

Blogging for Authors And Writers



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Joanna Penn

Bibliography

From Idea To Book: Writing your... April 2, 2009 \$1.00	From Book To Market: Internet... June 17, 2009 \$19.98	How to Enjoy Your Job April 26, 2008 ★★★★★ (5) \$21.95	From Idea To Book: Writing, se... April 9, 2009 \$12.50

See search results for "Joanna Penn" in Books

Joanna Penn's Latest Blog Posts

Podcast: Julia McCutchen on Brilliant Book Proposals and the Traditional Publishing Process
11:21 PM PDT, September 18, 2009

On reading this... This blog is ab...

About @thecreativepenn

13,920 Tweets	9,921 Following	15,979 Followers	1,885 Listed
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facebook

The Creative Penn

Wall Info Welcom

What's on your mind?

Attach: [Icons]

The Creative Penn + Others Just The Creative Penn Just Others Spam

The Creative Penn I'm very excited as I've made it into the finals of the best writer's blogs on very high profile blog 'Write To Done'. Exciting times!


A-List Blogger Club
THIS IS YOUR CHANCE
KICK-START AN AWESOME
CLICK HERE FOR MORE INFO.

Top 10 Blogs for Writers Contest: Who Are The Finalists? | Write to Done

Edit Page



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- <http://www.thecreativepenn.com/pentecost/> FREE CHAPTERS

A circular hole is punched through a solid blue surface. The hole is irregularly shaped, with jagged, torn edges. The background behind the hole is a bright, almost white light, creating a strong contrast with the blue foreground. The text "What is a blog anyway?" is centered within this hole in a bold, black, sans-serif font.

**What is a blog
anyway?**



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

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

**“A blog is a
loyalty
generator”**

Chris Garrett, ChrisG.com, co-author of Prologger, the
book.

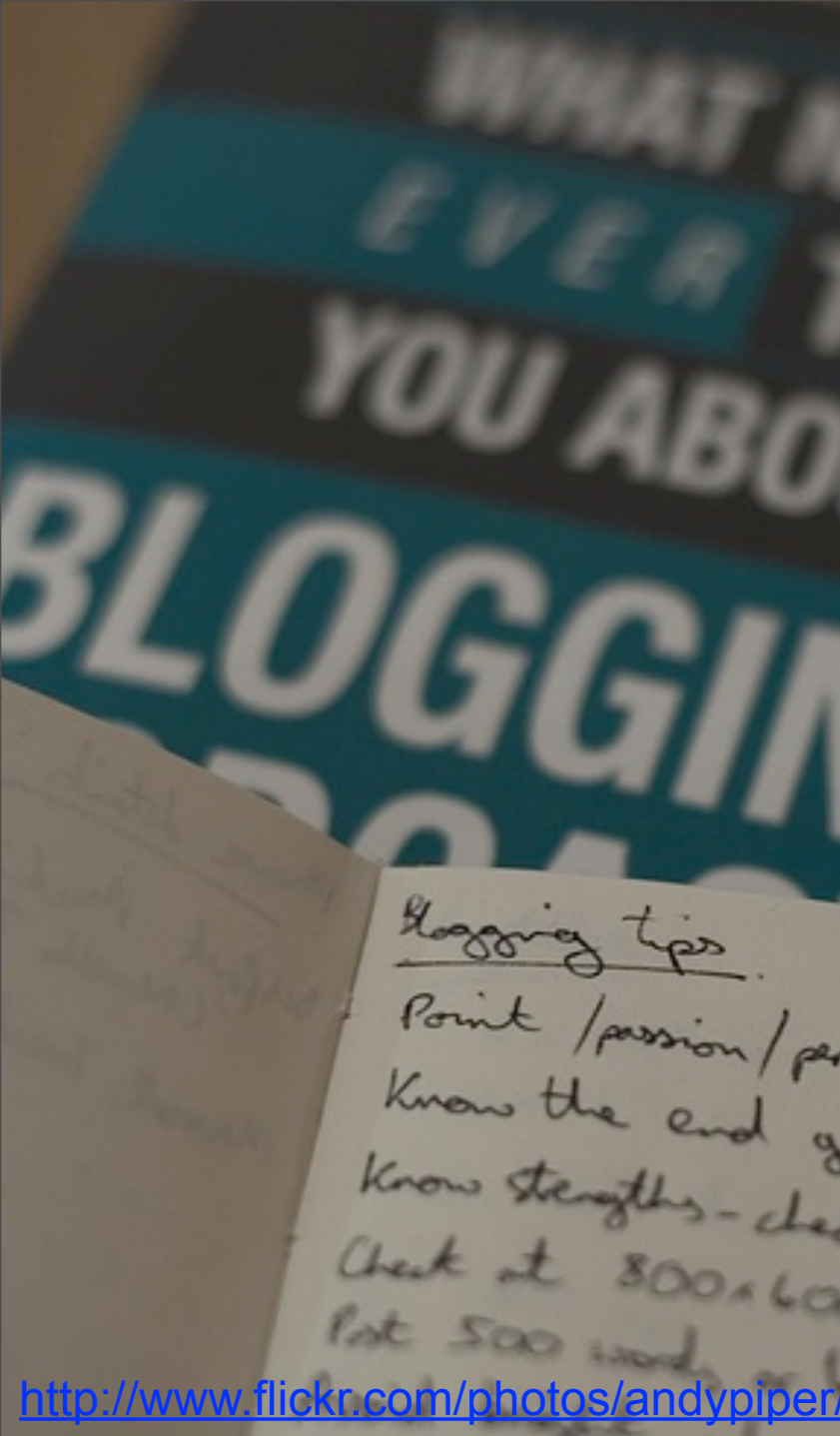
<http://www.flickr.com/photos/sheeshoo/68563737/>



Keep people
coming back

KNOW
LIKE
TRUST

[http://www.flickr.com/photos/protflux/
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- 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

Google reader All items

Home

Home

All items (607)

Starred items ☆

Your stuff

Shared items

Notes

Trends

Browse for stuff

People you follow

24 new followers [View](#)

Comment view

Joel

Home

A look at what's new

Google Reader Play is a fun way to browse interesting stuff on the web. [Give it a try!](#)

mnmlist (1)

[10 essentials](#) I was reading a series in GQ called 10 Essentials where a designer or stylish are essential to them. I love the idea, but the lists seem like such tributes to luxury consumer would interview ...

