



Blogging For Authors and Writers Webinar

with Joanna Penn



Welcome! I received 97 questions for today's call. I will try to address them so this session will be fast & furious! There will be a link to the slides at the end of the call + special offers valid today only :)

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/>



About @neilhimself

28,568 Tweets	661 Following	1,636,672 Followers	25,636 Listed
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The big boys are doing it...

THURSDAY, SEPTEMBER 15, 2011

A Picture of the Cat of Doom

POSTED BY NEIL AT 9:54 PM

It got cold. The air smells amazing, the mosquitoes have gone, the sky is a perfect blue and summer is over.



Rachelle Gardner, Literary Agent

If you're new to publishing, please start here:

[How To Get Published.](#)

You may also want to watch this 14-minute

video: [Advice for New Authors.](#)



I'm an agent with [WordServe Literary Group](#) based in Denver, Colorado.

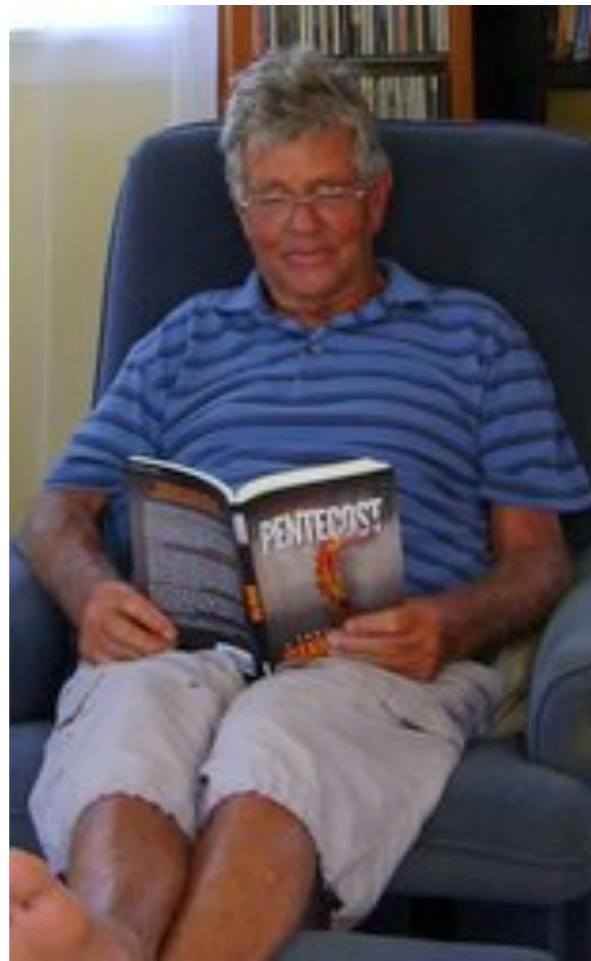
My passion is partnering with

rachellegardner

I DON'T 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.



How do these people decide
what to read?
How do they find your book?

<http://www.flickr.com/photos/pamhule/5574080195/>

<http://www.flickr.com/photos/soyrosa/2885044057/>



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

Yaro Starak, 6 figure professional blogger
Entrepreneur's Journey.com

**“A blog is a loyalty
generator”**

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

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

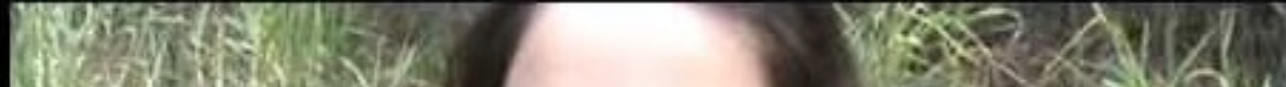


Pages are
more static,
like a
traditional
website

Welcome to The Creative Penn!

In this short video, I explain what the site is about, how it can help you and a bit about me. There is text below the video if you prefer to read.

Introduction to The Creative Penn website and J...



Who is Joanna Penn?



