

Blogging & Social Networking for Authors & Writers



www.TheCreativePenn.com/QWC

**Who are you
& what are
your
questions
about
blogging?**



<http://www.flickr.com/photos/psd/4389135567/>



**Why should
authors care
about this
anyway?**

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

20,872 Tweets	666 Following	1,542,570 Followers	22,606 Listed
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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

ARCHIVES | RSS | TRANSLATIONS | LABELS

TUESDAY, MARCH 29, 2011

Hang on, I thought, if I read this in a book I'd be a bit worried



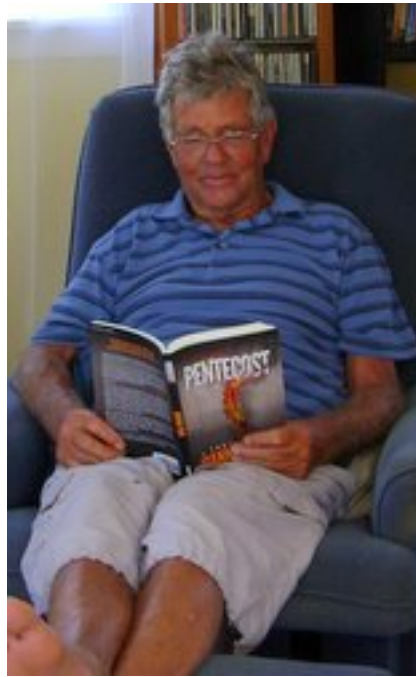
RANTS & RAMBLINGS

*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.



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/soyroosa/2885044057/>



James Rollins

Author · New York, New York



9,875

people like this

If they love it, what do they do?

If they hate it, what do they do?

How do they share the experience?



@thecreativepenn Just finished Pentecost. 1 word - WOW! Looking forward to more of Morgan Sierra's adventures.

493

<http://www.flickr.com/photos/jliba/3496259672/>

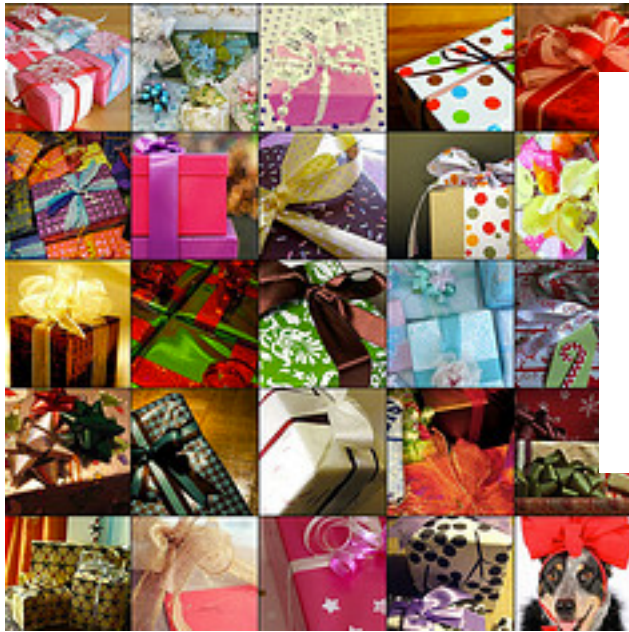


**“A blog is a
website with
special
powers”**

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/sneeshoo/6560711/> Chris Garrett, ChrisG.com, co-author of Problogger, the



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/>



Keep people
coming back

KNOW
LIKE
TRUST

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

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

The Creative Penn by **Joanna Penn** is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 2.5 Australia License. Based on a work at [www...](#)

[www.thecreativepenn.com/](#) - [Cached](#) - [Similar](#)

[Podcasts](#)[About](#)[March 2010](#)[Books](#)[February 2010](#)[October 2009](#)[Speaking](#)[December 2009](#)

[More results from thecreativepenn.com »](#)