Chris Garrett on New Media (1)

[Bloggers Mean Business](#) [image: Rebel] Here we go again. Another week, another "revolutio stirs things up. To paraphrase a line from a movie ... "He's not a rebel, he is a very naughty t be free, says the latest link-bait, attack-post, ...



HOME START HERE PODCASTS BOOKS STORE SPEAKING TEST

People Don't Buy Books Based On The Publisher

by JOANNA PENN on AUGUST 5, 2010 [EDIT]



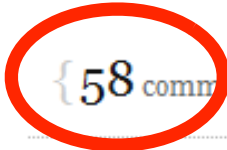
Some of my bookshelves

Most writers and authors also buy a lot of books. I'm certainly do, and you probably do too. **So what makes you buy a book?**

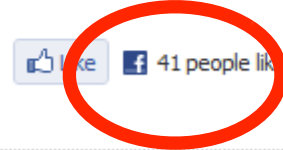
I buy books primarily following:



Do you buy books based on a publisher? and do you care who publishes your book?



58 comments... read them below or [add one](#)



41 people liked this. Be the first of your friends.

Natalie August 5, 2010 at 12:53 am [edit]



Hi Joanna,
I agree with most of the points you've raised except:

*Do we all want a 10 book deal with Harper Collins because it means more physical distribution to bookstores, potentially world rights and more

Interactive functionality – comments, sharing

Wordpress. No programming needed.

The screenshot displays the WordPress 3.0.1 dashboard. At the top, the site name 'The Creative Penn' is visible, along with a 'Visit Site' link, a 'New Post' button, and the user name 'Howdy, Joanna Penn | Log Out'. A yellow notification bar indicates 'WordPress 3.0.1 is available! Please update now.' and 'Screen Options' and 'Help' links are present.

The left sidebar contains navigation menus for 'Dashboard', 'Posts', 'Media', 'Links', 'Pages', 'Comments', and 'Appearance'. The 'Posts' menu is expanded, showing 'Edit', 'Add New', 'Post Tags', and 'Categories'.

The main content area is titled 'Edit Post' and shows the post title 'How Authors And Writers Can Build An Email List For Marketing'. Below the title is the 'Permalink' field with an 'Edit' button. The 'Upload/Insert' section includes icons for image, audio, video, and link. The 'Visual' and 'HTML' tabs are visible, with the 'Visual' tab selected. The rich text editor shows the following text:

Blending internet marketing and tech-phobic authors can be a challenge, but on this blog I aim to bring the two together. **One of the key concepts for internet marketers is growing a targeted email list.** You will frequently hear "the money is in the list" and this is as true for authors as it is for internet entrepreneurs.

What is list-building?

You offer something of value for free in exchange for an email address. You can set up auto-responders which are

The editor also includes a 'Format' dropdown, a 'Path' field, and a 'Word count' of 755. The 'Last edited by Joanna Penn on September 22, 2010 at 11:12 pm' is noted.

The right sidebar contains several panels: 'Publish' with a 'Preview' button, 'Status: Scheduled Edit', 'Visibility: Public Edit', and 'Scheduled for: Sep 25, 2010 @ 0:06 Edit'; 'Move to Trash' and 'Update' buttons; 'Post Tags' with an 'Add new tag' field and 'Add' button, and a list of tags including 'list building'; and 'Categories' with 'All Categories' and 'Most Used' tabs, and a list of categories including 'Marketing and Promotion', 'Author Entrepreneur', and 'Creativity'.

Free or cheap



[Hostgator](https://www.hostgator.com)

www.Blogs4Authors.com




[Become a Blogger.com](https://www.becomeablogger.com)

Joel Williams
Blog Tech Guy



“Taking care of the
technical side of blogging!”

Under \$500 or DIY




**Why do you
need a blog?**

Simon & Schuster | Online Marketing | Author Guides

[Sites & Blogs](#) | [Social Media](#) | [Book Sites](#) | [Video Sites](#)

<http://simonandschuster.biz/author-resources/tips-for-promoting-your-books>

<http://www.thecreativepenn.com/2010/02/22/publisher-simon-schuster-says-authors-should-blog-and-social-network/>

 *Verified Account*

Name Neil Gaiman

Location mostly near minneapolis

Web <http://www.neilga...>

Bio will eventually grow up and get a real job. Until then, will keep making things up and writing them down.

624 1,492,271 19,045

following followers listed

Tweets 14,900

Neil Gaiman

JOURNAL NEIL'S WORK COOL STUFF & THINGS ABOUT NEIL MESSAGE BOARDS WHERE'S NEIL SEARCH LINKS & DOWNLOADS MOUSECIRCUS.COM F

You are here: Home » Journal

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THURSDAY, SEPTEMBER 16, 2010

A Spectrum of Stuff

POSTED BY NEIL AT 7:01 AM

Let's see if this works...

When last heard from I was in Wales, for the *Doctor Who* table read. And then I was off



RANTS & RAMBLINGS

*On Life as a
Literary Agent*

I DONT want to see in your proposal, "I am willing to start a blog and join social networks to market myself."

I DO want to see: "I've been blogging for a year, with my readership growing steadily. I use Facebook and Twitter to create relationships with potential future readers of my books, and to drive people back to my blog. I'm currently making contact through the blog and social networks with several hundred (or several thousand) people a day."

It doesn't cost money. It doesn't require special skills, besides the ones you already have: those of being a writer. What it DOES take is time. Marketing yourself as an author will cost you a serious investment of time.

Web [+ Show options...](#)[The Creative Penn](#) ☆ - 3 visits - 3/01/09

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[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/](#) - [Cached](#) - [Similar](#)

[Joanna Penn \(thecreativepenn\) on Twitter](#) ☆

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

[twitter.com/thecreativepenn](#) - [Cached](#)

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Friends: Kerry McDuling, Lynn Taylor, Sophie Penn, Riki Ah Kuoi, Robert Fong

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](#) - [Cached](#) - [Similar](#)

[Smashwords - About Joanna Penn, author of 'From Book to Market ...](#) ☆

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?

An agent? A Publisher? A book buyer? A speaker's bureau?

