

Anatomy of an Online Book Launch with Joanna Penn



<http://bookmarketingconference.com/>



@TheCreativePenn

Slides at: <http://www.TheCreativePenn.com/BMC>



Joanna Penn

@thecreativepenn London, England

*Adventures in Writing, Publishing and Book Marketing.
Speaker, Traveler. Author of thriller novel Pentecost. Also*
<http://www.MysteryThriller.tv>
<http://www.TheCreativePenn.com>



About @thecreativepenn

17,087
Tweets

10,409
Following

19,547
Followers

2,422
Listed

Similar to you · [view all](#)

Click to **LOOK INSIDE!**



Pentecost. A Thriller. [Kindle Edition]

[Joanna Penn](#) (Author)

★★★★☆ (46 customer reviews) | Like (11)

Pricing information not available.

- Text-to-Speech: Enabled
- Don't have a Kindle? [Get your Kindle here.](#)

Average Customer Review: ★★★★★ (46 customer reviews)

Amazon Bestsellers Rank: #1,036 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#8 in [Books](#) > [Literature & Fiction](#) > [Genre Fiction](#) > [Religious & Inspirational](#)

#8 in [Kindle Store](#) > [Kindle eBooks](#) > [Fiction](#) > [Religious Fiction](#)

#29 in [Kindle Store](#) > [Kindle eBooks](#) > [Fiction](#) > [Action & Adventure](#)



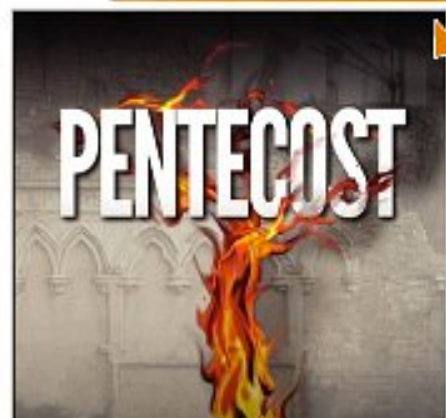
PentecostNovel

Mini relaunch this week for Pentecost Sunday. #372 Paid in Kindle Store
#7 in Kindle Store > Kindle eBooks > Fiction > Religious Fiction
#13 in Kindle Store > Kindle eBooks > Fiction > Action & Adventure. Not
a bad run!

On 17 July 2011

Book Sales of Pentecost					
	Ebooks US	Print YTD US	Ebooks elsewhere	Print YTD	TOTAL
Feb 2011	492		26		
Mar 2011	418		38		
April 2011	883		52		
May 2011	2339		125		
June 2011	2166	135	342	42	
TOTAL:	6,298	135	583	42	7,058

Click to **LOOK INSIDE!**



Pentecost. A Thriller. [Paperback]

[Joanna Penn](#) (Author)

★★★★☆ (46 customer reviews) | Like (7)

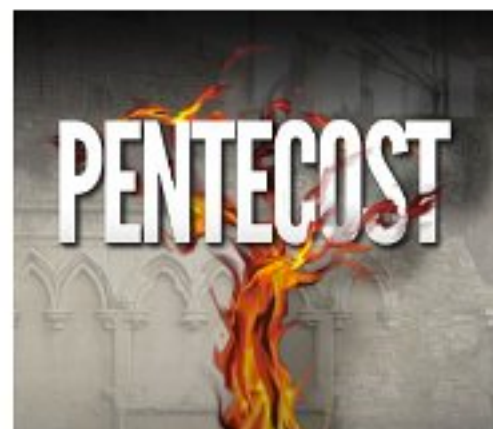
Price: **\$9.99** & eligible for **FREE Super Saver**!

In Stock.

Ships from and sold by **Amazon.com**. Gift-wrap availa

Only 5 left in stock--order so

14 new from \$6.57 **4 use**



Average Customer Review: ★★★★★ (9 customer reviews)

Amazon Bestsellers Rank: #550 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#2 in [Books](#) > [Religion & Spirituality](#) > [Spiritual Literature & Fiction](#)

#3 in [Kindle Store](#) > [Books](#) > [Fiction](#) > [Religious Fiction](#)

#7 in [Books](#) > [Fiction](#) > [Religious & Inspirational](#)

Amazon.co.uk

Pentecost. A Thriller. [Kindle Edition]

[Joanna Penn](#) (Author)

★★★★☆ (9 customer reviews) | Like (1)

Digital List Price: £0.86 [What's this?](#)

Print List Price: ~~£6.99~~

Kindle Price: **£0.86** includes VAT & free wireles

You Save: **£6.13 (88%)**

More info:

<http://>

www.thecreativepenn.com/

[2011/03/05/book-launch/](http://www.thecreativepenn.com/2011/03/05/book-launch/)



Organisation

Prioritise and focus.

