



# Social Networking For Authors & Writers



Social Networking  
For Authors  
& Writers



With Joanna Penn  
October 2011



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

# It's not traffic, it's people.

Behind this profile is me. I buy books.



## Joanna Penn

**@thecreativepenn** London, England

*Adventures in Writing, Publishing and Book Marketing.*

*Speaker, Traveler. Author of action adventure thriller*

*novel Pentecost <http://amzn.to/gWfkcV>*

<http://www.TheCreativePenn.com>

Behind every social media profile is a person.  
Social media is about connecting to people, as a  
real person yourself. It's about relationships.

# 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 @neilhimsself

**29,274**

Tweets

**666**

Following

**1,642,065**

Followers

**25,835**

Listed



About @MargaretAtwood

**6,225**

Tweets

**230**

Following

**260,833**

Followers

**7,683**

Listed



About @paulocoelho

**11,955**

Tweets

**87**

Following

**2,440,136**

Followers

**34,983**

Listed



About @tessgerritsen

**572**

Tweets

**20**

Following

**8,534**

Followers

**354**

Listed



facebook



# Attention



goodreads



twitter

They see a tweet, someone shared your article on FB, you appear in Goodreads review stream

# Interest

They like it => follow you, subscribe to your blog, like your page

# Desire

They've been reading your blog for 3 months now, have listened to an audio interview. Your book has just come out & sounds interesting. They know you, like you & trust you.

# Action



They buy your book and recommend it to a friend



KNOW  
LIKE  
TRUST

Be authentic  
Be real  
Don't fake it

# You can't control what other people say, but you have complete control over your own interactions

- \* The 'danger' is over-hyped
- \* You attract what you put out there - be positive and generous => social karma
  
- \* Choose whether or not to mention children/ spouses name or use a codeword
- \* Don't post about your holiday until you're back
- \* Personal Facebook - photos etc - vs professional page
- \* Don't mix personal and business i.e. friends with anyone



# Word of Mouth

You're still hand-selling your book, person to person but the scale has grown



<http://www.flickr.com/photos/mkamp/2307071096/>



You can now reach a global audience with social networking.

Schedule in multiple timezones.

Make sure your book is available globally.



# Tweeting from a La-Z-Boy, An Unfinished Book Hits No. 1



<http://online.wsj.com/article/SB10001424052702304450604576418161912396814.html>

In a feat that even the best-selling writers might envy, young-adult author John Green's latest novel is No. 1 on Amazon.com and Barnes & Noble.com even though he's still working on it from his comfy La-Z-Boy in Indianapolis.

With "The Fault in Our Stars," the author has overtaken hot books by Suzanne Collins and Laura Hillenbrand. His book won't be published until the spring of next year.

## Profile

<b>Channel Views:</b>	17,704,368
<b>Total Upload Views:</b>	167,772,098
<b>Joined:</b>	Jan 1, 2007
<b>Latest Activity:</b>	1 week ago
<b>Subscribers:</b>	580,637



About @realjohngreen

<b>7,416</b> Tweets	<b>336</b> Following	<b>1,158,440</b> Followers	<b>4,724</b> Listed
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<http://www.youtube.com/user/vlogbrothers>

## How Ebook Buyers Discover Books

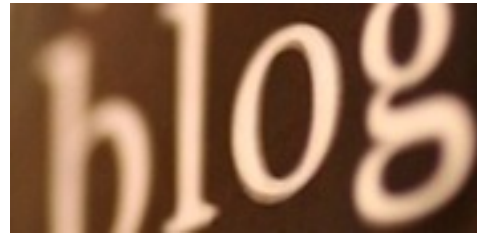


<http://blog.smashwords.com/2011/09/how-ebook-buyers-discover-books.html>

- \* 29% through recommendations from fellow readers online through blogs, forums, social networks
- \* 3 % through recommendations from traditional media - newspapers etc
- \* 4% through recommendations from people known to me, friends, family
- \* 18% I look first for my favourite authors

**So, online recommendations come out top.**

Anecdotally, I often pick up books based on tweets from people I only know online.