Connection to
other writers
and bloggers

Bloggers are a
powerful
community

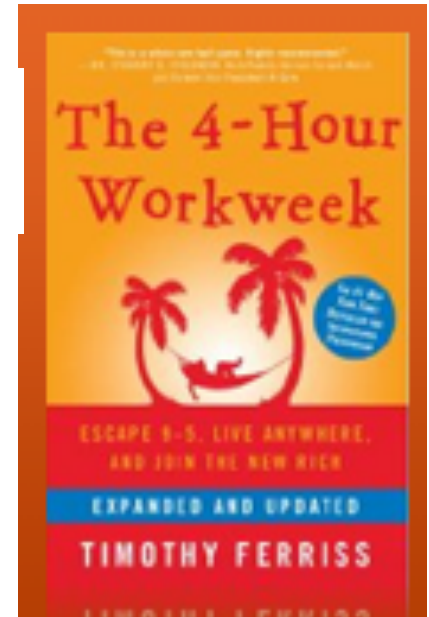


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3322/3423689554_2429ee0053_m.jpg](http://farm4.static.flickr.com/3322/3423689554_2429ee0053_m.jpg)

How Does a Bestseller Happen? A Case Study in Hitting #1 on the New York Times

The conclusion, in retrospect, is simple... It all came down to learning how to spread a “meme”, an idea virus that captures imaginations and takes on a life of its own.

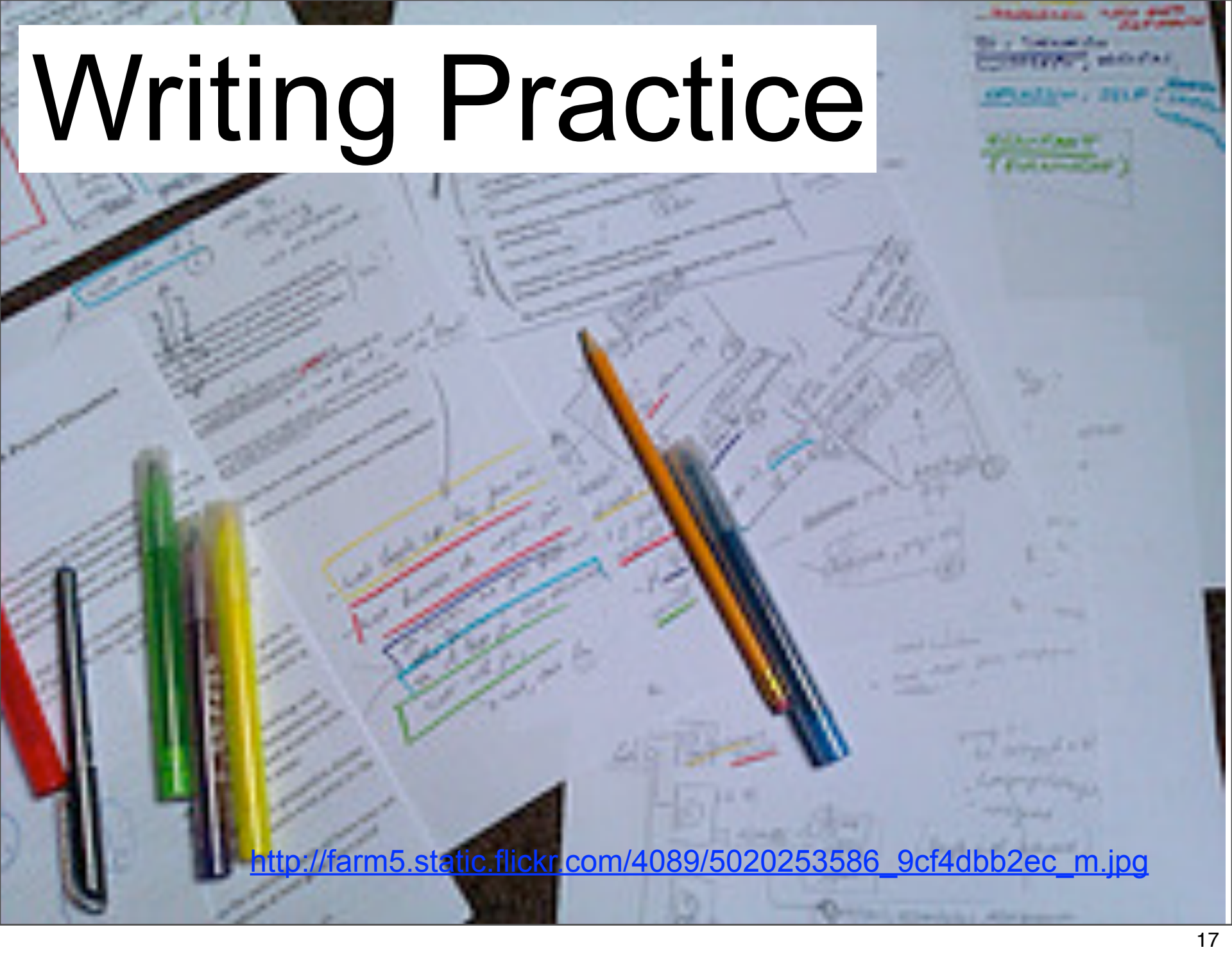
<http://www.fourhourworkweek.com/blog/2007/08/06/how-does-a-bestseller-happen-a-case-study-in-hitting-1-on-the-new-york-times/>



- * *Go where bloggers go*
- * *Be there with a message and a story that will appeal to their interests, not yours*
- * *Build and maintain those relationships through your own blog too*

Watch Tim’s launch of “The 4 Hour Body” out Dec 14th, already #1 on Amazon

Writing Practice



http://farm5.static.flickr.com/4089/5020253586_9cf4dbb2ec_m.jpg



Fun!

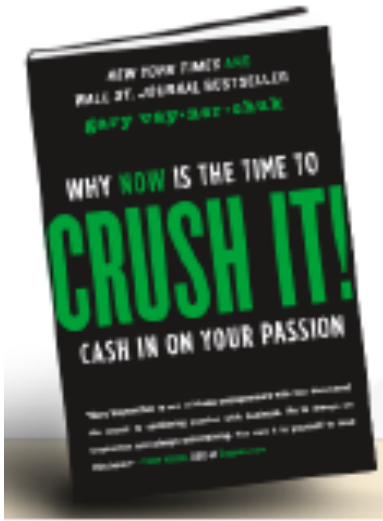
**Intrinsically
rewarding**

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Status and credibility



[http://farm3.static.flickr.com/
2221/2225273983_ae3aca97e3_m.jpg](http://farm3.static.flickr.com/2221/2225273983_ae3aca97e3_m.jpg)



Gary Vaynerchuk's 10 book deal with Harper Collins after his video blog, Wine Library TV took off

Blog "Stuff white people like" gets book deal



Julie & Julia, the book and the movie stem from "Julie & Julia: 365 Days, 524 Recipes, 1 Tiny Apartment Kitchen" which came from Julie Powell's blog



Types of blog posts



**Know what you want to
achieve. Know your
target market.**



- 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!

