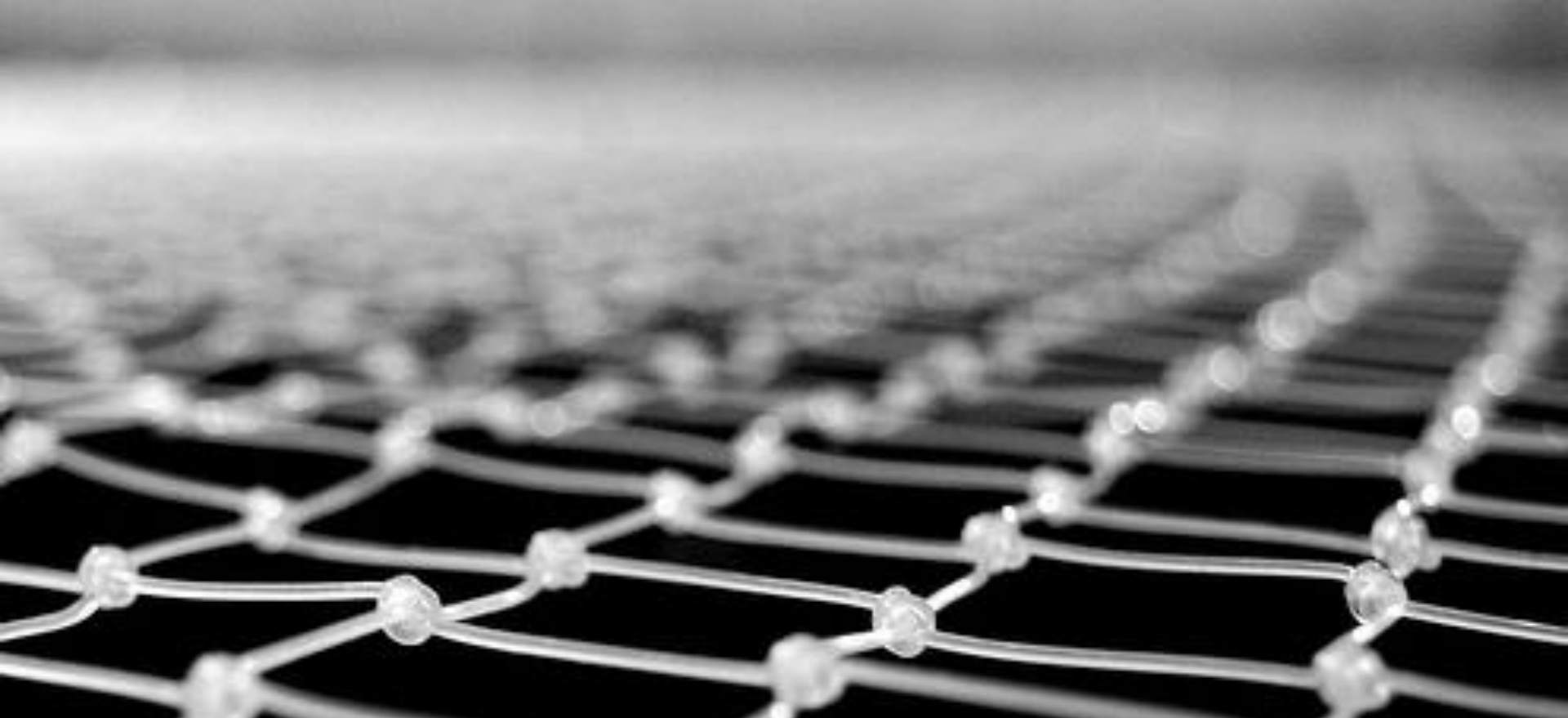
Are you in control of what someone will see?

A customer
The media
Your competition



Keep
people
coming
back

<http://www.flickr.com/photos/protoflux/2287499188/>



Blogging is about networking, sharing and linking to each other. The more you give, the more your network expands and the bigger your blog gets.

Free or cheap



Hostgator

www.Blogs4Authors.com



Become a Blogger.com

Joel Williams
Blog Tech Guy



“Taking care of the
technical side of blogging!”