I am an **author, blogger, speaker and business consultant** based in London, England although I have lived in Australia and New Zealand for the last 11 years. I **always dreamed of writing my own books**, and spent many years thinking about it before I actually took the plunge.

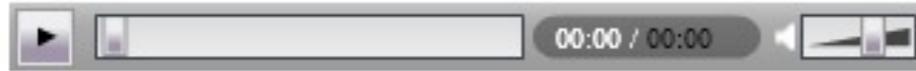
I self published my first book How to Enjoy Your Job in 2008 and learnt a lot about the process along the way. Then I wrote "From Idea to Book" and "From Book to Market" in 2009 to share what I had learnt. You can read about my own writing journey here. You can also listen to a free audio on How to Write Your First Book here.

What is "The Creative Penn" and how can it help you?

This site is aimed at people who are interested in writing, publishing of all different kinds and internet marketing/promotion for their books (in print/ebook or audio format). **My aim is to make this the place to come for information if this is your area of interest online.**

Writing Your Life Story With Jo Parfitt

by JOANNA PENN on SEPTEMBER 23, 2010 [EDIT]



Podcast: [Download](#) (Duration: 30:39 — 7.0MB)

On writing your life story, tips for memoir writers.

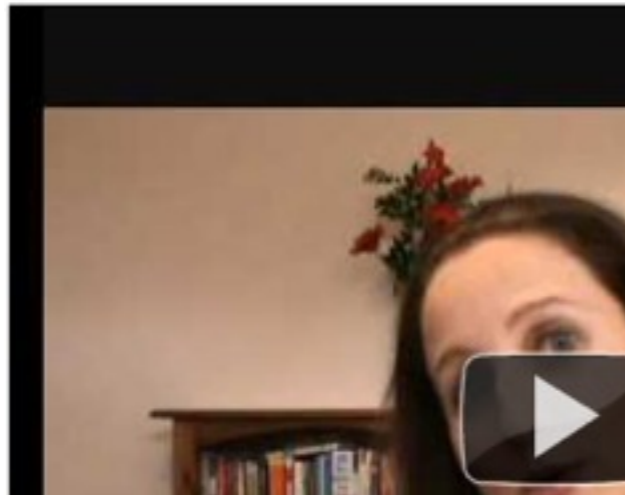


Jo Parfitt is an author, speaker, mentor

What To Do When You Think Your Writing Is Terrible

by JOANNA PENN on SEPTEMBER 24, 2010 [EDIT]

Sometimes you might feel as if your writing is terrible! Don't worry, it happens to everyone! In this video, I explain what to do when you feel this way.



18 tweets

retweet

Each one is another "page" on Google

31 tweets

retweet

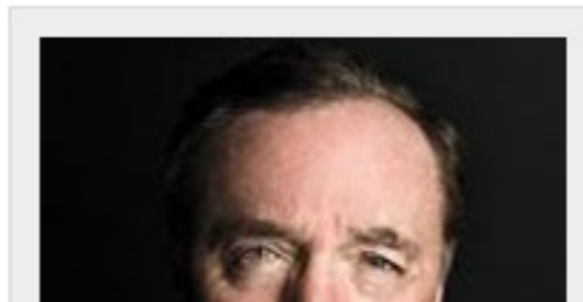
What Do The Most Highly Paid Authors Have In Common?

by JOANNA PENN on SEPTEMBER 17, 2010 [EDIT]

We write for many reasons. Money is not usually the top of the list but we would all like to be rewarded for our work and financial success is certainly a great goal.