Use an Editorial calendar

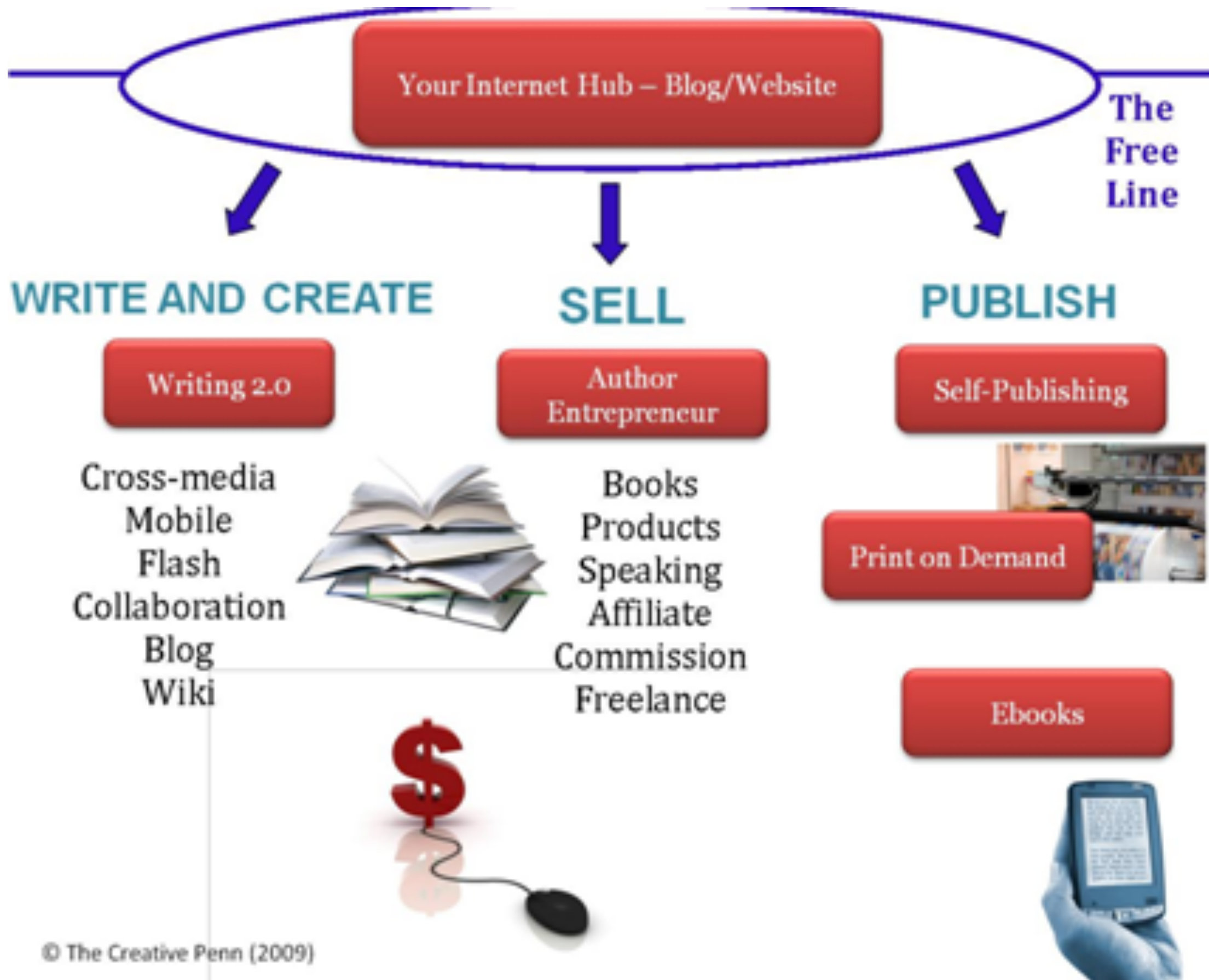
http://farm1.static.flickr.com/90/223220975_549ae0e3b0_m.jpg

START EARLY!

The Author 2.0 Model



Free ebook: <http://www.TheCreativePenn.com/Blueprint/>



Linked 













 **PROBLOGGER**

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

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/>

<http://www.thecreativepenn.com/2011/02/09/content-marketing-for-authors-and-writers/>



Twitter profile card for @neilhimself. The card shows a profile picture of a man, the name "About @neilhimself", and four statistics: 25,978 Tweets, 666 Following, 1,611,220 Followers, and 24,658 Listed.

