

Publishing Boot Camp
2010

November 27
Brisbane, Australia



THE
creative
PENN

Marketing For Authors and Entrepreneurs: Top Tips

Slides available at:

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

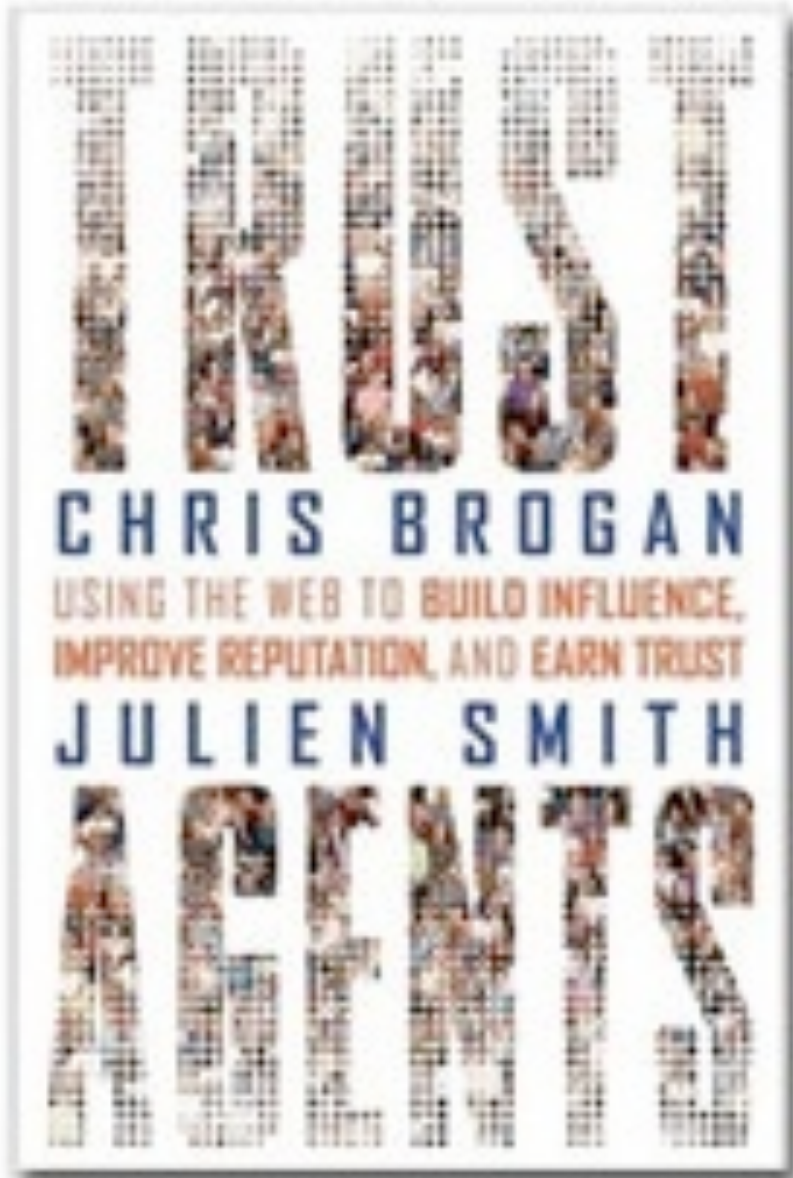
into branches
spring out from a
branching off the highway
business is branching out all over
brand | 'brand | n 1 : a burnt
a : a mark made by burning
ship, maker, or quality b :
ilar purposes : TRADEMARK
criminals with a hot iron
A A : a class of goods identified
b : a particular mark





<http://www.flickr.com/photos/ozyman/443545349/>

**People need
to know, like
and trust you
in order to
buy.**





**Be clear on
the
outcome
you want.**



**Take the
long view.**

**Think
about your
future.**

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1429/1356549900_e32e6924a1_m.jpg](http://farm2.static.flickr.com/1429/1356549900_e32e6924a1_m.jpg)

Reinvention: From Corporate Business to Creative





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



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WALAT
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The internet compounds over time



Site Usage



189,989 Visits



329,895 Pageviews



1.76 Pages/Visit

**What do
you want
to grow?**

We 
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/>

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.