71 tweets

retweet



Forbes.com released [their list of the highest paid authors](#) earlier this year. The top 10 earners were: James Patterson, Stephenie Meyer, Stephen King, Danielle Steel, Ken Follett, Dean Koontz, Janet Evanovitch, John



Keep people
coming back

KNOW
LIKE
TRUST

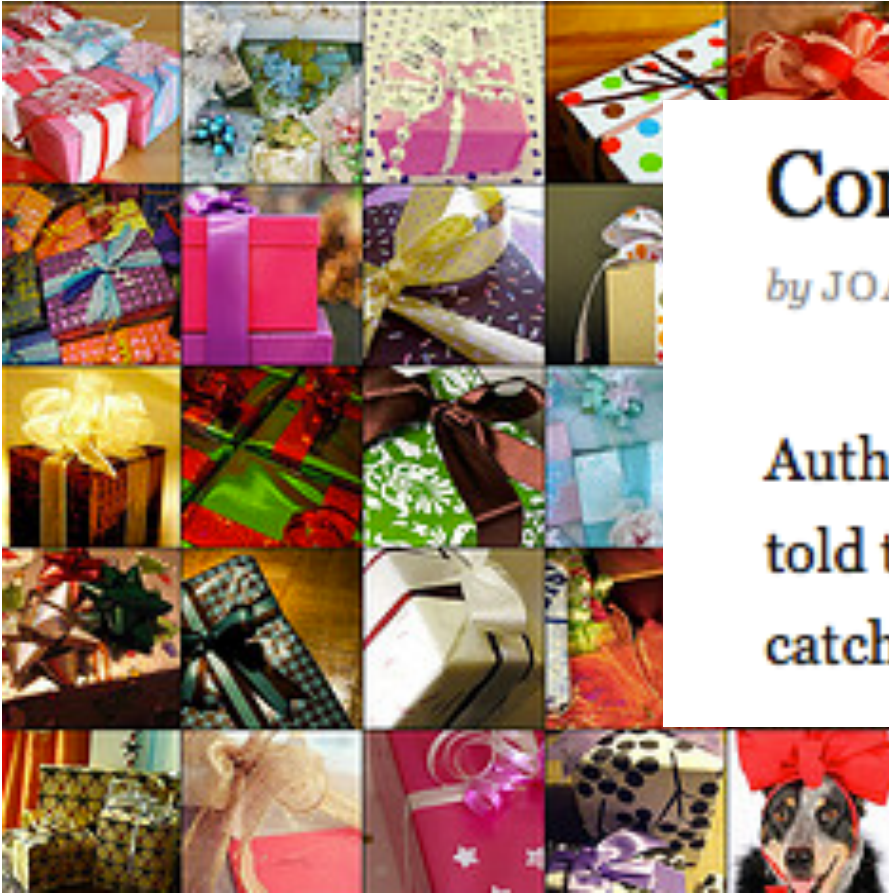
[http://www.flickr.com/photos/protflux/
2287499188/](http://www.flickr.com/photos/protflux/2287499188/)

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)





Content Marketing For Authors And Writers

by JOANNA PENN on FEBRUARY 9, 2011 [EDIT]