<http://www.flickr.com/photos/mikepd/2240579348/>

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
AA : a class of goods
b : a particul

Consume. Produce



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Does Alcohol Help Or Hurt Your Writing?

by JOANNA PENN on JANUARY 27, 2010 [EDIT]

I'm putting it out there on this post with some personal information and opinions. It might also be **controversial or confronting** for some people. But bloggers need to be true to themselves and their ideas, so here goes.



I spent last weekend suffering after too many drinks on Friday wiped my weekend and I didn't do. I like a glass of wine but on it, and I was very angry with too far. I have a lot to do at that time.

I don't drink to excess nowadays but in my 20s in I had a drinking problem. It was

{ 45 comments... read them below or [add one](#) }

Ami Mattison January 27, 2010 at 5:06 am [edit]

Great topic! I'm a recovering alcoholic. Drinking alcohol made not-

What are your thoughts on this? Does it change your view of self-publishing/being an indie author?

37

tweets

retweet

Engagement with audience.
Comments, sharing.

Publisher Simon & Schuster Says Authors Should Blog and Social Network

by JOANNA PENN on FEBRUARY 22, 2010 [EDIT]

Welcome to **SIMONANDSCHUSTER.BIZ**

The source for corporate information and B2B resources for Booksellers, Media, Authors, Partners, Vendors, and more...

Mega-publisher Simon & Schuster

have recently relaunched their website. It has loads of interesting things for

164

tweets

retweet

authors and readers, but what is particularly of note to me is the **Author Resources** section.



Be personal.
Ask a question.
Be useful.
Use social plugins.



**Link
freely**

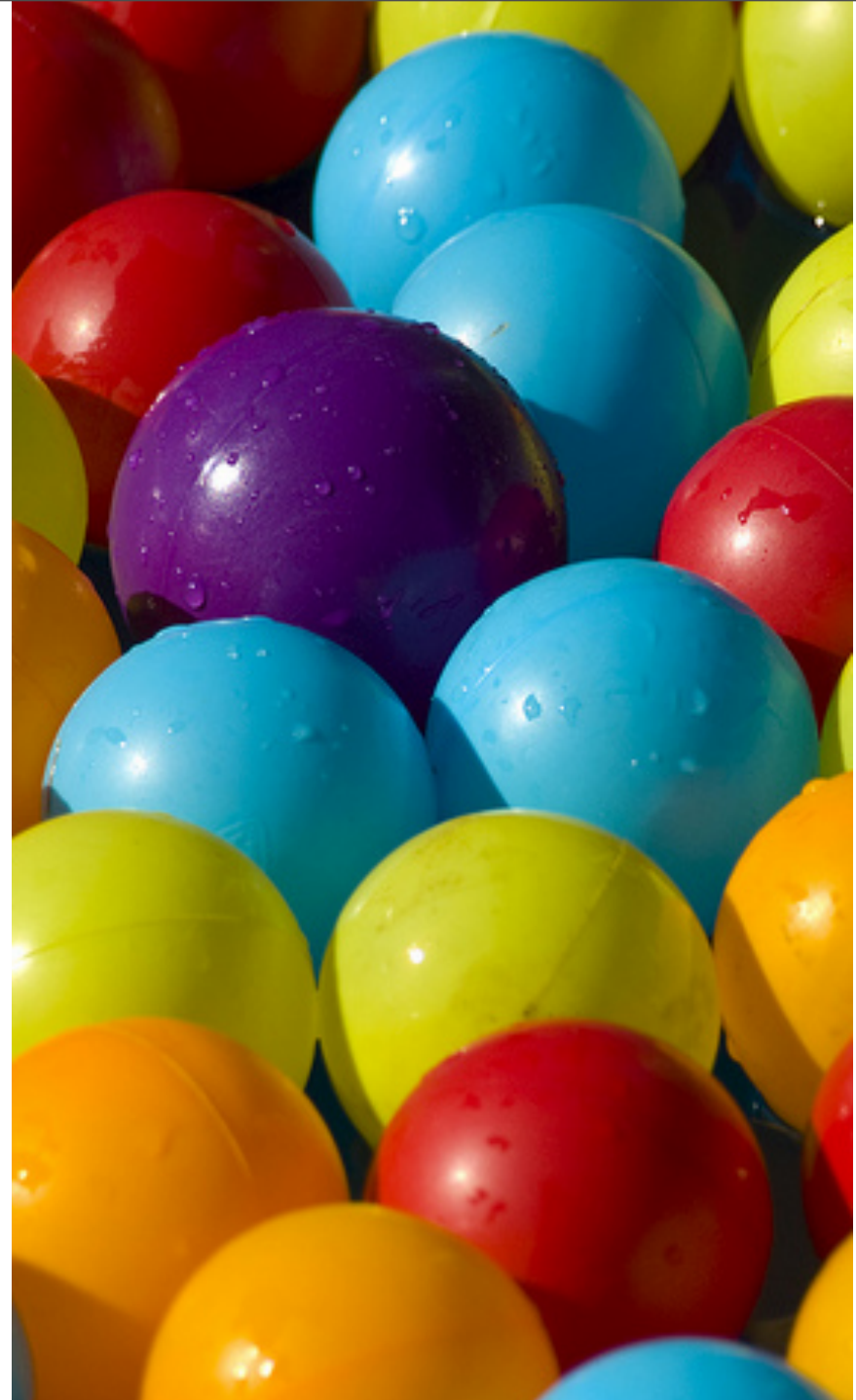
**Share
traffic**

http://farm1.static.flickr.com/81/233853485_57b1d52763_m.jpg



**Standing out
in a crowded
market**

- Own your own blog. Get hosting [Hostgator](#) \$8 per month, unlimited domains
- Use your personality. Connection with audience is key. Stand out.
- Use images on every post please
- Use multi-media. Text is totally saturated but audio and video are not





- Video search is growing and you want to be found
- Google voice recognition and auto-captioning means search will soon be even better
- 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

What to do when you think your writing is terrible

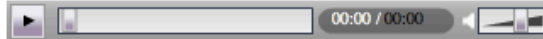


Human
connection
through non
verbal
communication

Authors/writers are shy and so you can stand out in the crowd.