653 following
1,504,973 followers
20,345 listed

Neil Gaiman

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

You are here: Home » Journal

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THURSDAY, NOVEMBER 18, 2010

A Coffee Table Book and why reality is being replaced by small pieces of paper

POSTED BY NEIL AT 8:56 PM

My scary goddaughter Hayley Campbell is here, working on a book of The Art Of Neil Gaiman



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.



joanna penn

Se

Search: the web pages from Australia

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[The Creative Penn](#) ☆ - 3 visits - 3/01/09

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[October 2009](#)

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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](#)

[Image results for joanna penn](#) - [Report images](#)



[Joanna Penn | Facebook](#) ☆

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?

Centralised hub linked to by other sites



The Author 2.0 Model





WRITE AND CREATE

Writing 2.0

Cross-media
Mobile
Flash
Collaboration
Blog
Wiki



SELL

Author Entrepreneur

Books
Products
Speaking
Affiliate
Commission
Freelance



PUBLISH

Self-Publishing

Print on Demand



Ebooks



Connection to
other writers
and bloggers

Bloggers are a
powerful
community

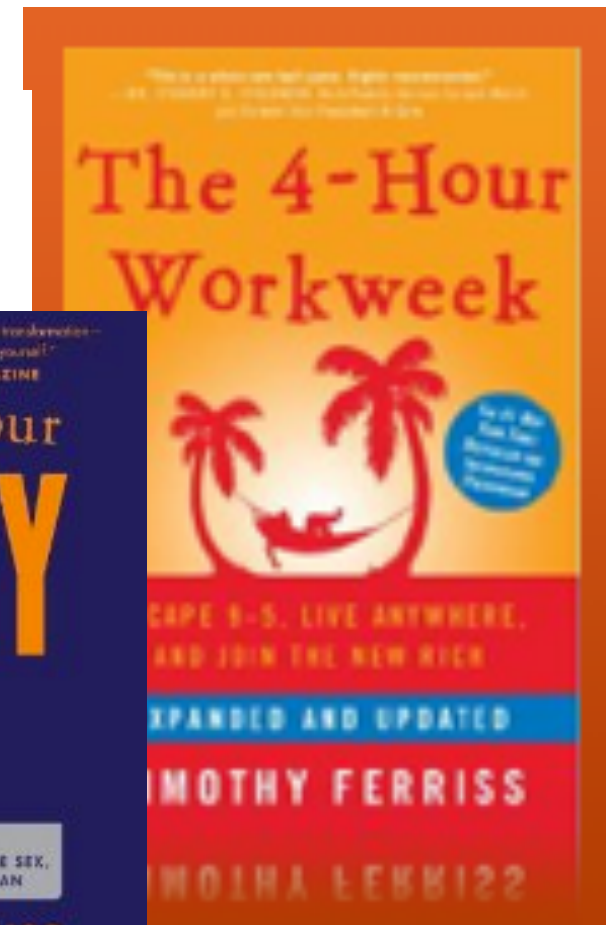
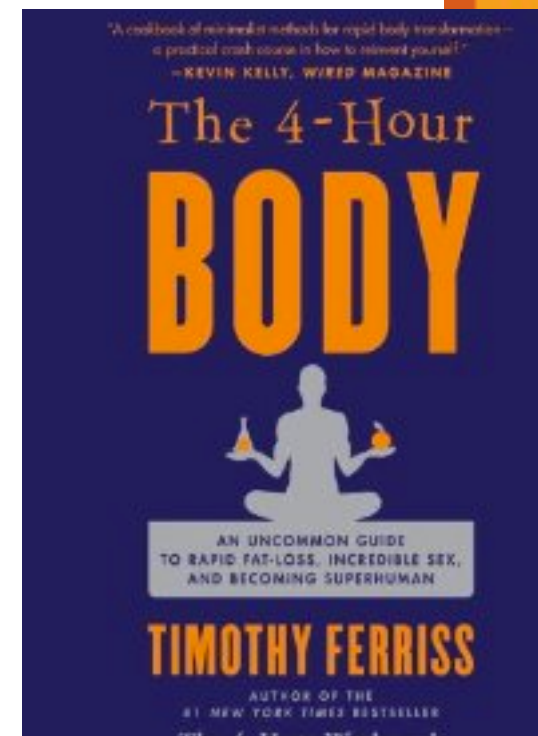
[http://farm4.static.flickr.com/
3322/3423689554_2429ee0053_m.jpg](http://farm4.static.flickr.com/3322/3423689554_2429ee0053_m.jpg)



