

# author2.0

using web 2.0 tools to write, publish, sell and promote your book

## John Kremer Teleseminar Series



With Joanna Penn  
<http://www.TheCreativePenn.com>





amazon.com Hello, Joanna Dixon. We have recommendations for you (Not Joanna?)

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### Joanna Penn

#### Bibliography

<p><b>From Idea To Book</b> Writing, self-publishing, and print-on-demand... for your book for your book April 2, 2009 \$1.00</p>	<p><b>From Book To Market</b> Internet... June 17, 2009 \$19.00</p>	<p><b>How To Enjoy Your Job</b> April 26, 2008 ★★★★★ (5) \$21.05</p>	<p><b>From Idea To Book</b> Writing, self-publishing, and print-on-demand... for your book for your book April 9, 2009 \$12.50</p>
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See search results for "Joanna Penn" in Books

#### Joanna Penn's Latest Blog Posts

Podcast: J  
11:21 PM PD  
On reading  
This blog is



Biography



### thecreativepenn

That's you!

Lists

iPad: 5 killer apps for authors  
<http://dld.bz/96v> via @thebookwright

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.

8,805 following 12,345 followers 1,105 listed

Tweets 9,714

Favorites

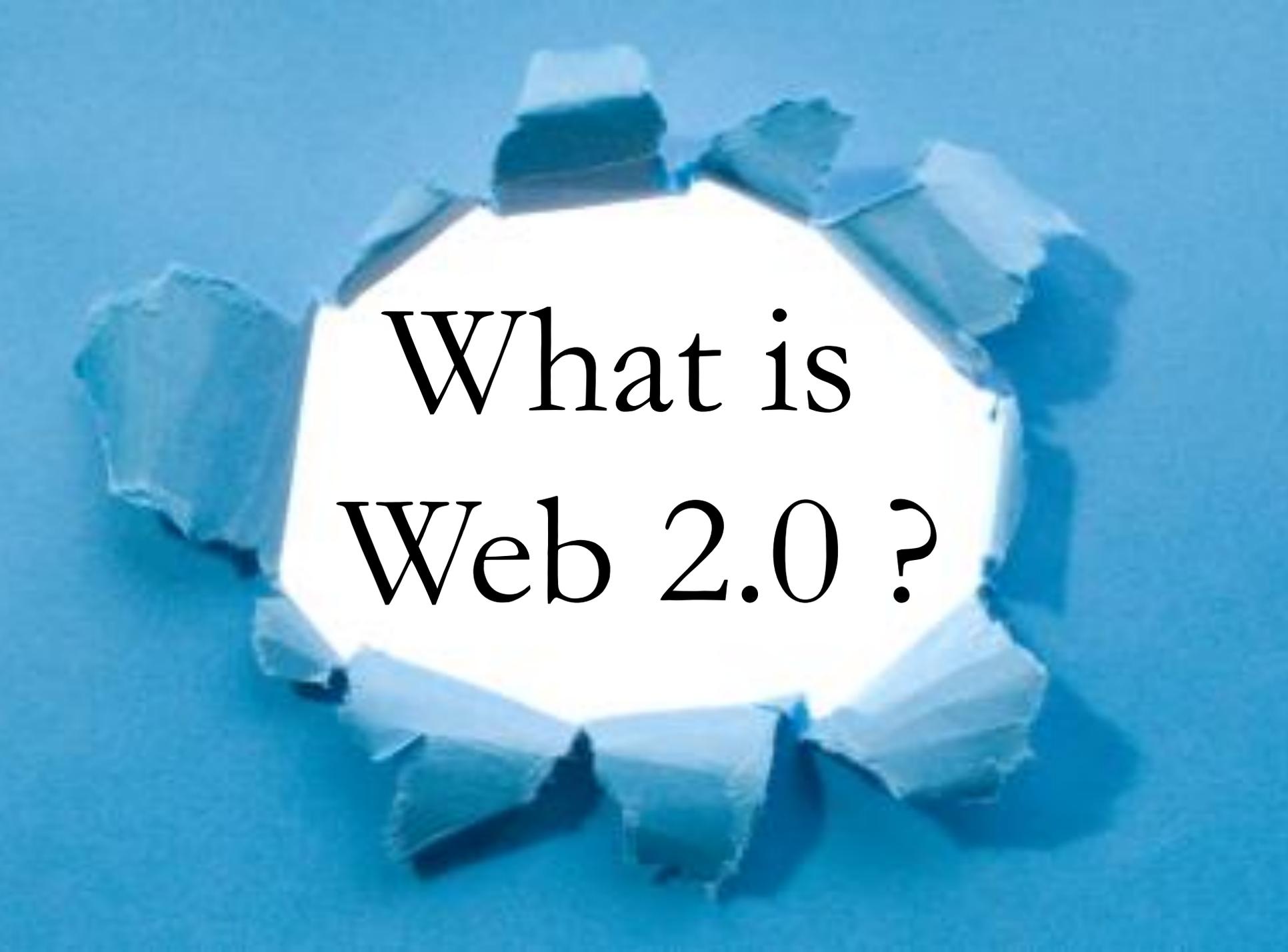
Lists

# author2.0

using web 2.0 tools to write, publish, sell and promote your book