Writing, Blogging And Authenticity With Justine Musk, The Tribal Writer

by JOANNA PENN on NOVEMBER 25, 2010 [EDIT]



Podcast: [Download](#) (Duration: 27:00 – 12.7MB)

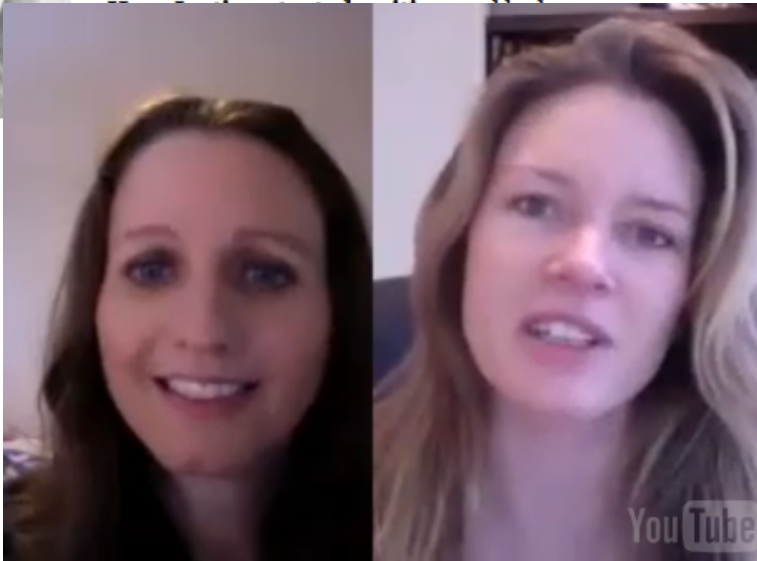
Some writing you just resonate with, and I am a huge fan of TribalWriter.com. Justine Musk who joins me on the show today to talk about writing, blogging and authenticity.

22 tweets
retweet



Justine Musk is the author of dark urban fantasy novels, Lord of Bones, Blood Angel and Uninvited. She is also a blogger at the brilliant [TribalWriter.com](#) as well as being a Mom to 5 sons. (Video at the end of the post)

In this podcast you will learn:



Combine multi-media posts

30 minute interview with an author becomes an **audio podcast** that goes out on iTunes and is embedded into the blog.

PLUS/ a **10 min video** on YouTube of the best edited sections.

PLUS/ a **text post** on the blog with the audio and video embedded

<http://www.thecreativepenn.com/2010/11/25/writing-blogging-authenticity-justine-musk/>

thriller novel

About 10,100,000 results (0.09 seconds) [Advanced search](#)

- Everything
- Images
- Videos
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- News
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- Blogs
- Updates
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- Fewer

[Category: Thriller novels - Wikipedia, the free encyclopedia](#) ☆
 Please include the Techno-**thriller novels** within their own category. ... Pages in category "**Thriller novels**". The following 192 pages are in this category, ...
en.wikipedia.org/wiki/Category:Thriller_novels - [Cached](#) - [Similar](#)

[Thriller \(genre\) - Wikipedia, the free encyclopedia](#) ☆
 Many **thrillers** involve spies and espionage, but not all spy stories are **thrillers**. The spy **novels** of John le Carré, for example, explicitly and ...
[en.wikipedia.org/wiki/Thriller_\(genre\)](http://en.wikipedia.org/wiki/Thriller_(genre)) - [Cached](#) - [Similar](#)

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[How to Write a Thriller Novel](#)
 How to Write a **Thriller Novel**. The genres of popular fiction because it www.ehow.com > ... > [Books](#) > [Book](#)

[The Thriller Novel](#) ☆
 The **Thriller novel**, its history, origin www.classiccrimefiction.com/thriller

[Amazon.com: The Definitive M](#)
 "Honestly one of the best **thriller-m** disappointed that there are no more www.amazon.com/...Thriller-Novel

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[Free Online Thriller Novels](#) ☆
 19 Aug 2010 ... Blood Sugar by Jim DeFilippi [Many other **novels**] Bomber by Alison Main [Thriller / Noir] (doc) NEW (listed less than one year) ...
free-online-novels.com/thriller.html - [Cached](#) - [Similar](#)

[What I Want In A Thriller Novel And How It Informs My Writing ...](#) ☆
 16 Jul 2010 ... To be a successful writer in a genre, you have to read a lot of books! Genre writing is quite specific in that people have expectations and ...
www.thecreativepenn.com/.../what-i-want-in-a-thriller-novel-and-how-it-informs-my-writing/ -

- The web
- Pages from Australia
- Any time
- Past month
- More search tools



thriller novel

About 5,960 results (0.07 seconds) [Advanced search](#)



[What I Want In a Thriller Novel by Joanna Penn...](#) ☆
 4 min - 23 Jun 2010 - Uploaded by thecreativepenn
 In writing my first **novel**, I am considering what I want to read so I make sure what I write is entertaining. The things I want in a **novel** ...
youtube.com - [Related videos](#)

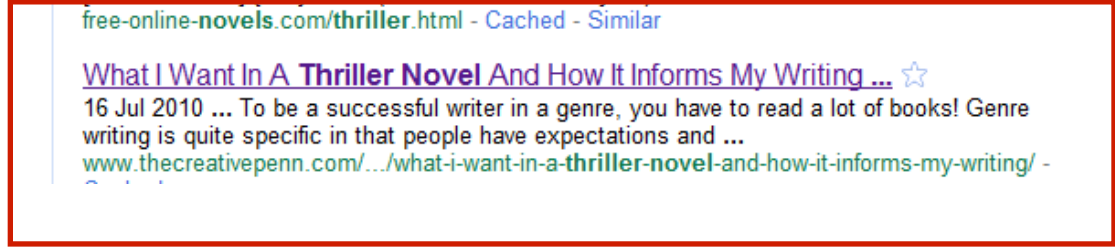


[Introducing DOUBLEBACK, a thriller novel](#) ☆
 44 sec - 17 Jul 2010
 Little Molly Messenger is kidnapped on a sunny June morning. Three days later she's returned unharmed. Molly's mother, Chris ...
dailymotion.com - [Related videos](#)



[Thriller novel Writer \(ibn-e-safi\) Documentary Title](#) ☆
 32 min - 30 May 2010
 The title is totally done on After effects.. many inspirations are involved

Ranked page 1 of google for thriller novel and no. 1 for thriller novel video. CRAZY!