Where do your audience hang out?

**GO THERE!**

## Who specifically are you targeting?

\* Young children? But who buys the books? Parents/ Teachers?



\* YA kids - check out John Green on YouTube. Millions of views every week.

\* Non-fiction/ business = LinkedIn

\* Women over 50 = Facebook



# Research your market and where they hang out

Facebook:

45-54 yrs - over 25%

25-34 yrs - 23%

35-44 yrs - 22%

Income: 36% - \$25 - 50k

LinkedIn:

35-44 yrs - nearly 35%

45-54 yrs - 27%

Income: 27% \$50-75k

20% - \$75 - 100k

Twitter:

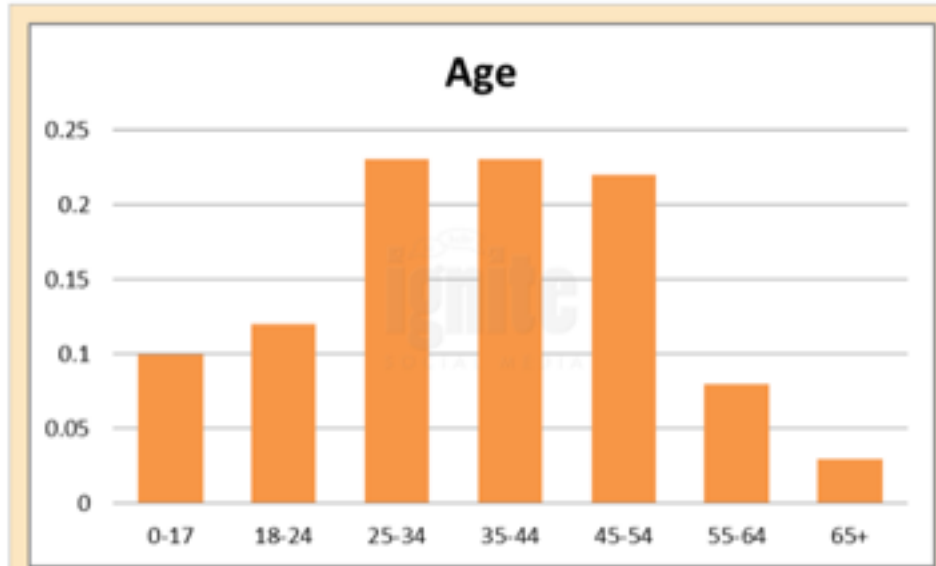
35-44 yrs - 29%

25-34 yrs - 26%

Income: 35% \$25-50k

You Tube demographics always surprise people!

Age Breakdown For YouTube



Source: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/>

# Takes time but not money

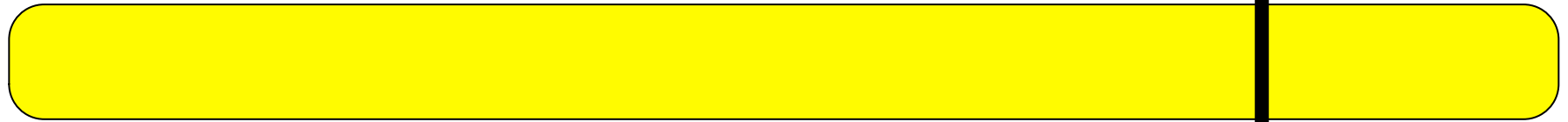
Don't pay for advertising unless you have lots of cash/ budget and you have tested that your campaign works



[http://farm3.static.flickr.com/2790/4276164545\\_0c84939efa\\_m.jpg](http://farm3.static.flickr.com/2790/4276164545_0c84939efa_m.jpg)