[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



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

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



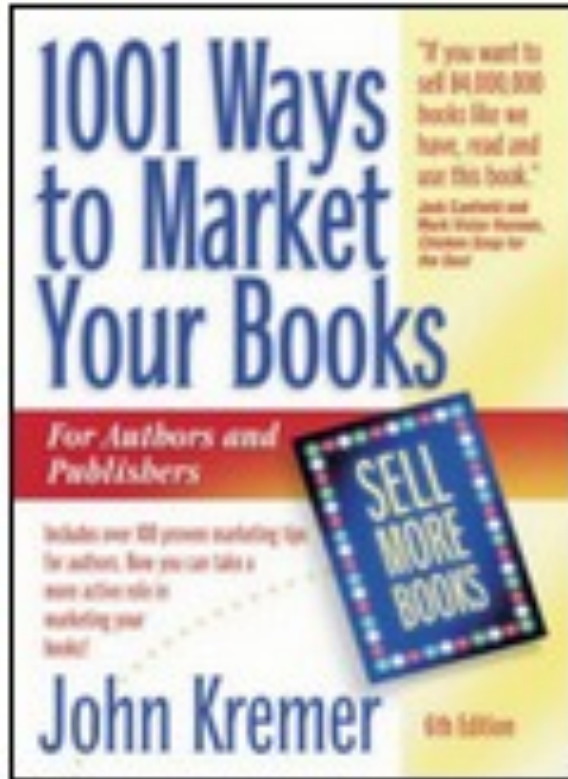
Connection to
other writers
and bloggers

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)

Tuesday, 5 April 2011



“Book
Marketing is all
about creating
relationships”

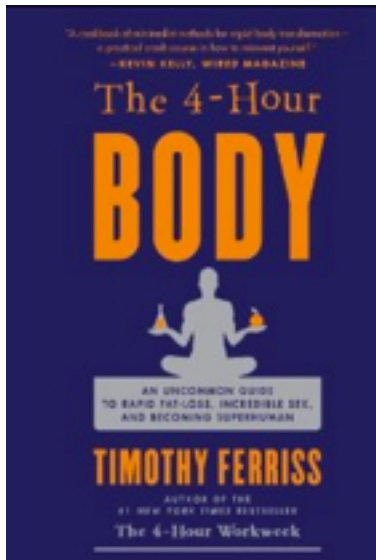
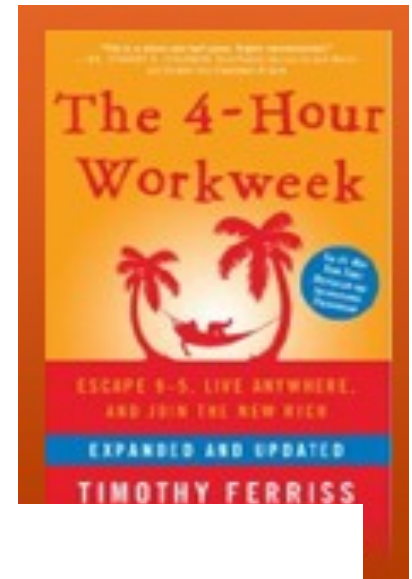
<http://www.bookmarket.com/>

John Kremer

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

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



5. The Art of the Soft-Sell

Tim announced his book in September – three months before it came out. After the initial announcement, he ensured that the content on his blog stayed interesting and varied, while keeping the “Buy my book!” posts to a minimum.

<http://www.fourhourworkweek.com/blog/2011/03/10/12-lessons-learned-while-marketing-the-4-hour-body/>

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



Amazon change their rankings every hour and I did sleep during launch week but Pentecost by Joanna Penn made the Amazon bestseller lists – these were the best rankings.

Amazon Bestsellers Rank: #370 Paid in Kindle Store
* **#4 in Books > Religion & Spirituality > Fiction**
* **#5 in Kindle Store > Kindle eBooks > Fiction > Religious Fiction**
#62 in Books > Literature & Fiction > Genre Fiction
#1 in Movers & Shakers on 12 Feb

#93 on Amazon.co.uk in Kindle > Kindle ebooks > Crime, Thrillers & Mystery > Thrillers.

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

Base Author Platform: The Creative Penn Blog.

Without this baseline, I wouldn't have been able to do most of the following so **I consider my blog to be the most important asset I have** to market myself and my books. I've been blogging here for over two years now, posting an article, video or podcast every two days consistently.

Social Networking: Twitter and Facebook

Book Trailer

Blog Tour/ Guest Posting/ Interviews



In launch week, I appeared on 32 other blogs doing text articles, video and audio



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 LIN

<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.