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- booktop
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Easy to use – iPod Nano, FlipcamHD, iPhone or Computer webcam (or other video camera)

Ustream, YouTube – direct video cam

Be Authentic!



YouTube
Broadcast Yourself™ Home Videos Channels

thecreativepenn (2) Sign Out
Subscriptions History Upload

Edit Channel Settings Themes and Colors Modules

Joanna Penn - The Creative Penn
thecreativepenn's Channel

Subscribe All Uploads Favorites edit

0:00 / 2:10

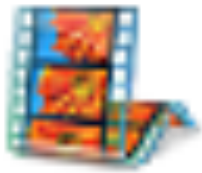
Info Comments Favorite Share Playlists Flag

The Creative Penn: Intro to the site 1 ratings ★★★★★
From: thecreativepenn | January 04, 2009 | 540 views
TheCreativePenn.com is a site dedicated to Writing, self-publishing, print-on-demand, internet sales and marketing...for your book.

Uploads (23)
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Video Interview with Author and Jungian 51 views - 1 month ago
Author Interview Video for Young Adult Novel Dream 132 views - 1 month ago
see all

Favorites (0)
see all

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



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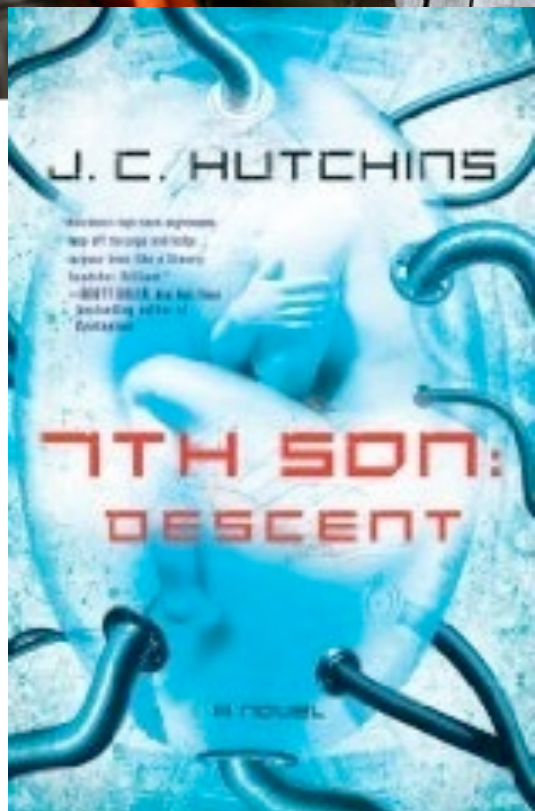
<http://www.scottsigler.com/>
<http://www.podiobooks.com/>



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.n>

Podcasts > Arts > Literature > Joanna Penn



Subscribe Free

Category: Literature

Language: English

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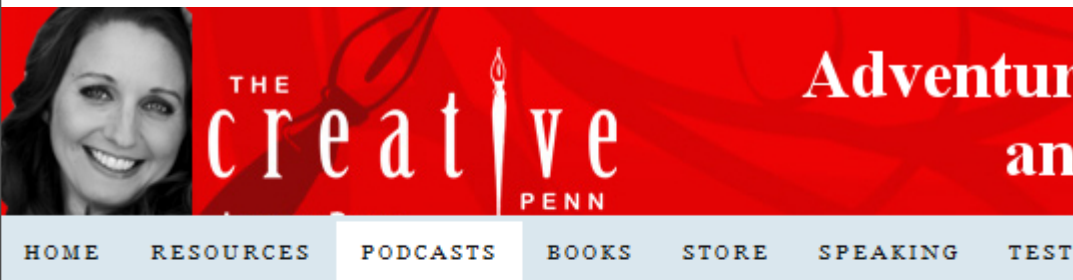
The Creative Penn

Podcast Description

Information and inspiration on writing, self-publishing, and using the internet to make more sales and promote your work.

▲	Name
1.	Writing Your Life Story With Jo Parfitt

[Subscribe in iTunes by clicking here.](#)



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.**

Please let me know if you want a particular topic covered or to recommend an interviewee – email me at: 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:

[#62: Ebook publishing with Michelle Halket, ireadiwrite Publishing](#)

[#61: Spoken Word Poetry with Ami Mattison](#)

[#60: Authenticity, Creative Expression and Beating Fear of Judgement with Robert Rabbin](#)

[#59: How to Write a Book Proposal with Gary Smailes from BubbleCow](#)

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

Relationship Building with your audience (they hear your voice)

Incoming Links from other sites

Viral effect of referrals/ word-of-mouth



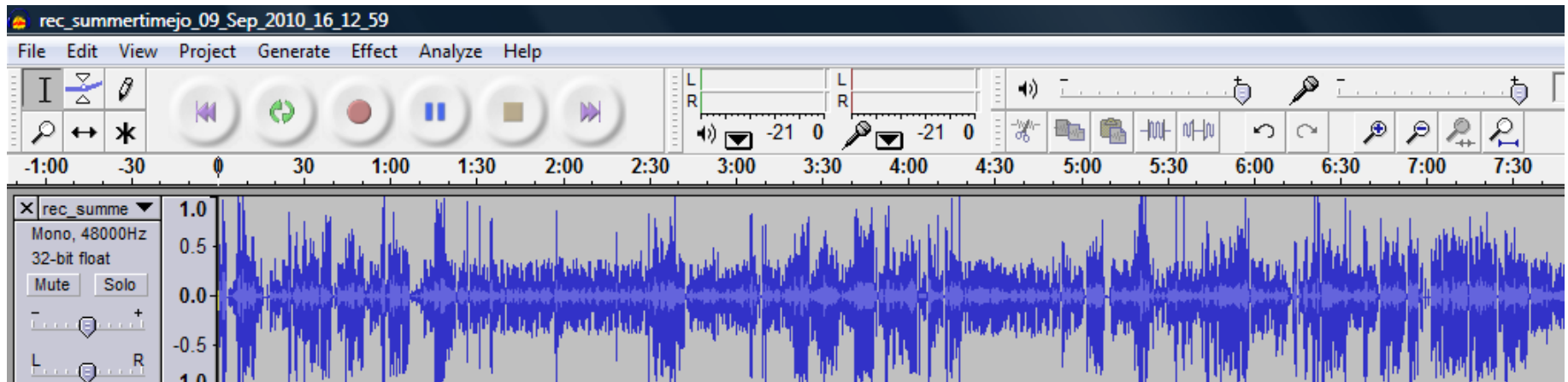
<http://audacity.sourceforge.net/>


Free software. Record or edit.