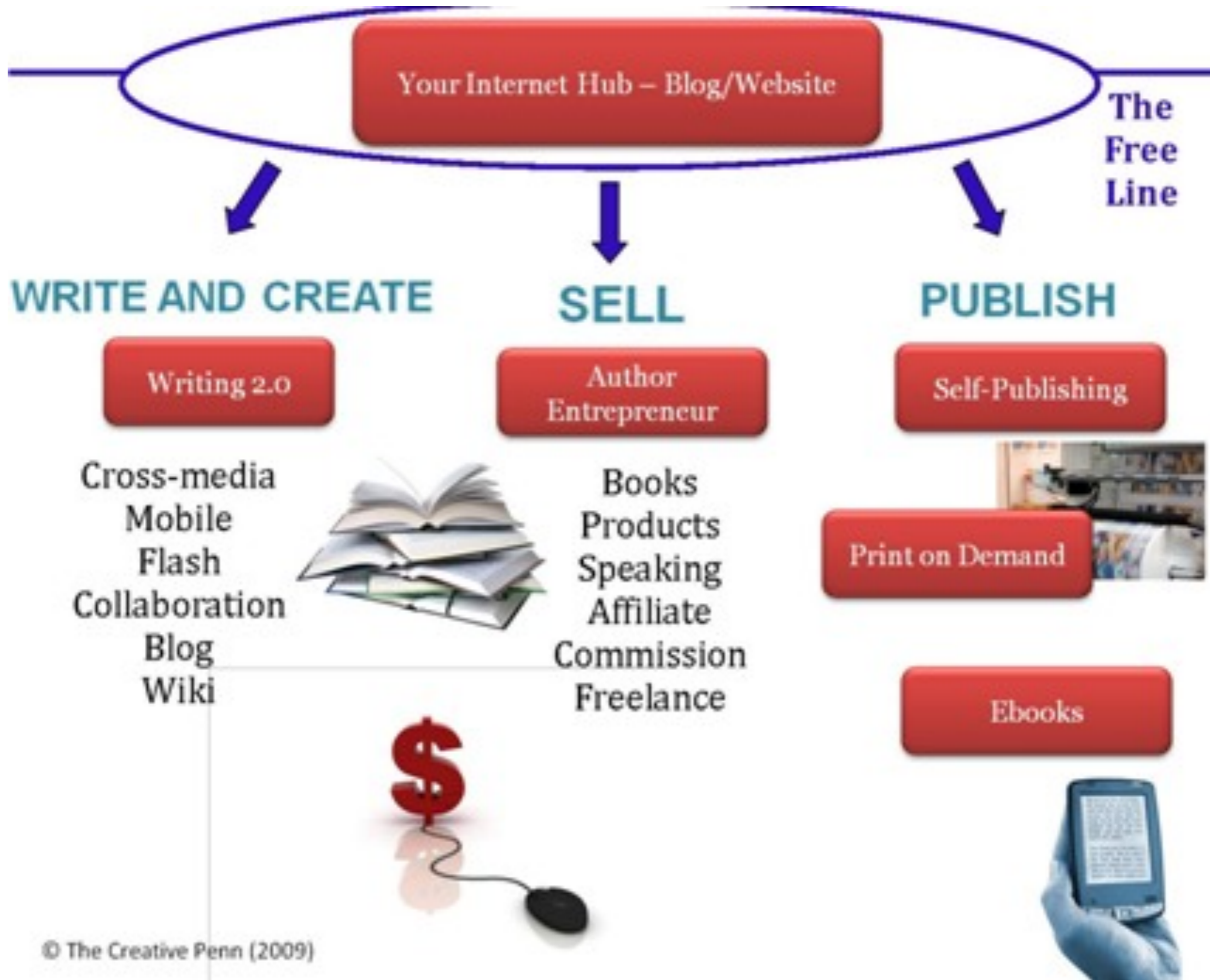
Authors and writers are being told that they need a blog, but often aren't told the reason why. "To build an audience" is the oft-quoted catchphrase. Well, it's bigger than that.

If people find you and want to stay on your site, if they are happy to give you their email, this means you have permission to talk to them. That is the goal of content marketing. Basically you provide good quality, useful or entertaining content which brings people to your site. They begin to know you, like you and trust you and then when you have a book launch, they might consider buying your book instead of a different one because you've been so useful to them or even just because they've heard of you. **Thousands of books every week sink to the bottom of the sales charts because nobody knows they are there.** How can you ensure your book isn't one of them?

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

The Author 2.0 Model







Paulo Coelho's Blog

updated on Monday, Wednesday, Friday

Blog

website

e-Cards

archives

« Older

Writing as a spiritual activity

Published on September 20, 2011 in News. 14 Comments Print

While I was writing [The Witch of Portobello](#), the main character Athena started to unfold in such an unexpected way thanks to its structure.

It was as if I was chasing after her: I had no idea how her story would end but not really excited

<http://paulocoelhoblog.com/>

Neil Gaiman

JOURNAL NEIL'S WORK COOL STUFF & THINGS ABOUT NEIL MESSAGE BOARDS WHERE'S NEIL SEARCH LIN

<http://journal.neilgaiman.com/>

BLOG

THE OFFICIAL BLOG OF BESTSELLING AUTHOR TESS GERRITSEN.