<http://www.TheCreativePenn.com>

<http://www.Author2Zero.com>

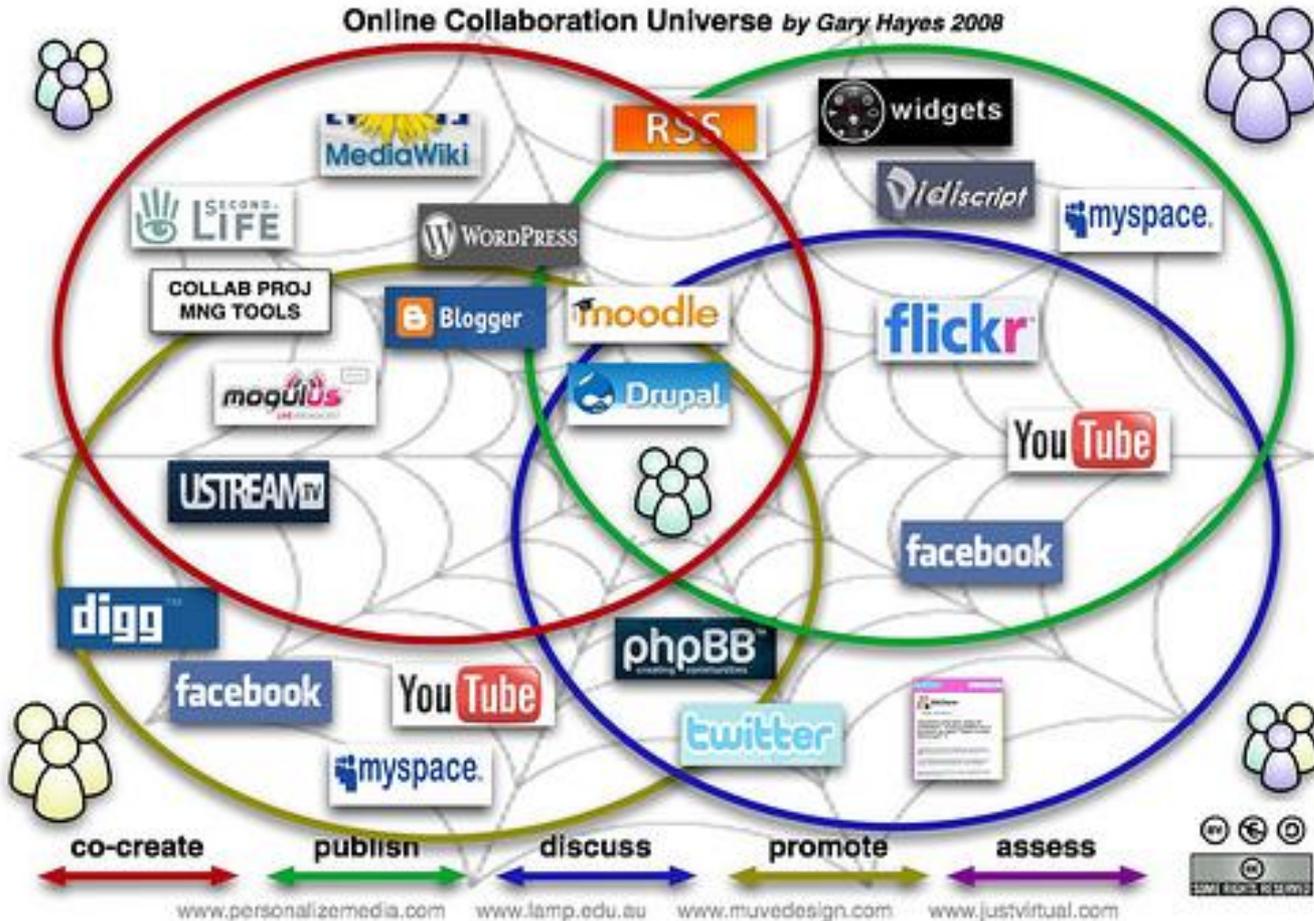


What is  
Web 2.0 ?

It is not...



<http://www.flickr.com/photos/waldopepper/28232039/>



Prosumers –  
produce and  
consume

Dynamic – real time

Shareable

Relationships

Easy to use tools

Interaction

Transparency

Collaboration

Community

Real people

User generated content



WIKIPEDIA  
*The Free Encyclopedia*

flickr®  
from YAHOO!

You Tube

### User Generated Content

1. Wikipedia.org
2. YouTube.com
3. Flickr.com
4. Twitter.com
5. Google.com
6. MySpace.com
7. Facebook.com
8. IMDB.com (movie site)
9. NYTimes.com
10. Apple.com

twitter

Google™



facebook

[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)



What is the  
Author Platform?

*The author used to be a writer only.*





flickr  
twitter

facebook



# What is an author platform?

## Twitter's "Garyvee" Vaynerchuk Gets A Book Deal

*Web wine guru branches into the print world*

HarperStudio has signed a seven-figure, 10-book deal with Gary Vaynerchuk, a 33-year-old Belarusian-born wine retailer from New Jersey, who, except for a talk show appearance here and there, is basically unknown in mainstream media circles.



Name Gary Vaynerchuk

Location NYC

Web <http://garyvayner...>

Bio Wine guy, host of Wine Library TV. Video blogger and Businessman that loves people and the hustle

8,602 445,958

following followers



## Authors Find Their Voice, and Audience, in Podcasts



PRE-ORDER NOW.



June 2009 will see the release of J.C. Hutchins' new supernatural thriller, *Personal Effects: Dark Art*. A recent [starred review](#) by *Publisher's Weekly* called the novel a "stellar first." *Library Journal's* [review](#) deemed *Personal Effects* a work that "may herald the future of modern fiction."



Writing, editing,  
proof-reading,  
repeat

Layout, cover design,  
Self-publishing



Distribution, Sales

Book Published

6 Months



All of this  
compounds  
if done  
consistently  
over time



Continue for  
as long as  
you want to  
sell



Platform Building: **Relationships**, Fan base, Anticipation, Buzz



The most important  
thing before you start  
online....

branching  
into branches  
spring out from a  
branching off the highway  
business is branching out all  
**brand** \ 'brand \ n 1 : a bur  
ship, maker, or quality  
ilar purposes : TRADEM  
criminals with a hot iron  
A B : a class of goods  
b : a particular

Decide on what the author brand is and build on that only.