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

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

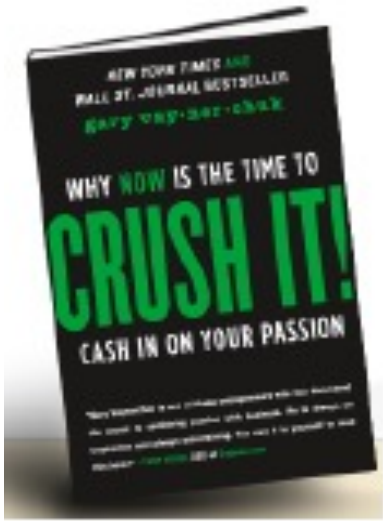
ABOUT TESS GERRITSEN



Status and credibility



http://farm3.static.flickr.com/2221/2225273983_ae3aca97e3_m.jpg



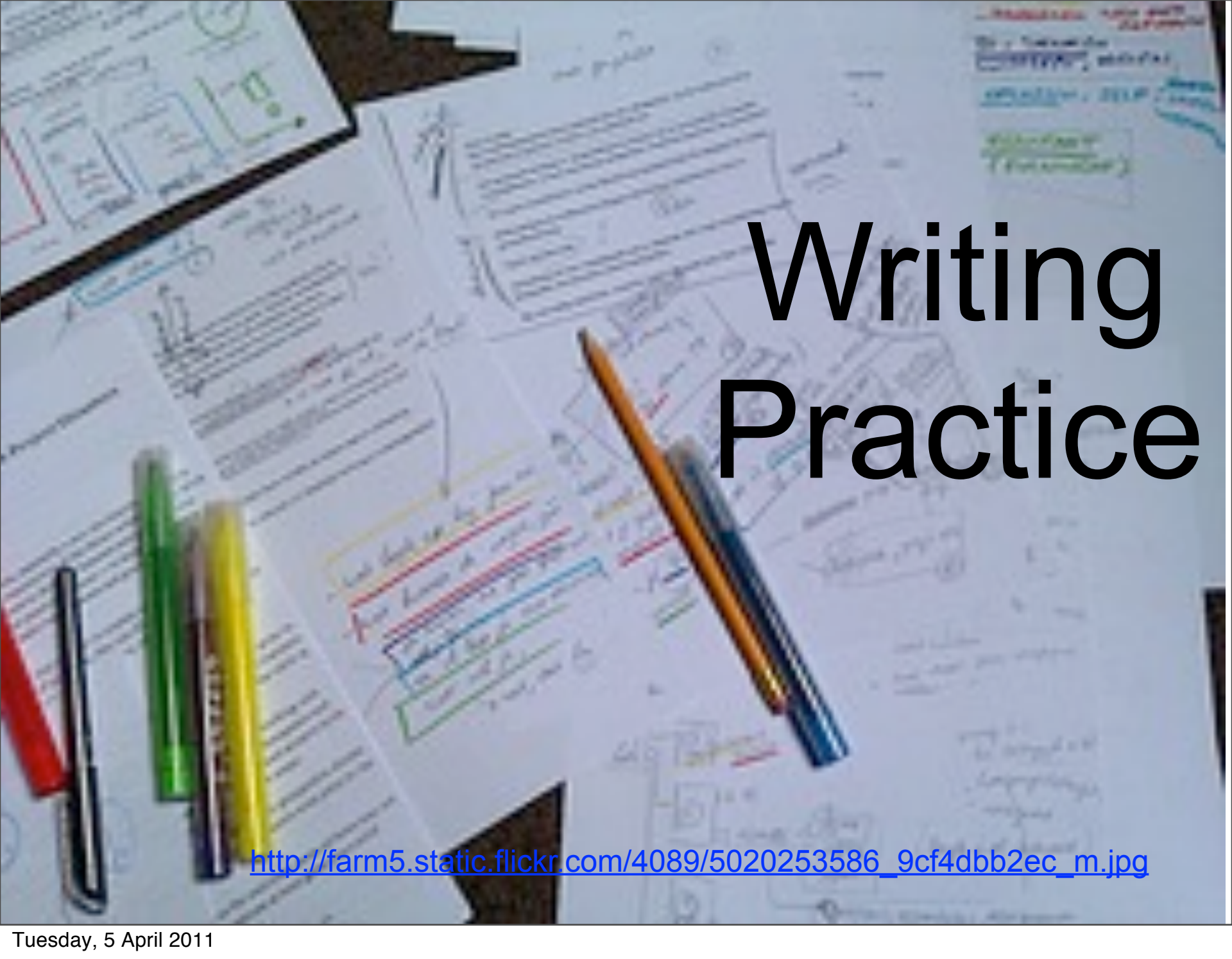
Gary Vaynerchuk's 10 book deal with Harper Collins after his video blog, Wine Library TV took off