# The balance of writing & marketing

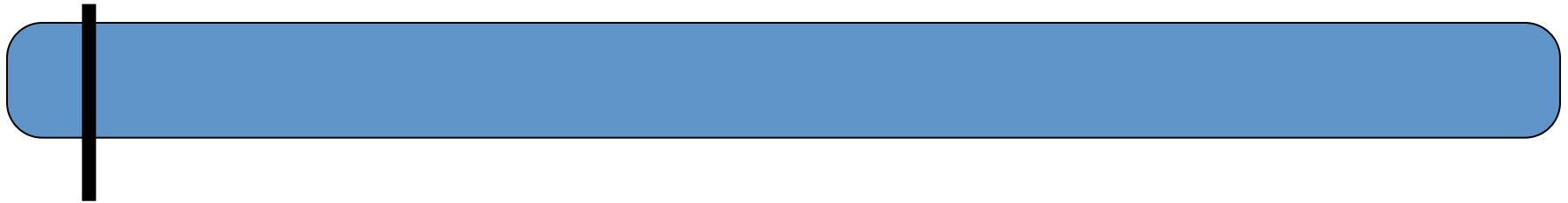
**While writing your first book**



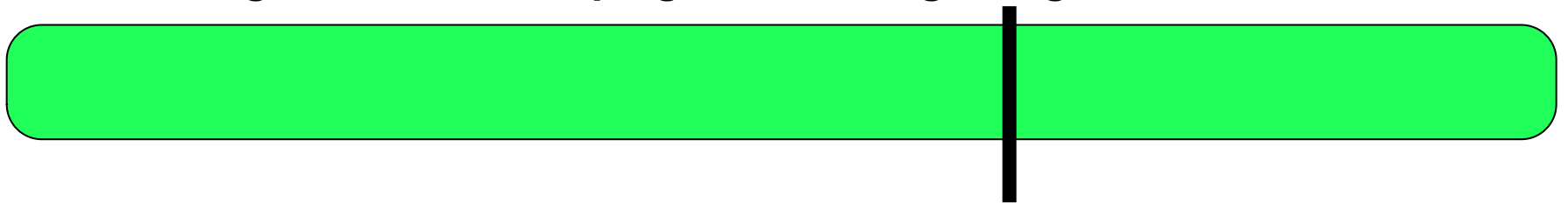
Writing

Marketing

**When launching your first book**



**When writing 2nd book & keeping sales ticking along**





# Managing your time on social networks

- \* What are you trying to achieve?
  - \* Are you providing useful info?
- \* Are you connecting with strategic partners?
- \* Are you communicating with fans?
- \* Does this activity build your brand/  
further your strategic goals?
  - \* Can you set it up in advance?
  - \* How much time can you set  
aside?



# How I manage Twitter



**Joanna Penn**

**@thecreativepenn** London, England

*Helping you write, publish and sell your books. Author of action adventure thriller novel Pentecost <http://amzn.to/gWfkcV>. Speaker. Traveller.*



About @thecreativepenn

**18,019**

Tweets

**10,660**

Following

**21,247**

Followers

**2,606**

Listed

Twitter By Twitter

Open iTunes to buy and do



Twitter for iPhone



**Su.pr**

by stumbleupon



**TweetDeck**

BETA

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

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



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



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  
Daily  
Part of routine

# Set up a Fan Page

The image shows a screenshot of a Facebook interface. At the top, the Facebook logo is on the left, and a search bar is in the center. Below the search bar, there are three notification icons with numbers 3, 4, and 3. The main content area features a post by James Rollins, dated Tuesday, with a photo of him and a landscape. Below the post are navigation tabs for Wall, Info, Newsletter, Photos, Events, and Notes. A text input field with the placeholder "Write something..." and a "Share" button are visible. To the right, there are partial views of other user profiles, including Tess Gerritsen, with tabs for Info, Related Posts, and Wikipedia. A description for Tess Gerritsen is visible, mentioning her goal for the community page and her biography. At the bottom left, there are three blue hyperlinks: <http://www.facebook.com/pages/Tess-Gerritsen/>, <http://www.facebook.com/pages/create.php>, and a partially visible one.