Drag in the file and then edit

Key buttons – select and scissors/Cut

Export as WAV / mp3





**How do you get
traffic to your blog?**

Centralised hub linked to by other sites



<http://www.flickr.com/photos/paulwatson/4148536/>

The Author 2.0 Model



<http://www.TheCreativePenn.com/blueprint/>



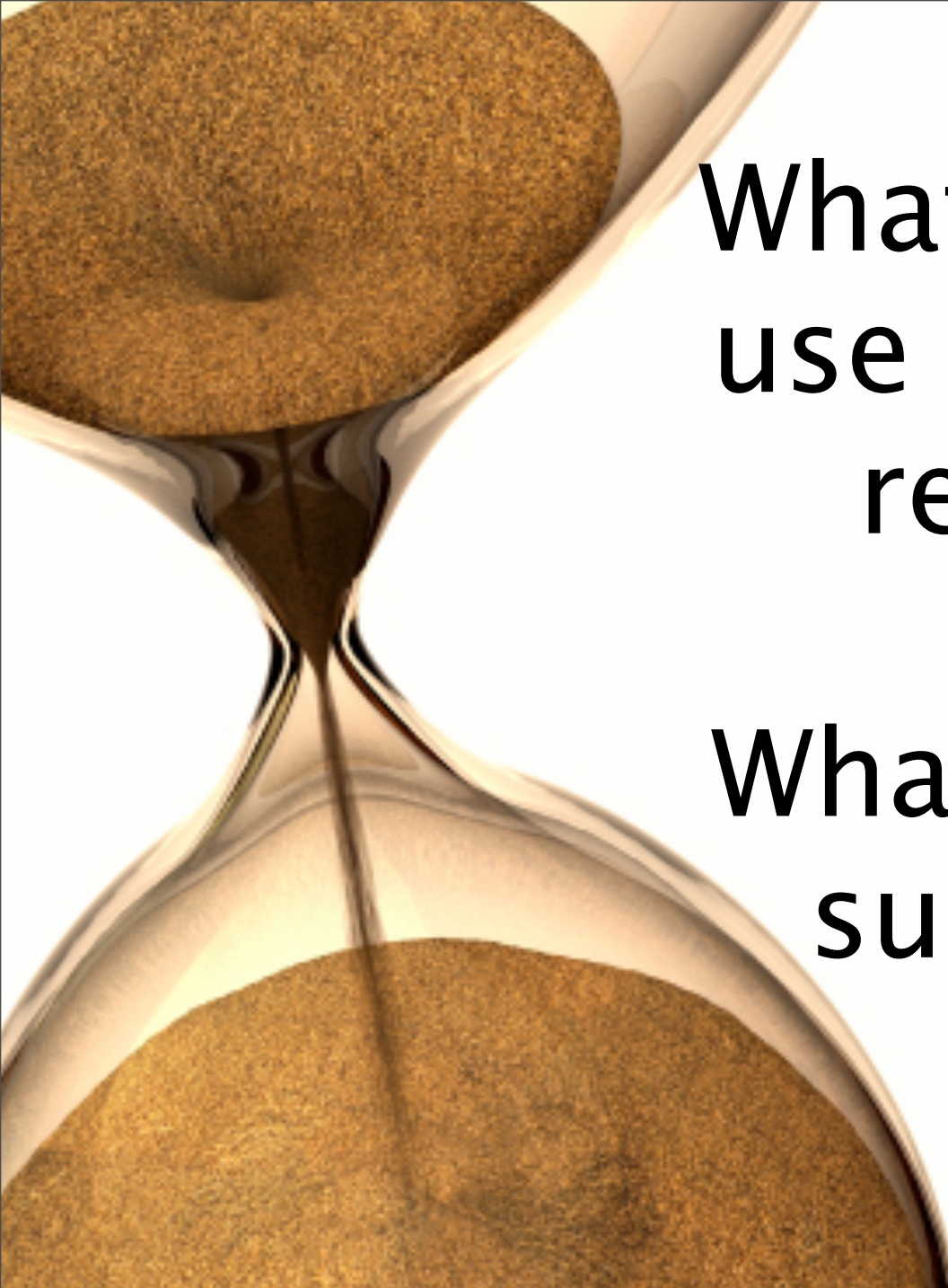
Where do your audience hang out?

GO THERE!

Written on February 1st, 2009 at 12:02 am by [Darren Rowse](#)

How to Guest Post to Promote Your Blog

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



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

**What is fun and
sustainable?**



- 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/>

<http://www.flickr.com/photos/stevegarfield/3616155715/>



How I manage Twitter



Joanna Penn

@thecreativepenn Brisbane, Australia

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

<http://www.TheCreativePenn.com>



About @thecreativepenn

13,920

Tweets

9,921

Following

15,979

Followers

1,885

Listed

Following **9,921**

Followers **15,979**

Twitterrific

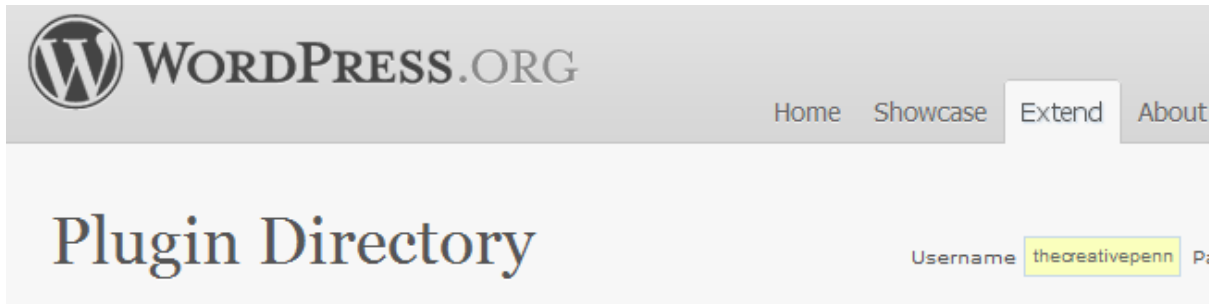
SOCIAL  **OMPH**
Boost Your Productivity



TweetDeck

BETA

Tips for Search Engine Optimisation



FREE Wordpress plugin (for self-hosted blogs)

Blog within a niche and you will naturally use the keywords people are searching for.