The internet works on niches. You can't be all things and succeed.





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

# Tribes

We Need **You** to Lead Us

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



A creator, such as an artist, musician, photographer, craftsperson, 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](http://www.KK.org)

gapingvoid

SEPTEMBER 13, 2009

## global microbrand:

**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](http://www.GapingVoid.com)





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



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



**REALITY  
CHECK  
AHEAD**





The 3 things you must  
have to build your  
online platform

# The Author 2.0 Model

## The Author 2.0 Model



We   
blog

Free giveaway – something of value so you can build a database and stay in touch with these people





twitter

<http://twitter.com/thecreativepenn>

<http://www.facebook.com/joanna.penn>

facebook

friendfeed

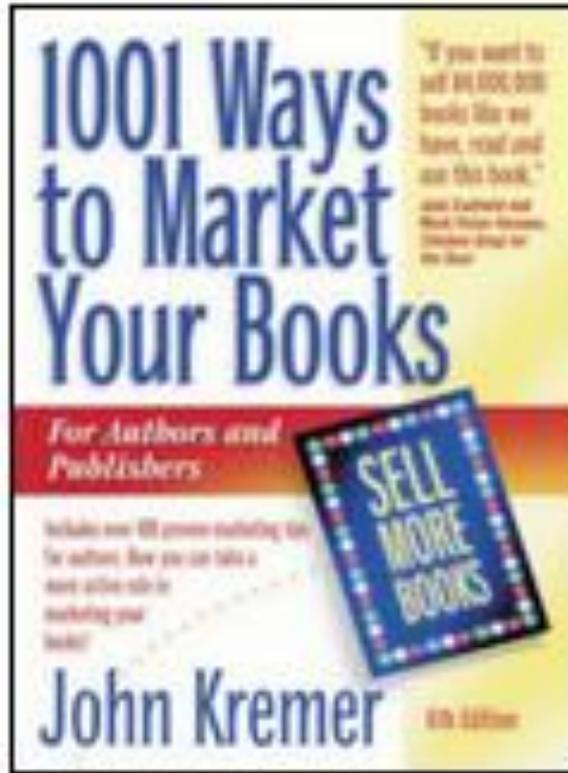
<http://friendfeed.com/joannapenn>

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

You Tube  
Broadcast Yourself™

flickr

<http://www.flickr.com/people/38314728@N08/>



“Book Marketing  
is all about  
creating  
relationships”

<http://www.bookmarket.com/>

*John Kremer*



Why blogging  
works for marketing

Express yourself.  
Start a blog.

Freshly  
Pressed:

 Subscribe

The best of **301,119** bloggers,  
**235,932** new posts, **270,277**  
comments, & **47,880,355** words  
today on WordPress.com.



Launching MMDs\* on an  
unsuspecting world  
Fangirl's Handbag



Be Grateful Your Employer  
Doesn't Draft  
The Miller Times

[Sign up now](#)