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 the launch of the 4 Hour Body... and learn!



Paulo Coelho's Blog

Blog

Archives

website

e-Cards

« Older

Two poems by Tagore

Published on September 24, 2010 in News. 11 Comments Print

<http://paulocoelhoblog.com/>

Neil Gaiman

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

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

THURSDAY, SEPTEMBER 23, 2010

Interim peregrinatory post, with some photos

POSTED BY NEIL AT 5:28 AM

BLOG



THE OFFICIAL BLOG OF BESTSELLING AUTHOR TESS GERRITSEN.

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

FANFIC AND RIZZLES

Friday, Sep 17th, 2010 @ 05:45 pm

I may live to eat these words someday, but I have to say, [I'm amused by this.](#)

Since the creation of the TV show "Rizzoli & Isles," it seems there's a whole universe of fan fiction writers who love my characters so much they want to write

ABOUT TESS GERRITSEN





Fun!

**Intrinsically
rewarding**



- 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!

Consume. Produce



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

Free or cheap



Hostgator

www.Blogs4Authors.com



Become a Blogger.com

Joel Williams
Blog Tech Guy



“Taking care of the
technical side of blogging!”

Under \$500 or DIY

Getting Attention



Traffic Tactics and
Social Networking

[http://
farm3.static.flick
r.com/
2618/37867259
82_b0ea8bfb3a
_m.jpg](http://farm3.static.flickr.com/2618/3786725982_b0ea8bfb3a_m.jpg)

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Google 
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 **PROBLOGGER**