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 Julia Powell's blog



A photograph of a desk with several sheets of paper, some with handwritten notes and diagrams. In the foreground, there are several writing instruments: a red marker, a black pen, a green highlighter, a yellow highlighter, a blue pen, and a pencil. The papers are scattered, with some showing diagrams and others showing text. The overall scene suggests a workspace for writing and learning.

Writing Practice

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



Fun!

**Intrinsically
rewarding**

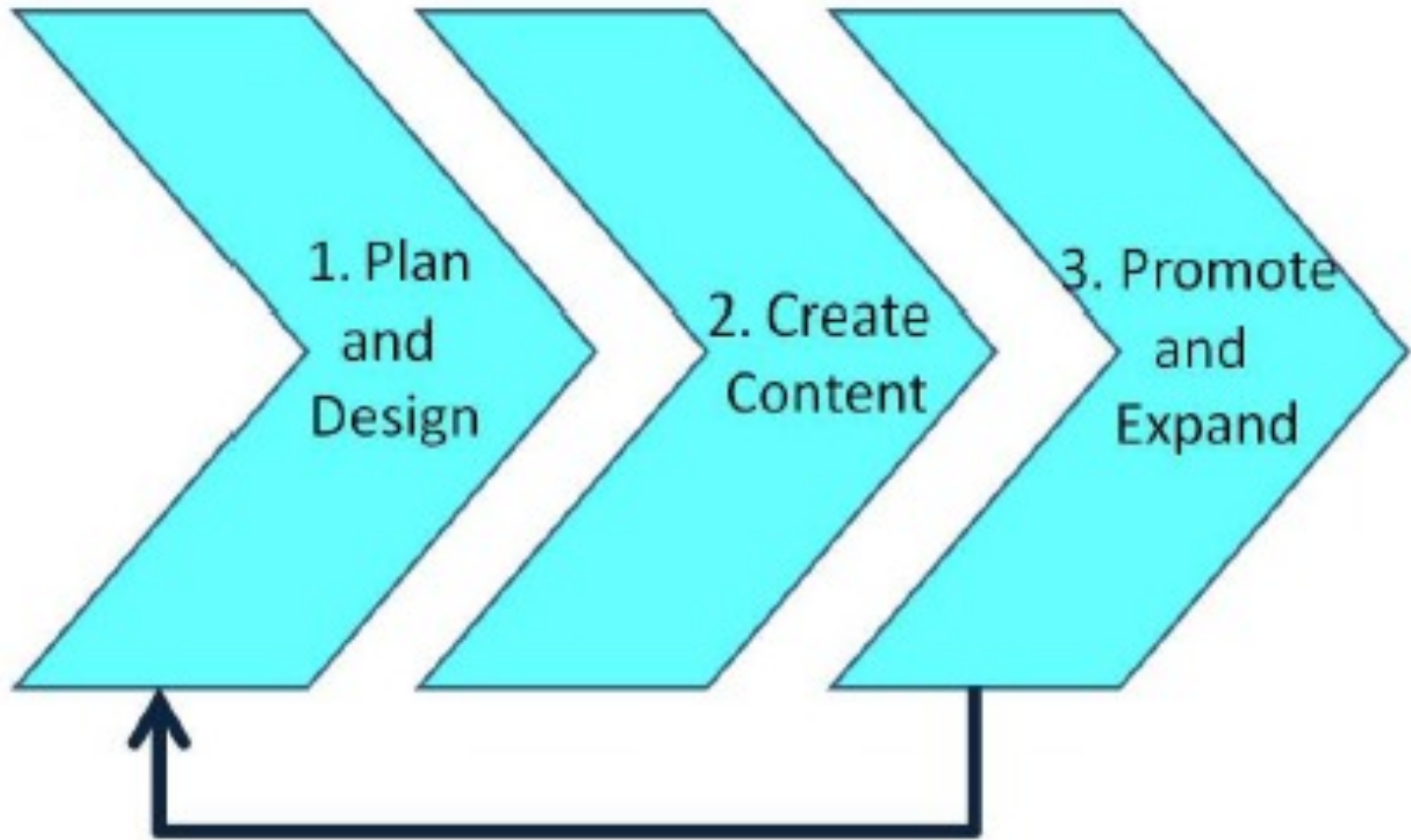
http://farm4.static.flickr.com/3318/3528623354_fdc2136587_m.jpg