Under \$500 or DIY



- How To posts
- List article
- Opinion post
- Video post
- Podcast/ audio interview
- Text based interview
- Product or book review
- Lessons learned post
- Report on an event or seminar
- Original writing e.g. Short story
- Your own press releases and book promotion!



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How To Write The Ending Of Your Novel

by JOANNA PENN on AUGUST 9, 2010 [EDIT]



There is plenty of writing advice about the first 10 pages, the importance of hooking the reader at the start and making an impact in the first paragraph. But what about making sure that the reader wants to buy your next book?

47 tweets
retweet

If your ending sucks, it can leave a bad taste in the reader's mouth and will ensure they don't want to read your next

book. So here are some tips on writing endings for your fiction novels:

- **Don't cheat and suddenly have everything work out fine.** This is lazy and the reader isn't fooled. For example "And Jesus lived happily ever after". From 'How Not To Write A Novel'.
- **Link the story to a larger theme to end on a high note.** This is one of the great tips included by C. Patrick Schulze in this article on writing endings.
- **You can surprise the reader but you must also satisfy them.** There

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Write down for your business



- How do you attract people to your business?
- If you have a blog, is it effective?
- If you don't, why not? What is stopping you? What are your biggest objections to blogging?
- WHAT IF It works?

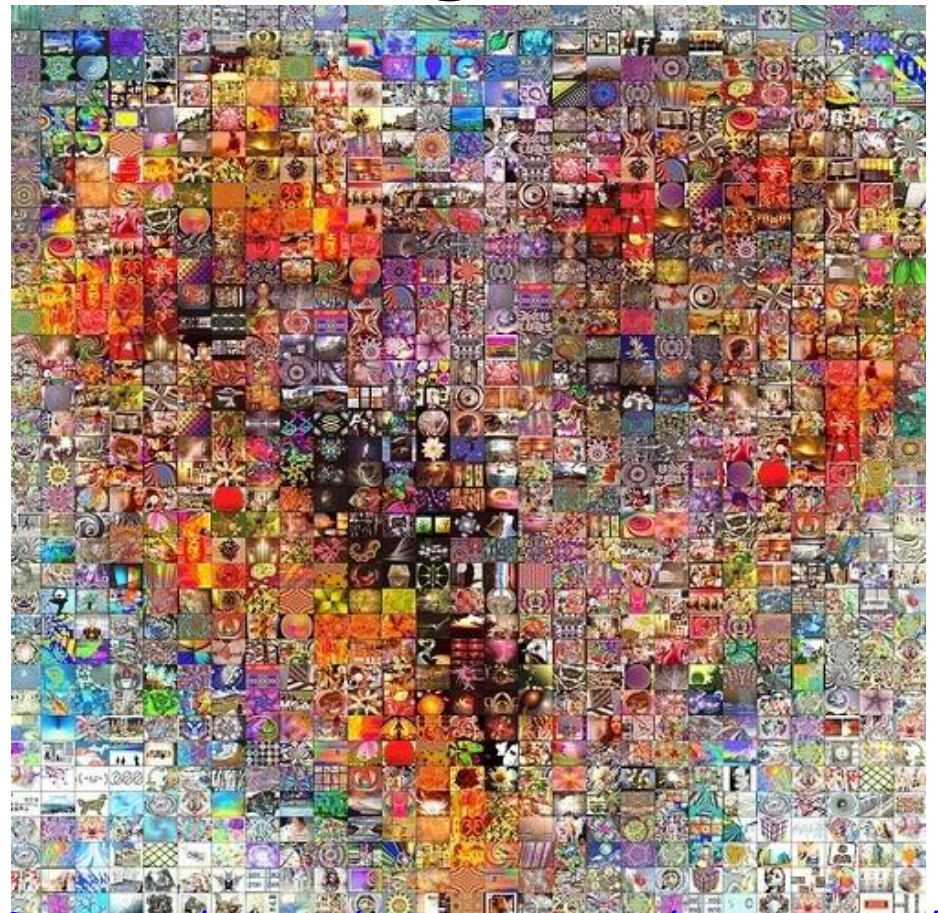




**Attraction
Marketing**

“Marketing is sharing your love for what you do with the people who will most celebrate hearing about it”

Joe Vitale,
Inspired
Marketing



Centralised hub linked to by other sites







WIKIPEDIA
The Free Encyclopedia

flickr®
from YAHOO!