Tweets	Following	Followers	Listed
25,978	666	1,611,220	24,658

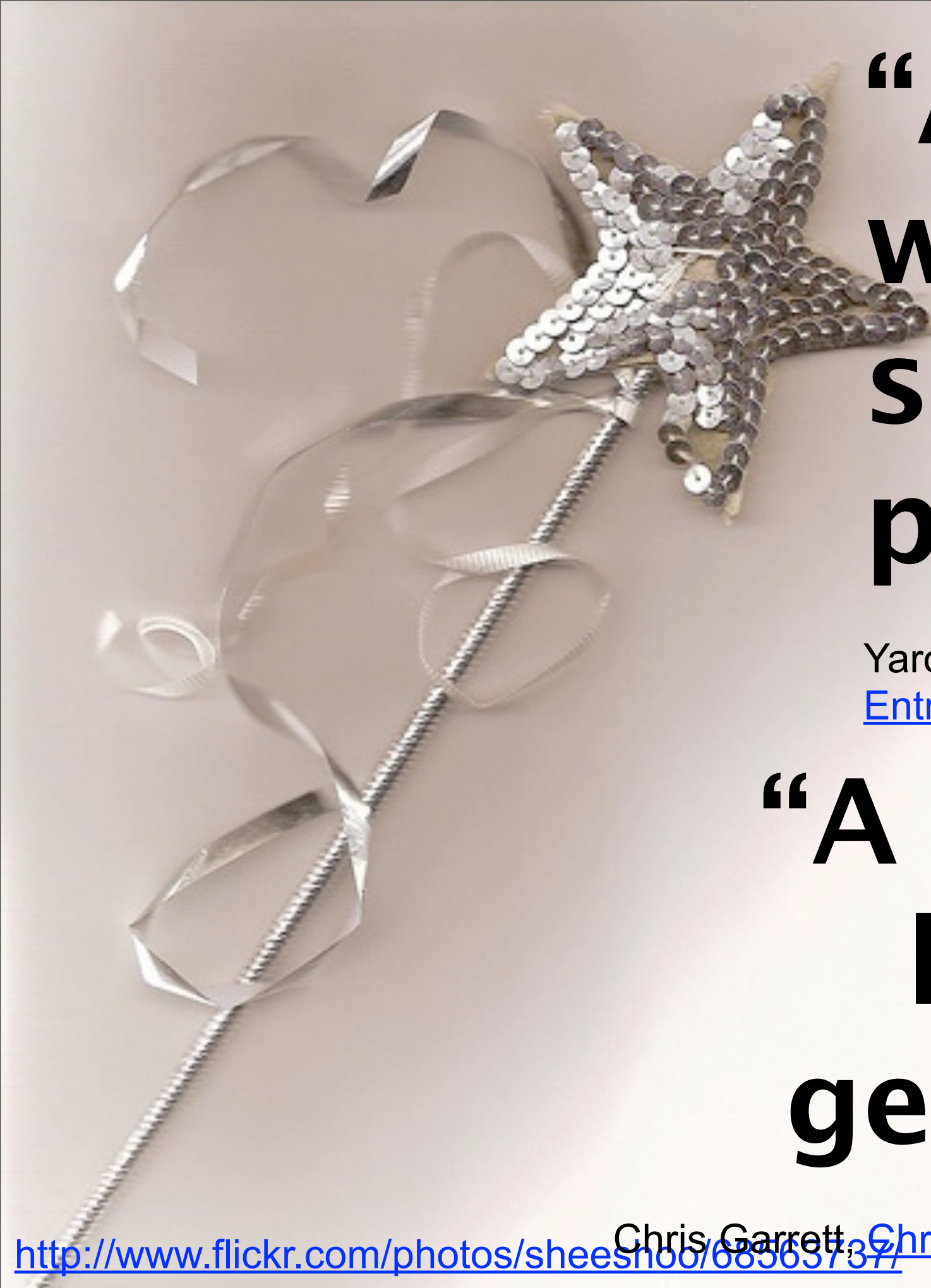
FRIDAY, JULY 15, 2011

Tangled like ivy

POSTED BY NEIL AT 3:43 PM

I am writing this in Amanda's kitchen in Boston. There is ivy growing over the windows (in the bathroom the ivy has actual grown through the windows and grown into the shower in a





**“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”**

<http://www.flickr.com/photos/sheeshoo/68563737/> Chris Garrett, ChrisG.com, co-author of Prologger, the book



Keep people
coming back
KNOW
LIKE
TRUST

Be useful

[http://www.flickr.com/photos/protoflux/
2287499188/](http://www.flickr.com/photos/protoflux/2287499188/)