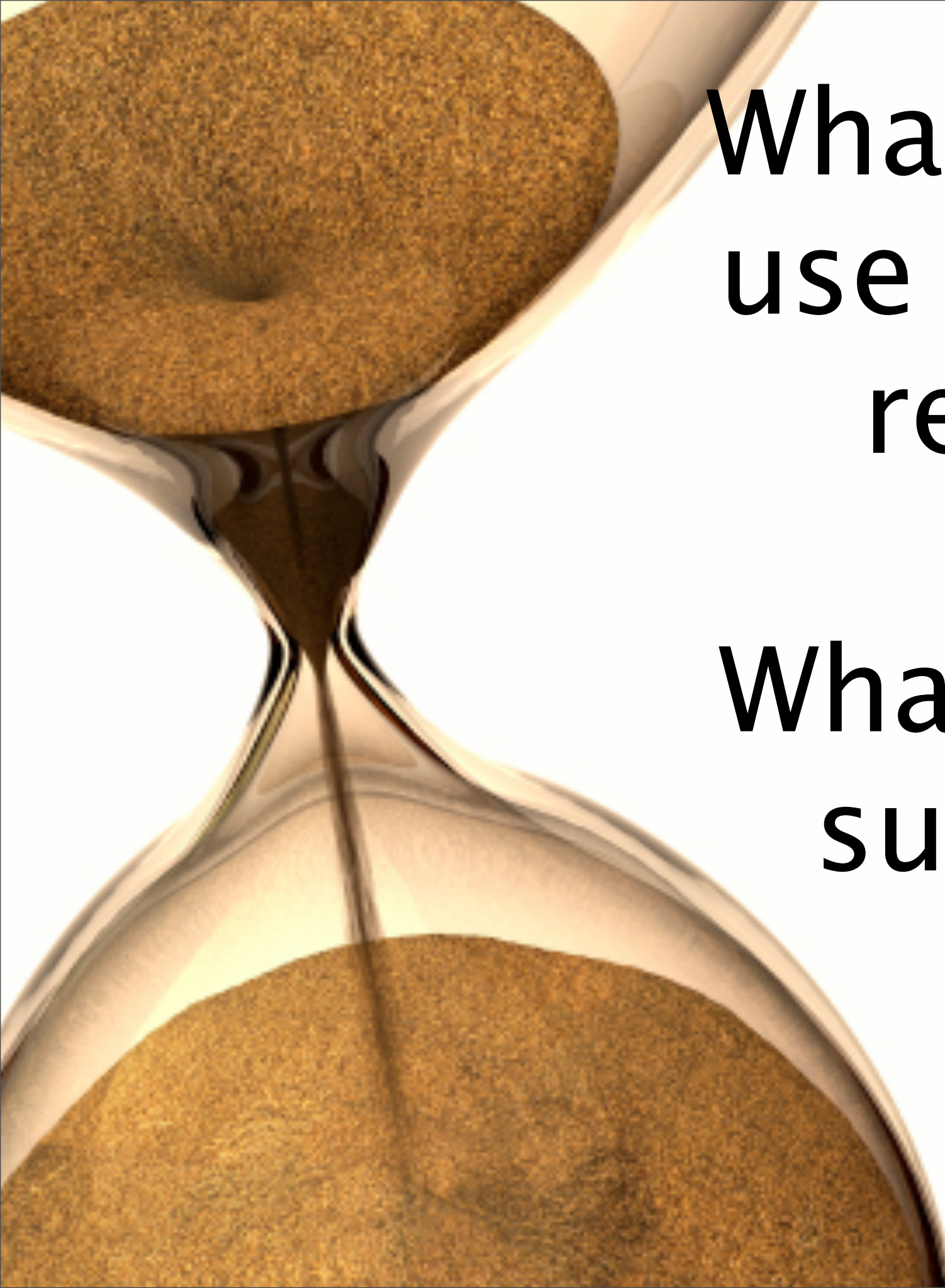
Where do your audience hang out?

GO THERE!

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

How to Guest Post to Promote Your Blog

<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



thecreativepenn

That's you!

Lists ▾

Location Brisbane, Australia
Web <http://www.TheCre...>
Bio Author, speaker, blogger, traveller, reinventor of self. Learning and blogging about writing, publishing and book marketing.

9,816 following 15,706 followers 1,825 listed

Twitterrific

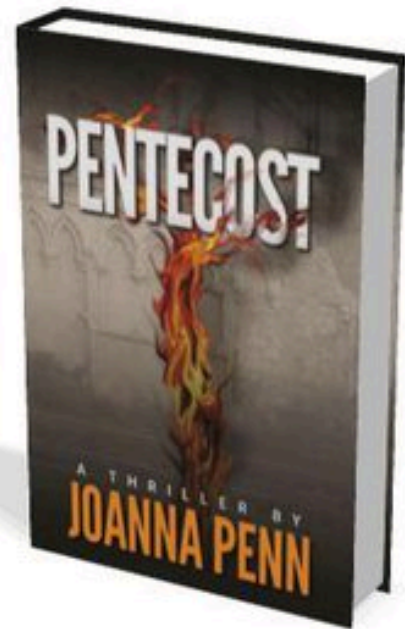
Boost Your Productivity
SOCIAL OOMPH



TweetDeck

BETA

List Building



PentecostNovel I'm starting the promotion of Pentecost now - free chapters available here! Exciting times

:) last Wednesday clear

Wall Info Welcome **Free Chapters** +

Do you love thriller novels?