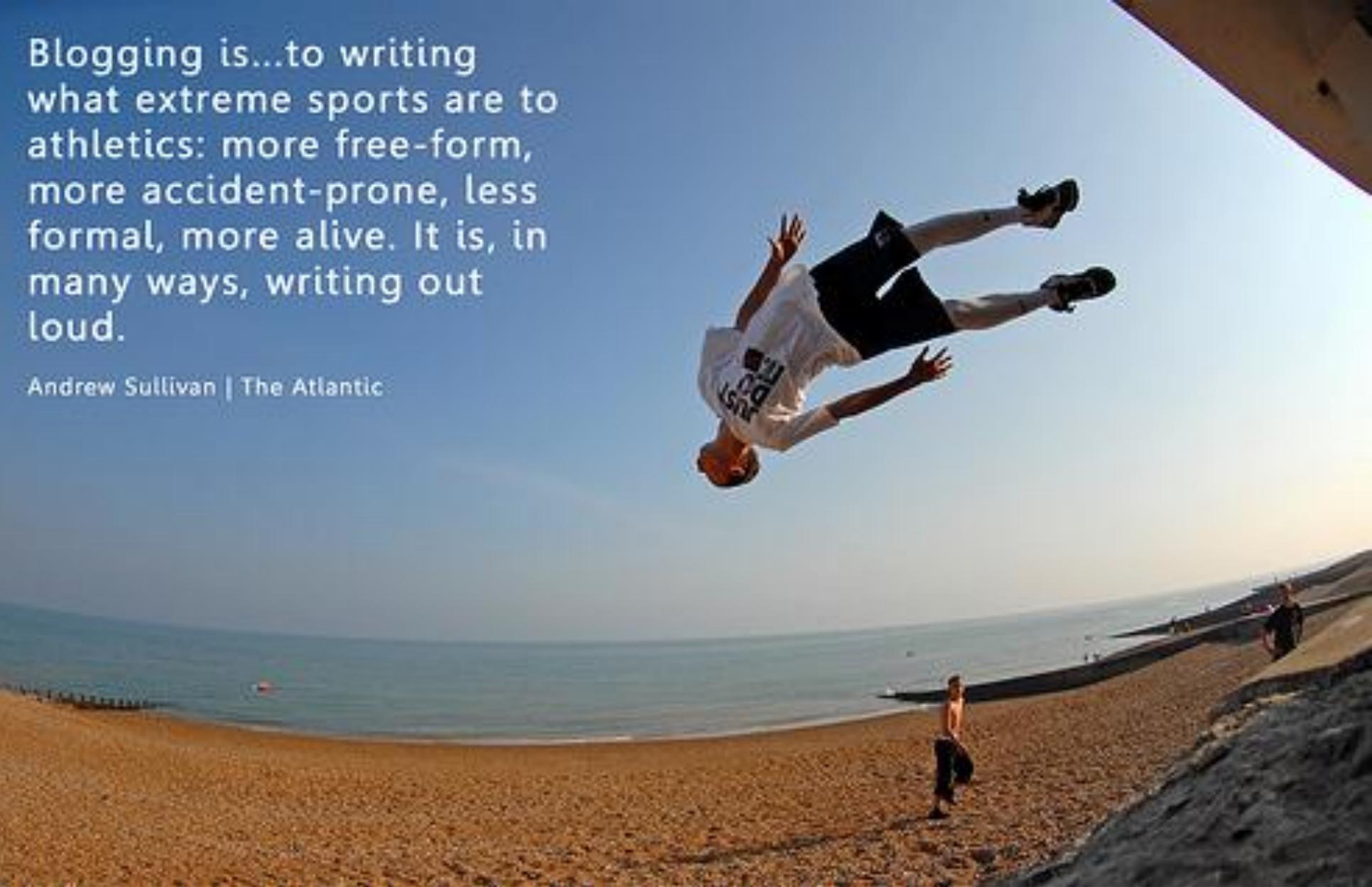
In seconds, you'll have a blog with  
amazing [free features](#) like...

Stats to obsess over

- Easy to use, free (or cheap) tools to build a customised presence on the web. Basically, your internet hub for free!
- Search engines love new content = blogging, NOT static pages. Your keywords drive who finds you.
- People love new content = blogging as they keep coming back or subscribe = build relationship over time (people know you!)
- Hub of your platform – recommended by publishers!