Connection to
other writers
and bloggers

Bloggers are a
powerful
community

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

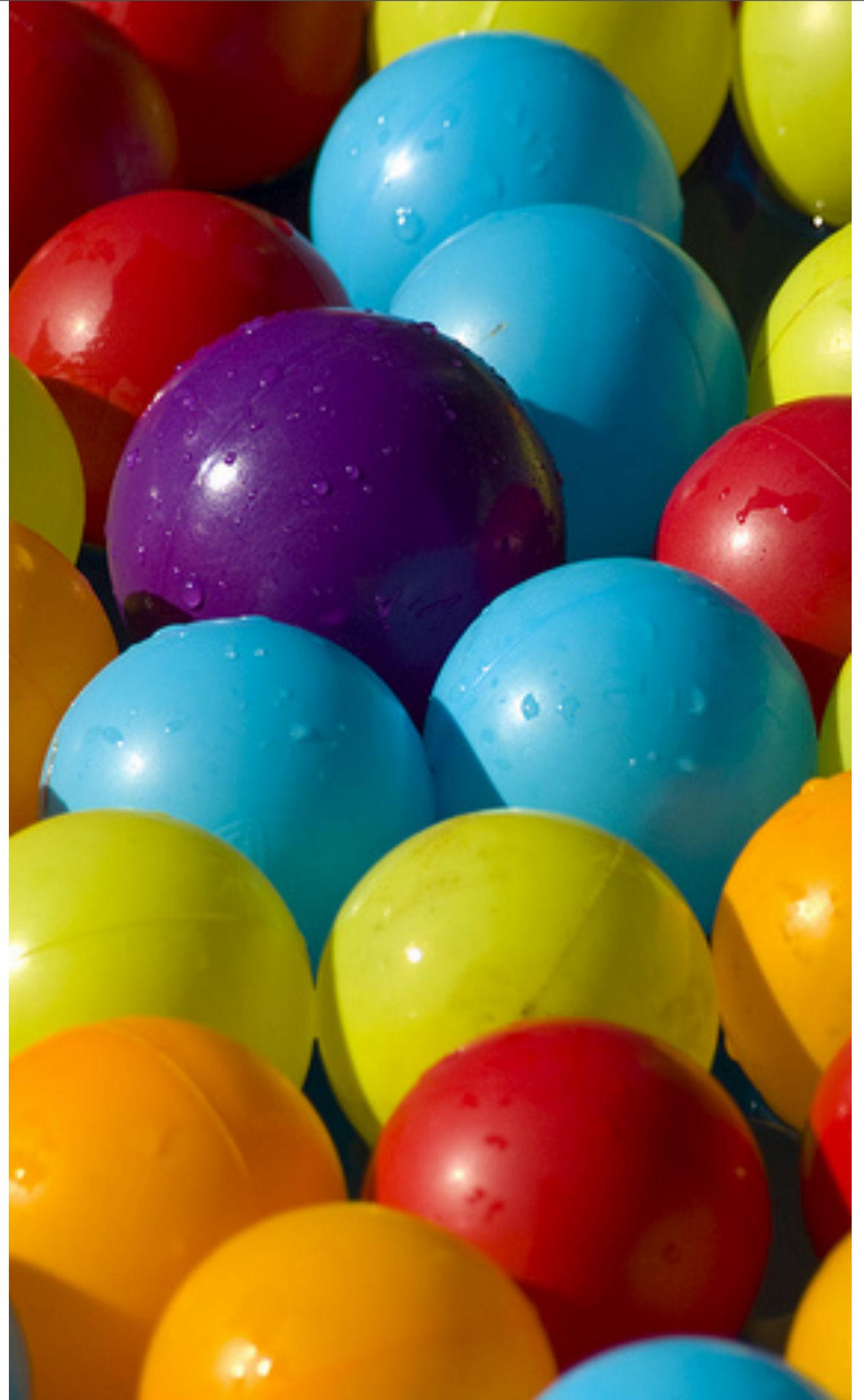


Consume. Produce



http://farm1.static.flickr.com/74/199749173_d1d21053a7_m.jpg

- Own your own blog. Get hosting [Hostgator](http://www.hostgator.com) \$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



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.thecreativepenn.com/2010/02/08/book-launch-seth-godin/>

[From DIY To Outsourcing. Why self-publishers should hire experts and how to work with them – The Book Designer](#)

[Why you should consider indie publishing – Storyfix.](#)

[On being an indie author. 5 lessons learned – The Word according to Alan Baxter](#)