Do you like authors such as James Rollins, Dan Brown, Chris Kuznecki, Preston & Child, Raymond Khoury?

If you're ready for a new thrill, try 'Pentecost'.

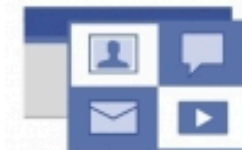
*****Click Free Chapters above to get your sample of Pentecost and begin the adventure now or read on for a glimpse of the adventure*****

**A power kept secret for 2000 years.
A brotherhood broken by murder.
A woman who stands to lose everything.**

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Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.



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Pentecost

[EDIT]

Coming in February 2011. *Pentecost – A Thriller* by Joanna Penn.

Sign up below for a sample of the novel and advance notification of availability, as well as special offers.

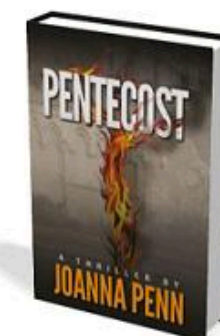


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A brotherhood broken by murder.

A woman who stands to lose everything.

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Multi-Media Authors



Using
video
and
audio



- 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.



thriller novel

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

- Everything
- Images
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- News
- Books
- Blogs
- Updates
- Discussions
- Fewer

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[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 ...
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[How to Write a Thriller Novel](#)

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

[The Thriller Novel](#) ☆

The Thriller novel, its history, origi
www.classiccrimefiction.com/thrille

[Amazon.com: The Definitive M](#)

"Honestly one of the best thriller-my 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
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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/ -



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](#)

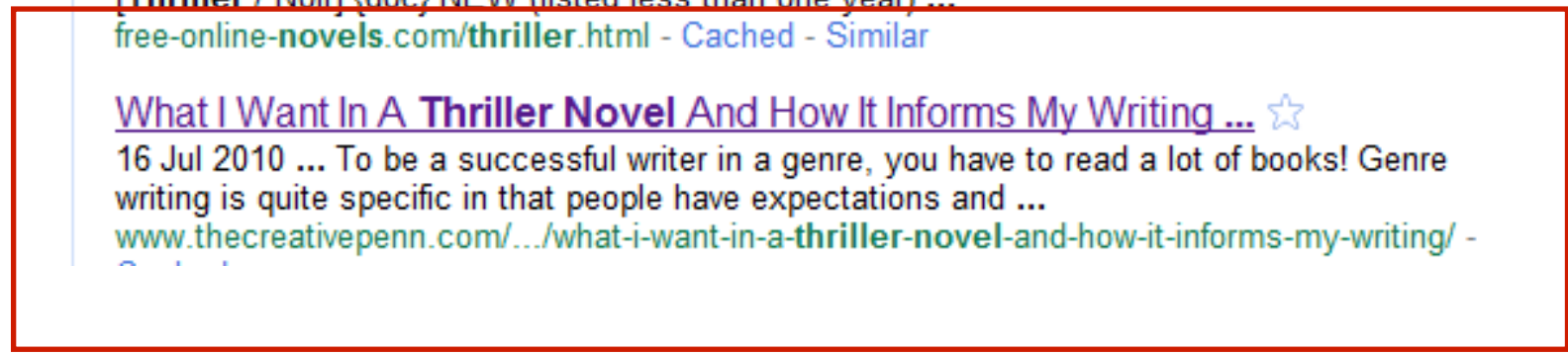


[Introducing DOUBLEBACK, a thriller novel](#) ☆
44 sec - 17 Jul 2010
Little Molly Messenger is kidnapped on a sunny June morning. Three days later she's returned unharmed. Molly's mother, Chris ...
dailymotion.com - [Related videos](#)