SEPTEMBER 11 AND THE IMPACT ON PUBLISHING

Sunday, Sep 11th, 2011 @ 07:53 pm

A recent New York Times article explored [how September 11 affected newcomers to the fashion industry](#). Some designers, about to debut their work, found that opportunity lost forever. Some had to give up their dreams.

ABOUT TESS GERRITSEN



<http://www.tessgerritsen.com/blog/>

Blogging for readers vs writers

* Relate to your books and subject e.g. inspirations

<http://joannapenn.com/my-oxford/>

Also relevant to unpublished e.g. Victorian London as you research => steampunk book later

* Personality blogging - personal information (you draw the line)

* Giveaways, book excerpts, anything that readers would enjoy - NOT/ publishing, marketing experiments, etc :)

1 or multiple blogs - brand? time? effort?



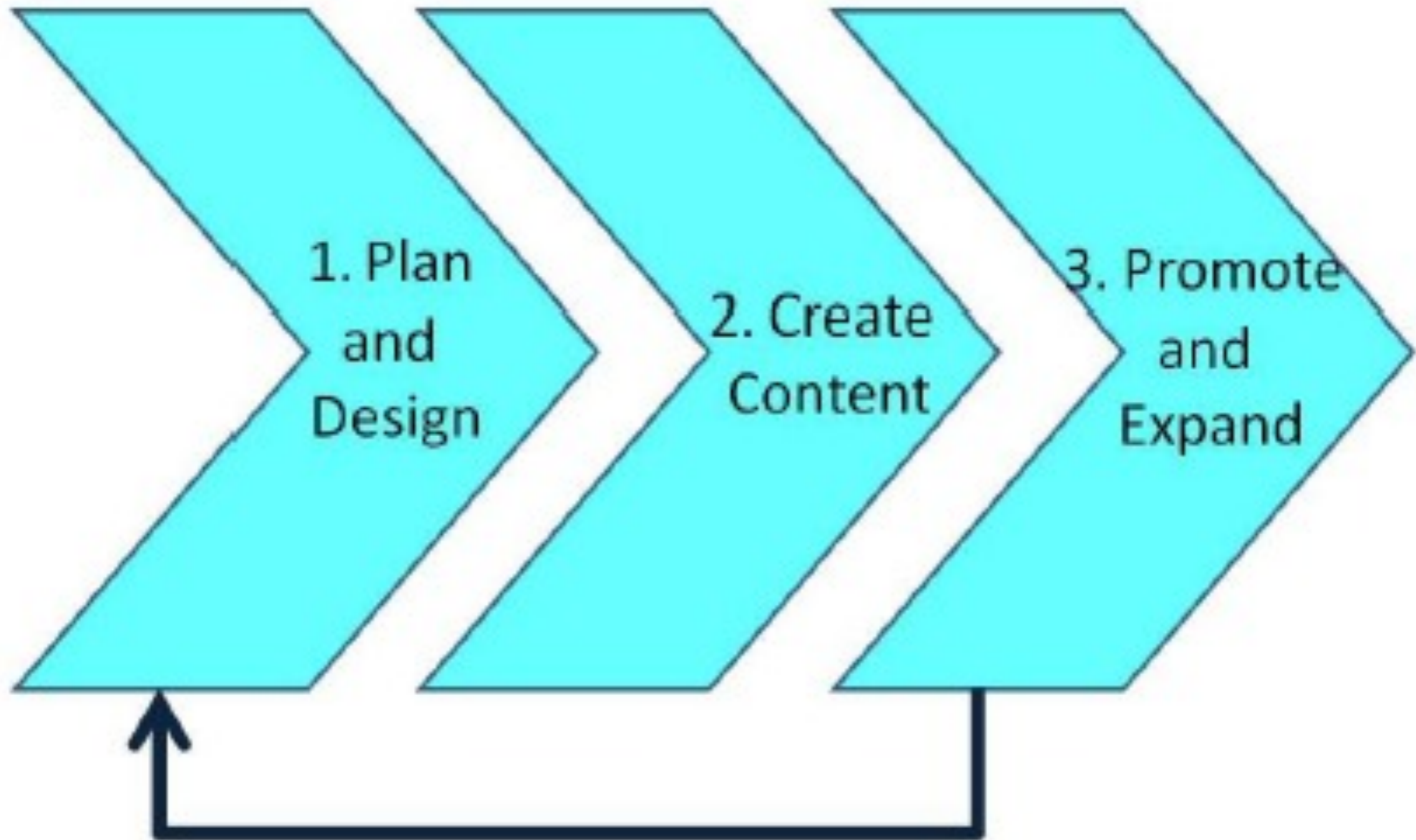
Authors, writers, small business people, entrepreneurs