You Tube

User Generated Content

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4. Twitter.com
5. Google.com
6. MySpace.com
7. Facebook.com
8. IMDB.com (movie site)
9. NYTimes.com
10. Apple.com

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[http://www.readwriteweb.com/archives/the most influential websites in the world.php](http://www.readwriteweb.com/archives/the_most_influential_websites_in_the_world.php)



Use the power of social networks

Word of Mouth





- 35 – 49 biggest age group
- Self-employed , entrepreneurs
- Used on mobile devices
- 51% earn over \$60k

Twitter 101 for Business

<http://business.twitter.com/twitter101>

- Relationship building
- Traffic (80/20)
- Information
- Tweet the niche
- Be useful

<http://www.thecreativepenn.com/2010/04/06/social-networking-for-authors-twitter-tips/>

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facebook

- Population: 350 million ... And counting
- Women over 55 biggest demographic
- Women 56% of users
- 45% over 26 years

<http://www.insidefacebook.com/2009/02/02/fastest-growing-demographic-on-facebook-women-over-55/>



Broadcast Yourself

- 54% are 35 – 64 years old; 19% 25-34 (check out MySpace for younger)
- 61% earn over \$60,000

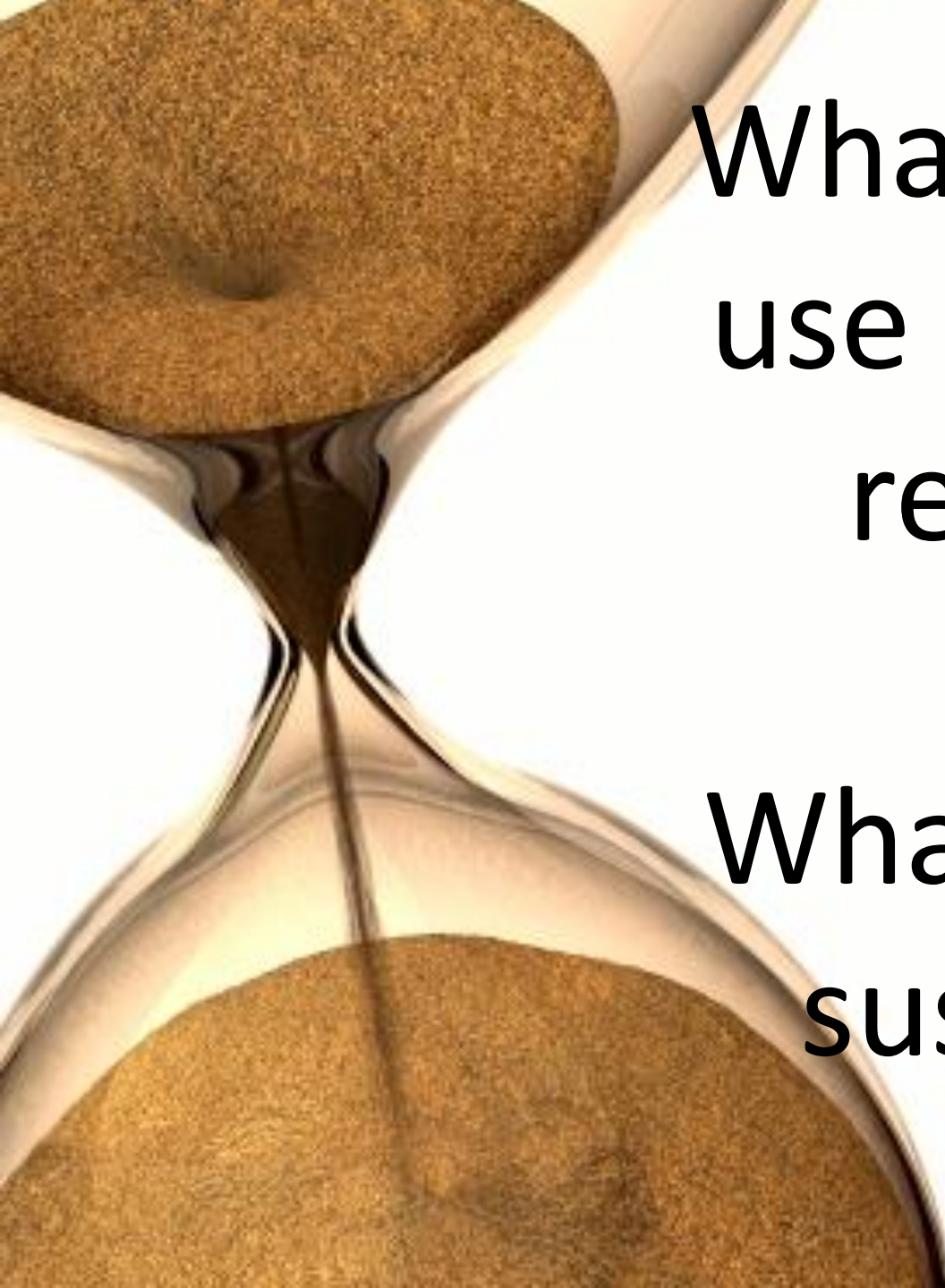
<http://honestatson.com/og/youtube-demographic/>