[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

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



On Book Trailers



<http://www.thecreativepenn.com/2010/09/03/how-to-use-book-trailers-effectively-interview-with-darcy-pattison/>

<http://www.thecreativepenn.com/2010/06/14/podcast-scott-sigler-on-how-to-be-a-ny-times-best-selling-author/>

The New York Times

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



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

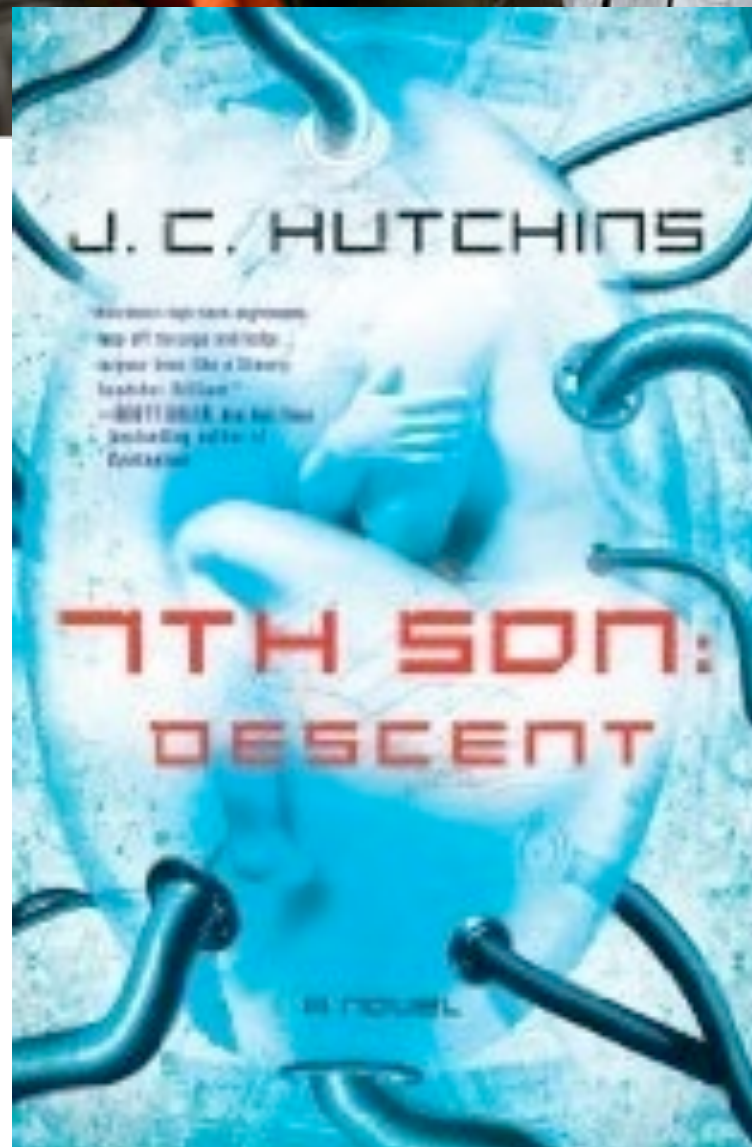
<http://www.podiobooks.com/>



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>

Podcasts > Arts > Literature > Joanna Penn



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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 books.

▲	Name
1.	Writing Your Life Story With Jo Parfitt

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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:

[#75: Blogging and Authenticity with Justine Musk, TribalWriter.com \(coming soon\)](#)

[#74: Ebook design and Romance writing with Moriah Jovan](#)

[#73: Editing a novel with Steve Parolini, the Novel Doctor](#)

[#72: Writing Fantasy and Being a Pro-Novelist with Philippa Ballantine](#)

[#71: Killing the Sacred Cows of Publishing with Dean Wesley Smith](#)

[#70: Multi-media publishing and book promotion with Greg McQueen from Big Bad Media](#)

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!



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, Bu



LEARN







**Get Started!
Time flies...**

It's almost 2011



Any questions?

Slides available at:

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

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