[Kindle Nation Daily Sponsorship – Indiana Jones meets Dan Brown](#)

[Tips for publishing on the Kindle – Marketing Tips for Authors with Tony Eldridge](#)

[6 Fiction Writing Techniques That Will Improve Your Blog – Prologger](#)

[How a blogging platform can help novelists- about Pentecost with KM Weiland from Wordplay](#)

[Excuse Editor Q&A with Joanna Penn on Pentecost](#)

[A brand new religious artifact thriller with a strong female lead: Love it! from Erin Al-Mehairi](#)

[Interview with Justin Lambert on Pentecost](#)

[5 Steps to writing your non-fiction book – Cats Eye Writer \(also relevant for fiction!\)](#)

[Interview with Joanna Penn on writing, publishing and more – The Lyon's Tale](#)

[Indie publishing. What is it and why should you consider it – Literascribe \(Lorna Ferguson\)](#)



32 guest posts in launch week

LOT of work

Based on relationships

Indirect brand awareness NOT direct sales



- 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>



stephenfry

✓ Following

Also followed by @MoodOfMonk, @julie_cohen, @coastaltrek, and 10+ others

Lists



Verified Account

Name Stephen Fry

Location London

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

Bio British Actor, Writer, Lord of Dance, Prince of Swimwear & Blogger

53,252 following 1,808,846 followers 34,079 listed



paulocoelho

✓ Following

Also followed by @PhoebeRanderson, @markpatton1, @afamiliarletter, and 3 others

Lists



Verified Account

Name Paulo Coelho

Location Rio de Janeiro

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

Bio writer

92 following 831,403 followers 22,886 listed



neilhimself

✓ Following

Also followed by @EvilWylie, @MaggiRos, @PimpMyNovel, and 10+ others

Lists



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.

625 following 1,493,197 followers 19,125 listed

Followed by



megcabot

✓ Following

Also followed by @Hud_Bishop, @JimBrownBooks, @JohnJBonk, and 10+ others

Lists



Name Meg Cabot

Location Key West, FL

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

Bio I write! Books for you, your sister, your best friend, your mother . . . even for men with good taste!

37,523 following 43,570 followers 2,816 listed

- 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 London, England

*Adventures in Writing, Publishing and Book Marketing.
Speaker, Traveler. Author of thriller novel Pentecost. Also*
<http://www.MysteryThriller.tv>
<http://www.TheCreativePenn.com>



About @thecreativepenn

17,087
Tweets

10,409
Following

19,546
Followers

2,422
Listed

Similar to you · [view all](#)

Twitterrific



TweetDeck
BETA



thecreativepenn

That's you!

List

People Don't Buy Books Based On The Publisher <http://bit.ly/c4Mzk7> (check comments!)

20 minutes ago via TweetDeck

The Best Way to Measure Your Growth as a Writer <http://dld.bz/w7x7> via @writeitsideways

25 minutes ago via SocialOomph

5 Things A Writer Always Overlooks <http://dld.bz/w7wC> via @victoriamixon

about 4 hours ago via SocialOomph

@MichelleSedas Thanks so much for your personal recommendation - I so appreciate it! #FF

about 6 hours ago via TweetDeck in reply to MichelleSedas

Lists for Writers: 10 Tips for Marketing Your Memoir, Book or eBook <http://bit.ly/bQledN> Thx @WomensMemoirs

about 6 hours ago via TweetDeck

Writer and Parent? Tips for Finding Your New Balance <http://dld.bz/w7w9> via @scalzi

about 6 hours ago via SocialOomph

Six New Thoughts That Will Get Your Book Published <http://dld.bz/w7wd> via @BubbleCow

about 10 hours ago via SocialOomph

Useful links
scheduled weekly
from writing/
publishing blogs,
incl. my own
posts

Social comments
Updates/ Replies




Set up a Fan Page

facebook 3 4 3 Search Home

James Rollins At about 7:20 p.m. PST, I completed Jake Ransom and the Howling Sphinx, the ne Yes, the book is done and I am excited for all of you to read it! on Tuesday

Wall Info Newsletter Photos Events Notes >>

Write something...

Attach:    Share

Add to My Page's Favorites
Suggest to Friends

Welcome to my Official James Rollins Official Facebook Page.

James Rollins Home Page:
<http://www.jamesrollins.com/>

Read the latest BLOG entries
at:<http://www.jamesrollins.com/blog>

<http://www.facebook.com/pages/Tess-Gerritsen/>

<http://www.facebook.com/pages/create.php>

Tess Gerritsen

Info Related Posts Wikipedia

Our goal is to make this Community Page the best collection of share this topic. If you have a passion for **Tess Gerritsen**, sign up and when we're ready for your help. You can also get us started by suggest Facebook Page.