What to put on a blog



We ♥
blog

<http://www.flickr.com/photos/kunel/167783571/>



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

<http://www.thecreativepenn.com/2009/08/03/how-to-discover-and-build-your-author-brand/>

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

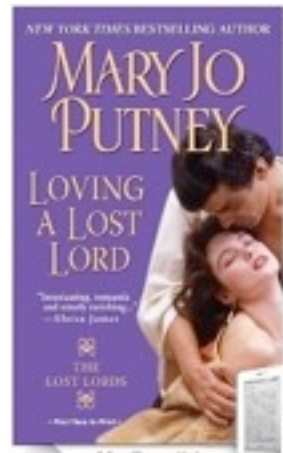
Click on the book below to order!

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's "Lost Lords" series." -- Krist



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

Tuesday, 5 April 2011

HUGH MACLEOD



I'm a cartoonist.
I sell limited-edition prints.
I wrote a book.
I'm CEO of Stormhoek USA,
which markets South African
wine in the States.
I also draw private commissions.



we need
to
know
at least
ONCE
before
we die



that our
Life
isn't
shit.



hugh

A small, tiny brand, that "sells" all over the world.

<http://gapingvoid.com/>



Take the
long view.

Think
about your
future.

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

From Corporate Business to Creative



The internet compounds over time



Site Usage



**What do
you want
to grow?**



<http://www.flickr.com/photos/disowned/1158260369/>



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

People connect with faces. Yours is unique



<http://sxoop.com/twitter/mosaic.pl>



<http://www.flickr.com/photos/booleansplit/2445628211/>



**Who are you?
What is your
brand?
What future are
you creating?**



- 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/>

Consume. Produce



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



- 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.



<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/>

Mystery Thriller TV

FOR LOVERS OF THRILLER AND MYSTERY NOVELS



<http://mysterythriller.tv/>

Video book reviews for my own niche.

- * Promotion
- * Consume - Produce
- * Income stream



thriller novel

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

- Everything
- Images
- Videos
- Maps
- News
- Books
- Blogs
- Updates
- Discussions
- 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

[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 box 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 Search

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!



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

Here is a list of the podcast episodes that will be updated weekly. Click to listen or download.

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

with LJ Sellers

[#90: Crime Fiction: The Truth about Police Investigation with Joe Giacalone](#)

[#89: Writing Chick Lit with Benison Anne O'Reilly](#)

[#88: Lessons for writers from the theatre with David Farmer](#)

[#87: Book Launches and Marketing for Pentecost and Save My Soul with Joanna Penn and Zoe Winters](#)

[#86: Psychology for Writers with Carolyn Kaufman](#)

[#85: Copywriting and patience with traditional publishing with Iain Broome](#)

[#84: Nailing your novel with Roz Morris](#)

[#83: Branding yourself and productivity tips with Mars Dorian](#)

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



- **Every day** post & respond -
Tweet, Facebook - useful links, deals, specials, photo
- **Every 2-3 days** - Blog post, article, video or audio podcast
- **Every month** - focus on theme & market around that e.g. Anzac - include photos, video, special deals
- **Every month** - use another tool e.g. blog/foursquare/facebook/flickr. Find your niche.

<http://www.flickr.com/photos/knterox/5345097220/>

Review other blogs in your niche



<http://alltop.com/>



<http://wefollow.com/>



 Everything

 Images

 Videos

 Maps

 News

 Books

 **Blogs**

 Updates

 Discussions

 Fewer

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]



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
should
you
post?