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/>



- Writing practice and even blog your book to gain audience prior to publication
- Sell books from blog in sidebar (or other products), or link to Amazon page

- Connect with like-minded people. Have a platform to build relationships with peers, as well as your audience. Become part of the blogging world, opportunities expand exponentially as your blog grows
- Two way interaction and feedback with comments and responses to what you write from your fans / audience

Web [+ Show options...](#)[The Creative Penn](#) ☆ - 3 visits - 3/01/0922 Apr 2010 ... Video: Creating Your Author Brand By **Joanna Penn**. April 14, 2010. I really enjoy speaking about the topics I am passionate about: writing, ...[www.thecreativepenn.com/](http://www.thecreativepenn.com/) - [Cached](#) - [Similar](#)[Podcasts](#)[March 2010](#)[February 2010](#)[Speaking](#)[About](#)[Books](#)[October 2009](#)[January 2010](#)[More results from thecreativepenn.com »](#)[About Joanna Penn and The Creative Penn | The Creative Penn](#) ☆30 Nov 2009 ... **Joanna Penn** is an author, blogger and speaker on writing, publishing, internet sales and promotion for your book.[www.thecreativepenn.com/about/](http://www.thecreativepenn.com/about/) - [Cached](#) - [Similar](#)[Joanna Penn \(thecreativepenn\) on Twitter](#) ☆

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

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Friends: Kerry McDuling, Lynn Taylor, Danielle Cullen, Sophie Penn, Rachel Bleier

**Joanna Penn** is on Facebook. Join Facebook to connect with **Joanna Penn** and others you may know. Facebook gives people the power to share and makes the world ...[www.facebook.com/joanna.penn](http://www.facebook.com/joanna.penn) - [Cached](#) - [Similar](#)

# Google yourself now!

## Do you control what you see here?

## If you create a regular blog, you will.

## *(Will publishers/agents Google you?)*



Multi-media  
Platform  
(audio and video)

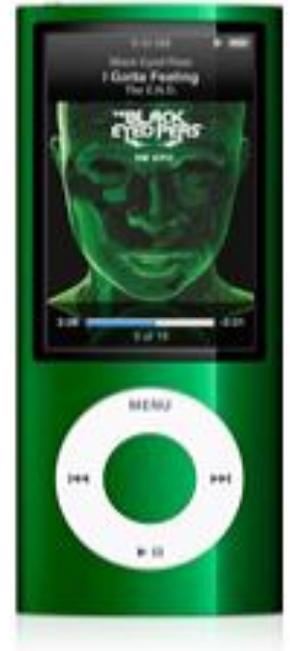


- Video search is growing and you want to be found
- Google voice recognition and auto-captioning means search will soon be even better
- Human connection sells books. Video gives non-verbal communication and connection
- Drives traffic to your main site, or can be the basis of the site – like Gary Vaynerchuk
- 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

Easy to use – iPod Nano, Flipcam, iPhone or Computer webcam.

Ustream, YouTube – direct video cam

Be Authentic!



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Broadcast Yourself™ Home Videos Channels

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51 views - 1 month ago
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**The Creative Penn: Intro to the site** 1 ratings ★★★★★

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TheCreativePenn.com is a site dedicated to Writing, self-publishing, print-on-demand, internet sales and marketing...for your book.