Description

From Wikipedia, the free encyclopedia

Tess Gerritsen, M.D., (born June 12, 1953) is a Chinese-American novelist and re confessed in her blog that her first name is really Terry and that she had to feminize was a writer of romance novels. She makes no comment about her maiden name.

Biography

Tess Gerritsen was the child of a Chinese immigrant and a Chinese American seafo California. While growing up, Gerritsen often dreamt of writing her own Nancy Drew

40,038 People Like This

facebook

3

4

3

Search



[Edit Page](#)
[Promote with an Ad](#)
[Suggest to Friends](#)

This is the writing business page for Joanna Penn, of TheCreativePenn.com

Writing, Publishing Options, Internet Sales and Marketing... For your book

Subscribe to the blog here: <http://feeds.feedburner.com/TheCreativePenn>

The Creative Penn

How's your writing this weekend? Is anyone planning to do NaNoWriMo starting the next novel then. 2 hours ago clear

Wall

Info

Photos

Boxes




Notes

Events

>>

+

What's on your mind?

Attach:    

Share


The Creative Penn + Others

Just The Creative Penn

Just Others

Spam


Settings



The Creative Penn

How's your writing this weekend? Is anyone planning to do NaNoWriMo this year? I'm thinking of starting the next novel then. 2 hours ago · Comment · Like · Promote

2 people like this.



Jamie DeBree

Absolutely - this will be my 7th year, I think. Love it!

As for this weekend - wrought with revisions, I'm afraid. *sigh*


2 hours ago · Like



Jen Gallagher

Hey Jo have you got a link on your website to NaNoWriMo with more info. Thanks!


2 hours ago · Like



Jamie DeBree

Jen - <http://www.nanowrimo.org/>. :-)

about an hour ago · Like



Janet Lingel Aldrich

Finishing up a story ... and working on the plot for my NaNo project.

about an hour ago · Like

Sunday, 17 July 2011



Human
connection
through non
verbal
communication

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

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



thriller novel

About 10,100,000 results (0.09 seconds)

Advanced search

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

Everything

Images

Videos

Maps

News

Books

Blogs

Updates

Discussions

Fewer

The web

Pages from Australia

Any time

Past month

More search tools

[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_\(genre\)](#) - Cached - Similar

Show more results from en.wikipedia.org

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Books](#) [Gmail](#) [more](#) ▼

[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](#)

[Buy Thriller Fiction Books, No](#)

Recommend this Novel on online bo... from distributor buy this medical sus...
[www.substancebooks.com/thriller.html](#) - Cached - Similar

[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/](#) -



thriller novel

About 5,960 results (0.07 seconds)

Advanced search

Everything

Images

Videos

Maps

News

Books

Blogs

Updates

Discussions

Fewer



[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

SafeSearch

Sponsored

NetWa

Alerts o

NLM Lo

www.vis

Myster

Shop O

Books.

www.Be

Austra

Up to 8

Booktop

booktop

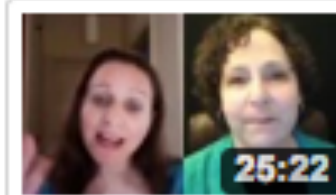
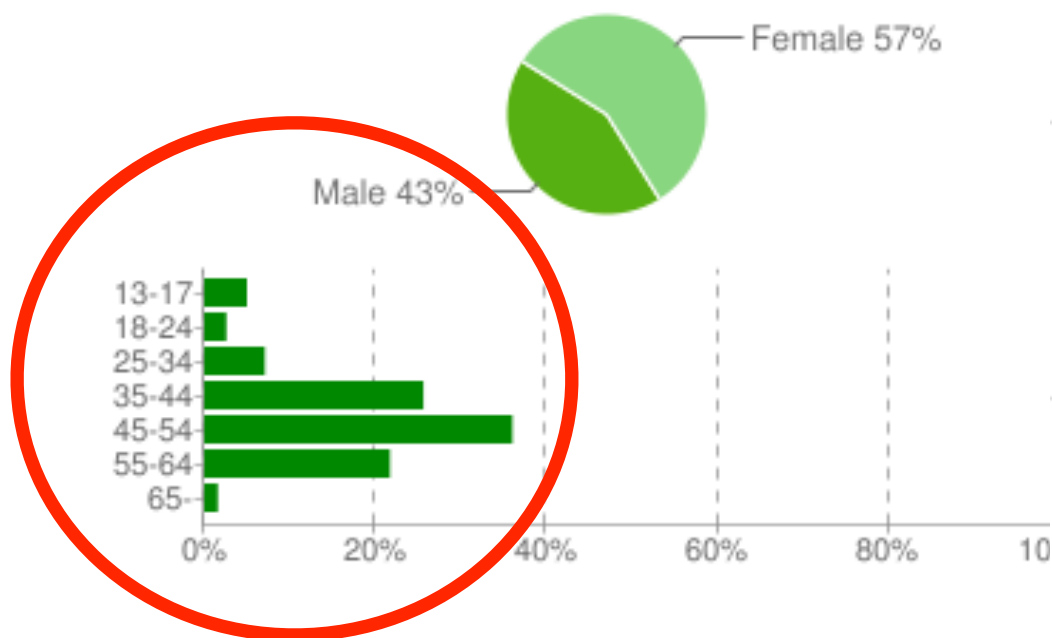
Thrille