Fans of my fiction and me personally



Fans of thriller books + publishers + agents + big name authors



**Get started creating content.
You can change your theme later.**

YOU'VE ENTERED THE TWISTED MIND OF

SCOTT SIGLER

HORROR-THRILLER NOVEL *ANCESTOR* ON SALE JUNE 22

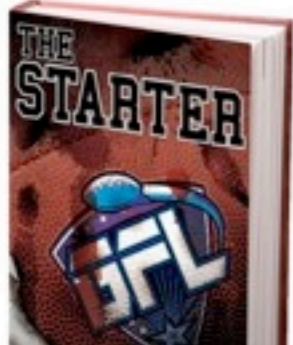


Novels Audiobooks Meet Scott Crackhouse JOIN THE CULT! BUY BOOKS (you cheap bastard) Got Spam? Interview



THE STARTER pre-order

Click on the book below to order!

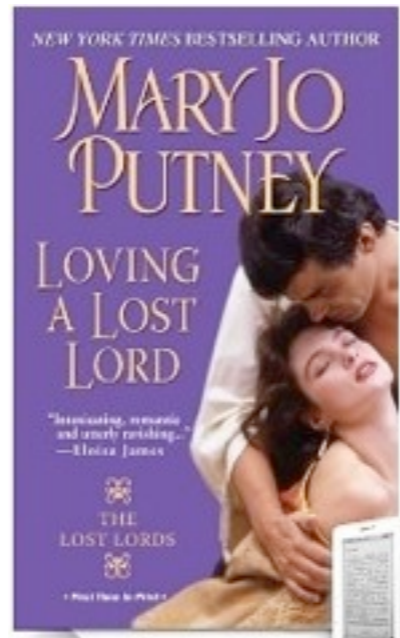


Home



Scott's Bio



Does the reader recognise themselves in your site? Or your books?



Mary Jo Putney

Library Journal gave *Never Less than a Lady* a starred review.

"Cleverly plotted, exquisitely stirring, and flawlessly written, (Never Less than a Lady) is the latest in Putney 'Lost Lords' series." -- Krist



- 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/>



- 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



<http://www.thecreativepenn.com/2011/02/15/how-it-feels-to-have-your-book-out-there-in-the-world/>

Personal sharing of the journey.
Remember know, like, trust.

Interviews with people.
Content, relationship building and
incoming links

<http://www.thecreativepenn.com/2011/04/04/self-publishers-companion-joel-friedlander/>



<http://mysterythriller.tv/>

Video book reviews for my own niche.



HOME WRITING PUBLISHING MARKETING AUDIOS



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

[Here is a list of the podcast episodes. Click to listen or download.](#)

[#104 – How to get book reviews with Dana Lynn Smith](#)

[#103 – How to write fight scenes with Alan Baxter](#)

[#102 – Publishing Guide to Twitter with Jon Reed from Publishing Talk](#)

[#101 – Writing thrillers and action-adventure with David Wood](#)

[#100 – What I have learned in the last 2 years – 100th podcast celebration – by Joanna Penn](#)

[#99: Writing Historical Romance and the Christian market with Jody Hedlund](#)

[#98: The Art and Science of Lightbulb Moments with Tom Evans, The Bookwright](#)

[#97: Book Marketing Q&A with Joanna Penn](#)

[#96: Getting a book deal from your online platform with Jim Hopkinson, Wired's marketing guy](#)

[#95: Kindle sales and pricing with Stephen Windwalker](#)

[#94: Researching your novel and experiences in publishing with Warren Fahy, author of Fragment](#)

[#93: Book Marketing for Introverts with Ruth Ann Nordin](#)

[#92: Social media marketing strategy with Marian Schembari](#)

[#91: On leaving traditional publishing for ebook sales success with LJ Sellers](#)

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

Learning and Fun!