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>

**Tess Gerritsen**  
Info Related Posts Wikipedia

Our goal is to make this Community Page the best collection of shar  
this topic. If you have a passion for **Tess Gerritsen**, sign up and we  
when we're ready for your help. You can also get us started by sugg  
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 seafoo  
California. While growing up, Gerritsen often dreamt of writing her own Nancy Drew

40,038 People Like This

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

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

Hit "LIKE" →




Helping You Write, Publish and

**The Creative Penn**  
Author · Edit Info



Wall  
The Creative Penn · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?



Wall Photos

1,476 Impressions · 0.95% Feedback

Like · Comment · Share · September 29 at 8:50am

Nissi Mutale and 7 others like this.

**Derek Murphy** amazing! need to get some more books written.  
September 29 at 10:16am · Like

**Radovan Škultéty** Is it the name, "physical books"? I thought it was printed vs. electronic but correct me if I am wrong.  
September 29 at 10:36am · Like

**Dorothy Thompson** Wowzers, I knew they were hot but this graph makes it look like now is the time to get those books out there!  
September 29 at 3:15pm · Like

**Jody Birdsell Pryor** Don't forget B&N has their Nook, too. Wonder if they have a graph too.  
September 29 at 3:37pm · Like

**John Menezies** I just wrote one and will have another published on Kindle this weekend. Yay for me.

Use pictures, images and manual posts

Ask questions for the most interaction

Use content not shared elsewhere

Post as a Page

Link to page from blog/other sites  
Social sharing plugins

# Connecting with influencers



## Joel Friedlander

@JFbookman California

Author, blogger, book designer. I'd love to help bring your book to market. Let's talk.

<http://www.theBookDesigner.com>

Find them on your favourite social network. Make sure your profile relates to their area of interest and your site looks good etc. Read their blog & posts.

## All Friends



RT @JFbookman: Writers: How to open with a Bang! <http://ow.ly/6NGQz> by guest @VictoriaMixon

21248

thecreativepenn, [+] Wed 05 Oct 18:56 via TweetDeck

Retweet them. Link to them from your blog. Do this several times and they will likely follow you back. They may well check your profile or blog first.

Book reviews also score serious brownie points!

## Book Cover Design: The Process Explained With Joel Friedlander, The Book Designer

By JOANNA PENN on NOVEMBER 4, 2010 [EDIT]



Last week, I posted a number of options for the design of my book cover for 'Pentecost', a thriller novel. Thank you so much if you voted in the poll or left comments. I really

27

books

retweet

Once you understand what their site is about and their guidelines for working with people, submit a guest post or ask for an interview. You must spend the time getting to know them & their style first.



There are many  
sites.

What is the best  
use of time and  
resources?

What is fun and  
sustainable?

# Choose.

# Stick with it!

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







Social Networking  
For Authors  
& Writers



Social Networking Multi-media mini-course available for purchase now.

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

**Special Earlybird: \$29.99 for the next 24 hours** and then will go up to \$39.99.

**Contains:**

- \* 60 page PDF ebook with much more detail on social networking and the various platforms as well as all the links, how to tips and more.
- \* 3 x videos behind the scenes screen capture video where I show you Twitter, Facebook, LinkedIn, Goodreads and Shelfari (Total video time: 1 hr 10 mins)
- \* Video , audio (39 mins) and transcription of interview with social media expert Alexis Grant on how she uses social networking and how she got her agent on twitter.
- \* Transcription for this webinar including all links (within 1 week). The transcription will not be available to anyone else.

Buy Now: <http://www.thecreativepenn.com/social/>



# Q&A

Please type your  
question in the  
box for Staff