Demographics now available in YouTube Insight

LinkedIn



- More than 30 million people
- Professionals
- 30% earn more than \$93k p.a.
- 69% read blogs
- 28% are Senior Executives



**What is the best
use of time and
resources?**

**What is fun and
sustainable?**

<http://socialmention.com/>

socialmention*

Real-time social media search and analysis:

in All Search
[or select social media sources](#)

Trends: [Lawrence Taylor](#), [lena home](#), [NowPlaying](#), [Bugatti Type 57SC](#), [prader willi syndrome](#), [Bonamana](#), [Visible From Space](#)

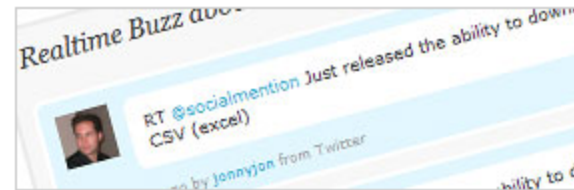
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Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

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Realtime Buzz Widget



Display realtime buzz on your site or blog.

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<http://www.youtube.com/thecreativepenn>



- Video search is growing and you want to be found
- Google voice recognition and auto-captioning means search will soon be even better
- Human connection sells books. Video gives non-verbal communication and connection
- Drives traffic to your main site, or can be the basis of the site – like Gary Vaynerchuk
- Demographics may surprise you – not just teens. My YouTube viewers are aged 45-64
- Authors/writers are shy and so you can stand out in the crowd

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The Creative Penn



Joanna Penn

Category: Literature
Language: English

Free

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LEARN



A wooden signpost with two vertical posts and a horizontal crossbar. The posts are wrapped with thick, light-colored rope. A wooden sign with the words "START HERE" in white, hand-painted letters is attached to the crossbar. In the background, a multi-story residential building with balconies is visible, along with a parking lot, a utility pole, and a clear blue sky. A smaller sign in the distance points to the "START EAST SIDE".

START HERE

START
EAST SIDE

“Your
kryptonite is
in your mind”

Gene Landrum

DANKE MERCI THANK YOU GRACIAS ARIGATO
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Joanna Penn

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<p>From Idea To Book Writing, self-publishing, and print-on-demand... for your book April 2, 2009 \$1.00</p>	<p>From Book To Market Internet marketing, promotion, and promotion... for your book June 17, 2009 \$19.00</p>	<p>How To Enjoy Your Job April 26, 2008 ★★★★★ (5) \$21.05</p>	<p>From Idea To Book: Writing, se... April 9, 2009 \$12.50</p>
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That's you! Lists

Three Spiritual Disciplines for Writers
<http://ddd.h/k/DvTvic>

Name Joanna Penn
Location Brisbane, Australia
Web <http://www.TheCre...>
Bio Author, speaker, blogger, traveller, reinventor of self. Learning and blogging about writing, publishing and book marketing.

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