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

The New York Times

<http://www.nytimes.com/2007/03/01/books/01podb.html>



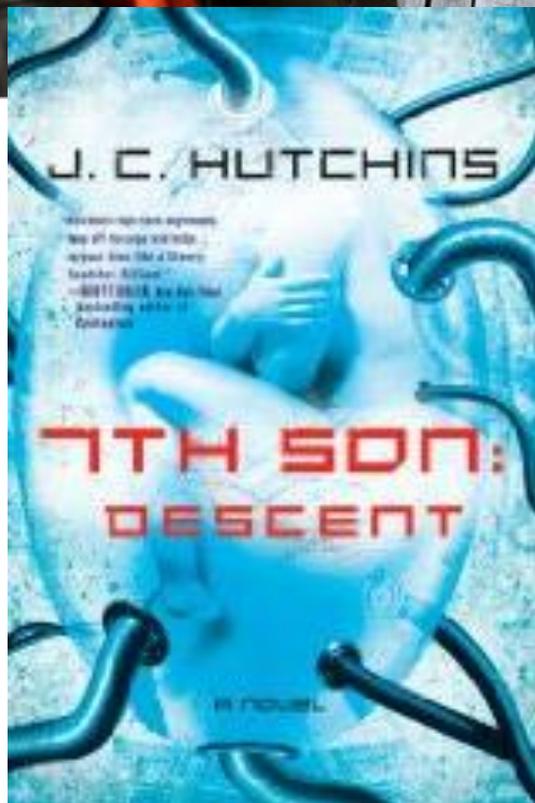
<http://www.scottsigler.com/>

<http://www.podiobooks.com/>



I SHOULD  
BE WRITING

<http://isbw.murlafferty.com/>



<http://www.thecreativepenn.com/2009/05/11/authors-should-podcast/>

<http://www.7thsonnovel.com/>



J.C. HUTCHINS  
THRILLER NOVELIST

<http://jchutchins.net/>

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- iTunes Store
- Purchased

SHARED

- Home Sharing



Music

Movies

TV Shows

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Podcasts > Audio Podcasts > Literature > The Creative Penn

## The Creative Penn



Joanna Penn

Category: Literature  
Language: English

Free

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=309426367>

## Podcasts

[EDIT]

Podcasts will be posted weekly and will cover **Interviews, Inspiration and Information on writing, publishing options, internet sales and promotion – for your book.**

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Please let me know if you want a particular topic covered or to recommend an interviewee – email me at: [joanna@TheCreativePenn.com](mailto:joanna@TheCreativePenn.com)



Please [subscribe to this podcast in iTunes here](#), or directly through my [podcast feed here](#)

Here is a list of the podcasts that will be updated weekly:

[#46: Writing romance and first time novel experiences with Dean Mayes](#)

[#45: Crime writing and tips on getting an agent with Sam Blake](#)

[#44: Book Design with Joel Friedlander, The Book Designer](#)

[#43: Creating iPhone apps for your books with Tom Evans, The Bookwright](#)

[#42: Writing Supernatural Themes and Fight Scenes with Dark Fantasy Author Alan Baxter](#)

Relationship Building with Authors, Bloggers, Marketers and others in your niche

Relationship Building with your audience

Incoming Links from other sites

Viral effect of referrals/word-of-mouth

Learning and Fun!.

The image features a central circular opening in a blue surface, surrounded by white, torn paper scraps. The text is centered within this opening.

How to use your time  
most effectively  
online

**LEARN**





What is the best  
use of your  
time?

What do you  
enjoy?

Choose  
then

Stick with it!

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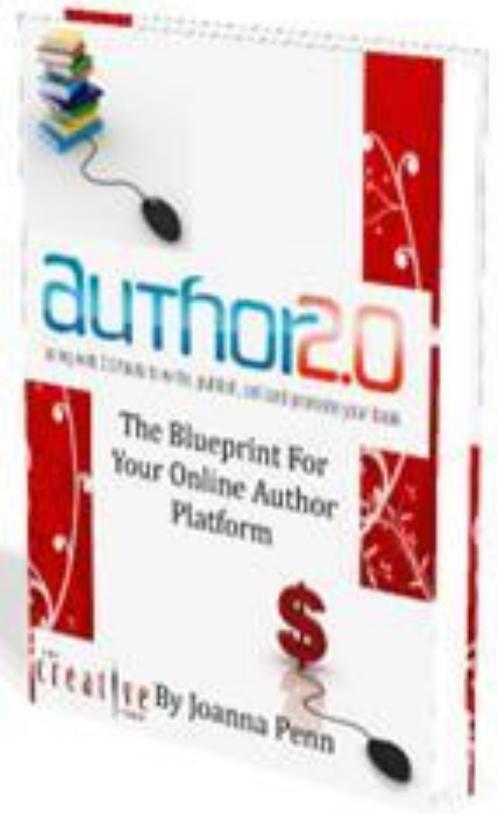
## Any questions?!

<http://www.Author2Zero.com>

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



Free Blueprint <http://www.author2zero.com>



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