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?

Engagement with audience.
Comments, sharing.

37 tweets
retweet

Publisher Simon & Schuster Says Authors Should Blog and Social Network

by JOANNA PENN on FEBRUARY 22, 2010 [EDIT]

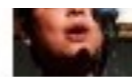
Welcome to
SIMONANDSCHUSTER.BIZ
 The source for corporate information and B2B resources for Booksellers, Media, Authors, Partners, Vendors, and more...

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.



How often?

Daily?
Weekly?
Monthly?

It's up to you but be
consistent.

[http://farm4.static.flickr.com/
3603/3387189144_955030cc27_m.jpg](http://farm4.static.flickr.com/3603/3387189144_955030cc27_m.jpg)

People Don't Buy Books Based On The Publisher

by JOANNA PENN on AUGUST 5, 2010 [EDIT]



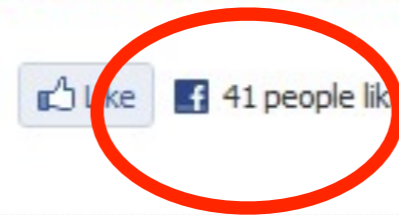
Some of my bookshelves

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?



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

How much?



FREE - Start with free and then migrate onto pro-platform



FREE software - most highly recommended



URL - \$10 per year

THEESIS THEME **DIY**themes
<http://bit.ly/a1X6E9>

Hostgator

www.Blogs4Authors.com



\$297



<http://tinyurl.com/creativehost>
\$7 per month



- * Search Engine Optimisation
Google Keyword Research
Blog optimisation
- * Great headlines

- * Twitter/ Facebook/ Social

- * Bookmarketing e.g.
StumbleUpon

- * Incoming links - guest
posting, people linking to you

ALL rely on good content.
Or/ you can pay for it.

<http://www.flickr.com/photos/horiavarlan/4747872021/>





- * Sell your books from it/
link to your Amazon page
etc
- * Sell other products and
services/ speaking
(author-entrepreneur model)
- * Commissions / affiliate
sales
(selling other people's stuff)
- * Advertising (low income
unless you have large traffic
or very targeted audience)

The internet compounds over time



Site Usage

 **485,250 Visits**

 **767,124 Pagev**

Aug 1, 2011 - Sep 1, 2011

31,981 Visits

46,872 Pageviews

**What do you
want to
grow?
(Better get started!)**

More Resources

Blogging Basics with Joel, the Blog Tech Guy

<http://www.thecreativepenn.com/2009/11/25/podcast-joel-williams-blogging-basics-for-writers/>

Advanced Blogging Tips with Blogging Teacher

<http://www.thecreativepenn.com/2010/05/14/podcast-advanced-blogging-tips-for-authors-with-blogging-teacher-paul-cunningham/>



<http://alltop.com/>

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

Best blog to learn
about blogging

Keyword Research

Landing Pages

Internet Marketing

Copywriting

Content Marketing

SEO Copywriting

Headline Writing

- First 5 people to buy Blogging for Authors \$39.99 get free email Blog review from me (now or later, it will keep)

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

- 50% off Author Platform Review - Currently selling for US\$197 - if you book in the next 24 hours = US\$99. Email: joanna@TheCreativePenn

- <http://www.thecreativepenn.com/consulting/>



www.TheCreativePenn.com

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<http://joannapenn.com>

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Goodreads/JoannaPenn

Shelfari/JoannaPenn

Slides can be downloaded:

www.TheCreativePenn.com/blogwebinar