Discover



Demographics

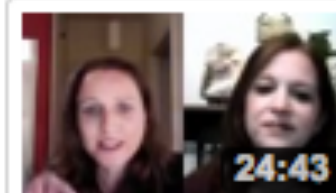
Who is watching the videos in this channel?



Book Marketing Made Easy With Dvorah Lansky

July 17, 2011 01:28 AM | <http://www.TheCreativePenn.com>

Edit Insight ▾ Public



Writing Historical Romance And The Christian Mark

July 9, 2011 08:29 AM | <http://www.TheCreativePenn.com>

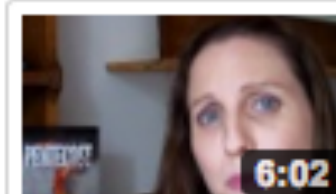
Edit Insight ▾ Public



On Finding The Right Writer's Group For You

July 1, 2011 05:44 AM | <http://www.TheCreativePenn.com>

Edit Insight ▾ Public



Why People Buy Ebooks: A Comparison Between C Techniques

June 24, 2011 11:02 AM | <http://www.TheCreativePenn.com>

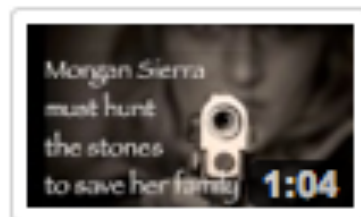
Edit Insight ▾ Public

Know, Like, Trust

Be Useful or/ Entertain



<http://www.youtube.com/watch?v=qfybPq-ERoY>



Pentecost. A Thriller Novel. Book Trailer.

December 26, 2010 10:33 PM | <http://www.amazon.com/Pentecost-A-Thriller-ebook/dp/B004JHYA6A...>

Edit

Insight




Public

Views: 1,849
Comments: 11
Responses: 0
👍 9 | 👎 2

<http://www.thecreativepenn.com/2011/01/07/how-to-create-a-book-trailer/>

Pentecost. A Thriller. [Kindle Edition]

[Joanna Penn](#)  (Author)

★★★★☆  (46 customer reviews) |  Like (11)

*****Reviews*****

"If you enjoy a fast-paced thriller that brings an intriguing mix

"This book has elements that will appeal to all thriller fans - the a rollicking good read.." Review by Alan Baxter

"Penn has a gift for describing the various cathedrals, basilicas, religious information throughout the story that push the plot al

"The most awesome book I have read in a long time. A page tu

"I happen to love books with religious themes. I couldn't put do knew nothing about the religious background behind this story

"Joanna Penn hooked me immediately with her understanding o producers drool over, keeping them up at night wondering why

"Mix history, fast-action and fiction together and you get Joann is set in the Christian history that most are familiar with, but ta

"Intriguing, Dramatic, Suspenseful...these are the first words tl was reminded of two of my favorite authors, Sidney Sheldon ar

Honest reviews by other customers sell books. Amazon algorithms kick in.

Give away (ebook) copies to fans

ASK for reviews

If you get an email, ask for a review (just paste it in)

Keep asking.

Try BookRooster.com

Paid sponsorship



All Things Kindle, Every Day

Kindle Nation Daily

Free Books + Kindle Tips + News + Commentary

<http://kindlenationdaily.com/>

<http://kindlenationdaily.com/authors-and-publishers-how-to-sponsor-kindle-nation-daily-2/>

I sold 300 ebooks on that one day so this is definitely the most worthwhile cash investment I could have made. I will be interviewing Steve Windwalker from Kindle Nation in a few months time for the podcast so you will hear more about this. I have also re-booked for Pentecost Sunday when I will do another mini-relaunch. **Recommended tactics** are to make sure the price is low and you have reviews on Amazon already so people feel confident in purchasing.