LINCHPIN

Are You Indispensable?



Bestselling author of *Purple Cow*, *The Dip* and *Tribes*

SETH GODIN

http://sethgodin.typepad.com/seths_blog/2010/01/the-20-media-tour.html

I spoke to over 40 different people from various industries and blogs about *Linchpin*. I was given a warm reception by artists, business blogs, marketing sites, brand innovation sites, and creative blogs. It was a blast. My interaction with them reminds me that the online world is quickly becoming even more human and connected everyday. The page summarizing all of the links is [right here](#).

- Target the bloggers in your niche and tangential for new readers
- Write appropriate and original guest posts
- Organise and establish relationships in advance
- Go multi-modal

<http://www.thecreativepen.com/2010/02/08/book-launch-seth-godin/>

Choose
then

Stick with it!

[http://www.flickr.com/photos/hillarystein/
2751693052/](http://www.flickr.com/photos/hillarystein/2751693052/)





Making money from your blog

The Author 2.0 Model



“Writing books is a terrible revenue model for authors”

Tim Ferriss, author of “The Four Hour Work Week”

<http://www.fourhourworkweek.com/blog/2010/08/23/seth-godin-and-print-publishing/>



THE BLOG OF TIM FERRISS
EXPERIMENTS IN LIFESTYLE DESIGN

Search Search


#1 New York Times Bestseller
#1 Wall Street Journal Bestseller
#1 BusinessWeek Bestseller

“This is a whole new ballgame. Highly recommended.”
Dr. Stewart D. Friedman,
Director of the Work/Life Integration Project, The Wharton School

The 4-Hour Workweek
ESCAPE 9-5, LIVE ANYWHERE, AND JOIN THE NEW RICH.
EXPANDED AND UPDATED
TIMOTHY FERRISS
LINDA LERNER

Read a Sample

Home | Bio | The Book | Resources | Gear | Disclosures | Contact

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THE creative PENN

CONSULTING

MANAGEMENT
STRATEGIES

IT
CONSULTING

Project work
for books

BOOKS

Amazon
Sales

Electrics, audios,
print
any other
website
sales

iPhone
marketing

back of room
sales

Affiliate
for other
products

PRODUCTS

eClasses
author
2.0

"Creative"
branded
bags, t-shirts,
mugs

FREELANCE

articles/
blog
content

ghost
writing

Clance.com
profile

BLOG

Product
Advertising
on my site

Affiliate
links

Product
sales

SPEAKING

keynote
on
writing
books,
publishing
2.0

workshops
for day/
weekend

How To Create A Facebook Fan Page For Your Book Or Author Brand

by JOANNA PENN on DECEMBER 2, 2010 [EDIT]



There is no getting away from Facebook!

Whether you love it or hate it, you have to be on it as part of your author platform.

52

tweets

retweeted

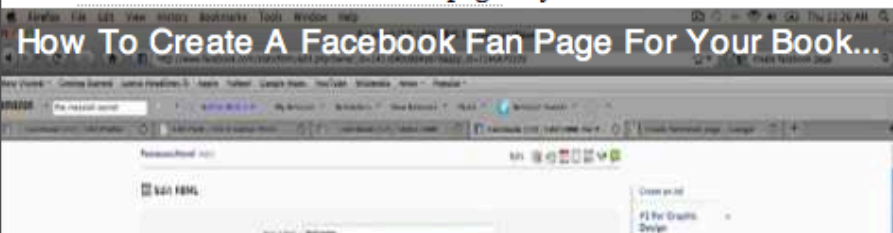
A few weeks ago, I interviewed social media strategist [Amy Porterfield](#) who inspired us about how to use Facebook for marketing. Then [this Fast Company article](#) convinced me that Facebook will only continue to grow and may even overtake Google for online search.

google vs facebook

I already have a basic page for [The Creative Penn](#) here, but I wanted to **provide free chapters and build a list for the launch of my thriller novel, Pentecost** so I needed more functionality. In browsing for options, I found that it would cost between \$200-\$2000 to get it created so I did a bit of investigation and

managed to do it myself within an hour.

This information will save you time and money, so watch the video below or read the text steps to create your own Facebook page for your book or author brand. Click here to Like the Pentecost page so you can see the result.



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CONNECT WITH ME HERE



15,964

Followers on Twitter.com for

@thecreativepenn



CLICK BELOW TO SUBSCRIBE TO T PODCAST IN ITUNES



WRITERS AND AUTHORS NEED A



Freemium model



Sell on Online Bookstores: Print and Ebook

amazon.com



kindle

BOOKS IN 60 SECONDS

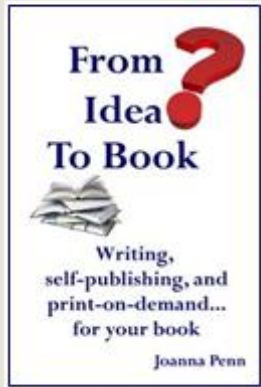
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A circular hole is torn in a blue surface, revealing a bright white light source behind it. The word "Finally..." is written in a bold, black, sans-serif font in the center of the white opening. The blue surface has a slightly textured appearance, and the edges of the hole are jagged and uneven.

Finally...

LEARN





**It takes
time to
grow**



[http://farm3.static.flickr.com/
2650/4209445566_07d13006d4_m.jpg](http://farm3.static.flickr.com/2650/4209445566_07d13006d4_m.jpg)

THANKS

THANK YOU

THANKS

GRAZIE

THANK YOU
Thank You
THANKS
GRAZIE
MERCİ
GRACIAS

THANK YOU

THANK YOU

THANK YOU!



Merci

GRACIAS

THANK YOU

THANKS

THANK YOU

THANK YOU!

THANK YOU

THANK YOU

Thanks!