Cost: \$169.99 DEFINITELY worth it!

<http://www.thecreativepenn.com/2011/03/05/book-launch/>

<http://www.thecreativepenn.com/2011/05/18/kindle-nation-daily-steven-windwalker/>



Goodreads giveaways - definitely worth doing, postage price

Giveaways

Listing your book for a **giveaway** is a great way to get free exposure for a book before and during its launch. List any title that is not yet released or was released during the last 6 months.

Author Dashboard



Pentecost. A Thriller
261 people added it
31 ratings | 17 reviews

Pentecost



770 people requested it
status: approved
ends: March 15, 2011 12:00AM

Pentecost



951 people requested it
status: approved
ends: June 13, 2011 12:00AM

Thriller Novel Pentecost Now On Sale, Launch And Competition Details.

by JOANNA PENN on FEBRUARY 7, 2011 [EDIT]



It's launch day!

Pentecost, a thriller novel, is now available in Kindle and print format on Amazon. The ebook is just \$2.99 and the book is \$8. [Click here to buy now.](#)

(Update: 8 Feb – launch competition has closed! Winners have been notified – see comments)

Did a competition for launch day.
Don't think it made much of a difference to sales.

People who are in my 'tribe' would have bought anyway.

How To Launch A Book With No Traditional Media Like Seth Godin

by JOANNA PENN on FEBRUARY 8, 2010 [EDIT]



Seth Godin, thought leader, marketing guru and prolific author has just launched his latest book, "Linchpin: Are You Indispensable?".

95
tweets

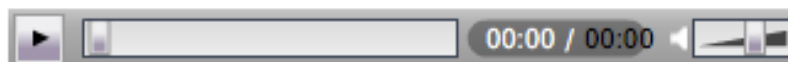
retweet

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

<http://www.thecreativepenn.com/2011/01/03/4-hour-body-book-launch/>

Book Launches And Marketing For Pentecost And Save My Soul With Joanna Penn And Zoe Winters

by JOANNA PENN on FEBRUARY 19, 2011 [EDIT]



Podcast: [Download](#) (Duration: 37:30 — 18.3MB)

Today's podcast is a discussion on book launches and how various types of marketing activities impact book sales with paranormal romance author Zoe Winters and religious thriller author Joanna Penn.

24
tweets

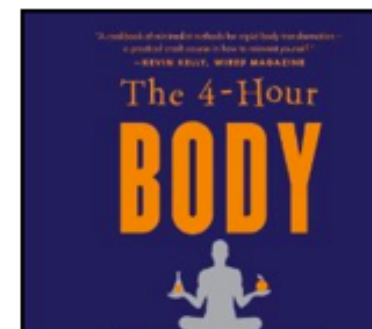
retweet



Zoe Winters is an independent paranormal romance author and has written the Bloodlust trilogy of novellas which have sold over 40,000 copies. Her most recent book is Save My Soul.

The Four Hour Body: Lessons Learned From Tim Ferriss' Book Launch

by JOANNA PENN on JANUARY 3, 2011 [EDIT]



You may have heard about Tim Ferriss' new book "The Four Hour Body: An uncommon guide to rapid fat-loss, incredible sex and becoming superhuman" (4HB). The book made it to #1 on the NY Times Bestseller list for Christmas and will no doubt remain there for ..

53
tweets

retweet

<http://www.thecreativepenn.com/2011/02/19/book-launches-and-marketing-for-pentecost-and-save-my-soul-with-joanna-penn-and-zoe-winters/>

□

Book Sales of Pentecost	
	Ebooks US
Feb 2011	492
Mar 2011	418
□ April 2011	883
May 2011	2339
June 2011	2166
TOTAL:	6,298

□

My focus next time (but all books are different):

- * Ebook only and US market only
- * Soft launch with Amazon reviews before advertising & big push

* Give away copies to fans to “get the ball rolling”

* Everything else is marketing - constant, ongoing. Continue at same pace.

* Sign up now. Will put chapters into Pentecost - perhaps make it free

Prophecy

[EDIT]

Coming in 2012, the next in the series of Morgan Sierra/ARKANE series “Prophecy”

Enter your details below to receive advance notification about the book, fi chapters, bonuses and more. Thank you!

Please sign up below
for information on
Prophecy. Thank you



www.ProphecyNovel.com

Questions?



Twitter
@thecreativepenn

(e) joanna@TheCreativePenn.com

You can also get all the slides here:
<http://www.TheCreativePenn.com/BMC>

For more marketing info:
<http://www.TheCreativePenn.com/Marketing/>