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



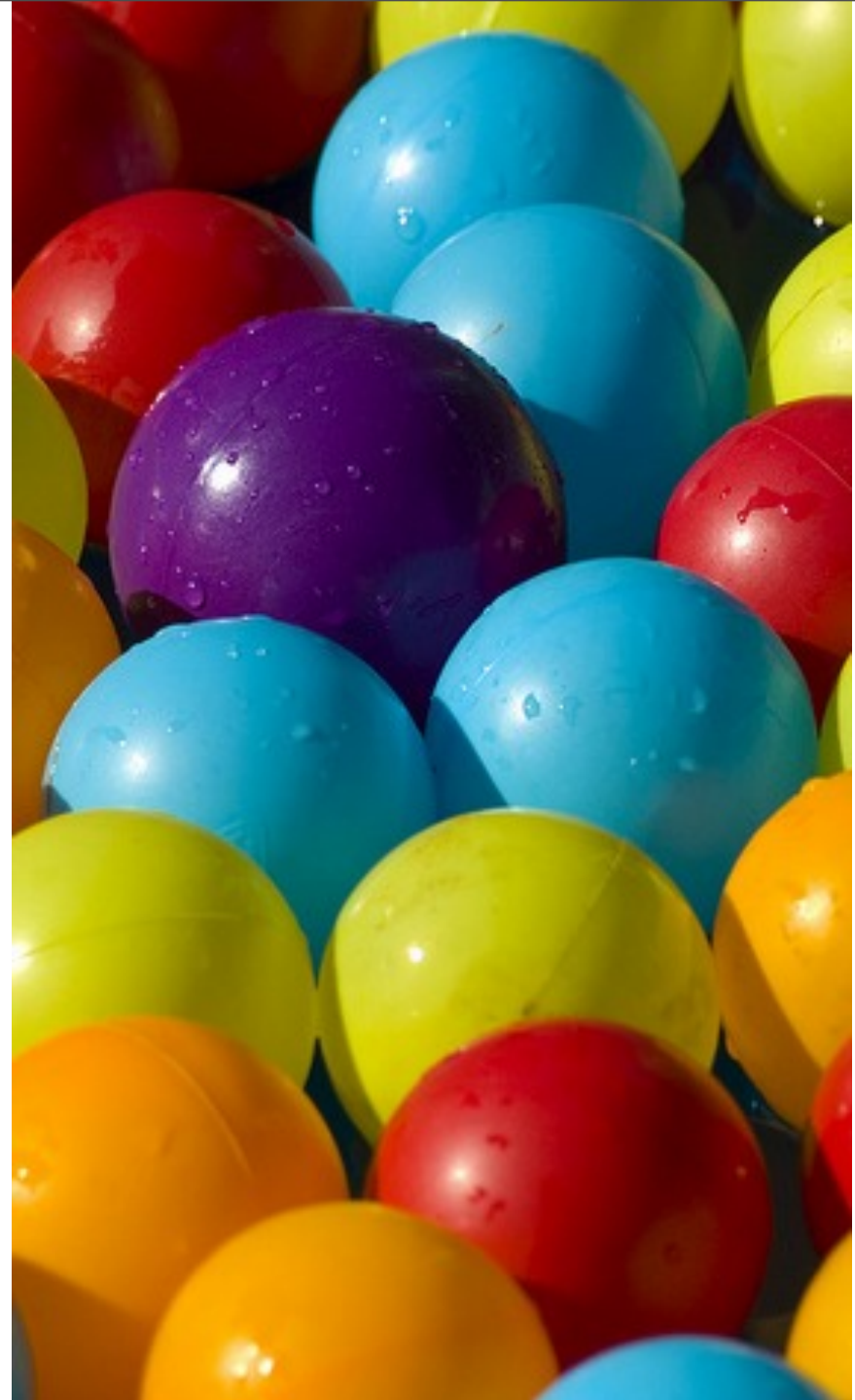
**Link
freely**

**Share
traffic**

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

Tuesday, 5 April 2011

- 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



copyblogger

Copywriting

Content Marketing

SEO Copywriting

Headline Writing

Keyword Research

Landing Pages

Internet Marketing

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

Learning to write great headlines is critical

Learning basic SEO is critical

Otherwise you will waste time and energy

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)

I love
my
blog!



Community, opportunity
and income

[http://farm4.static.flickr.com/
3023/3010250478_d93e6a0a91_m.jpg](http://farm4.static.flickr.com/3023/3010250478_d93e6a0a91_m.jpg)



Exercise:

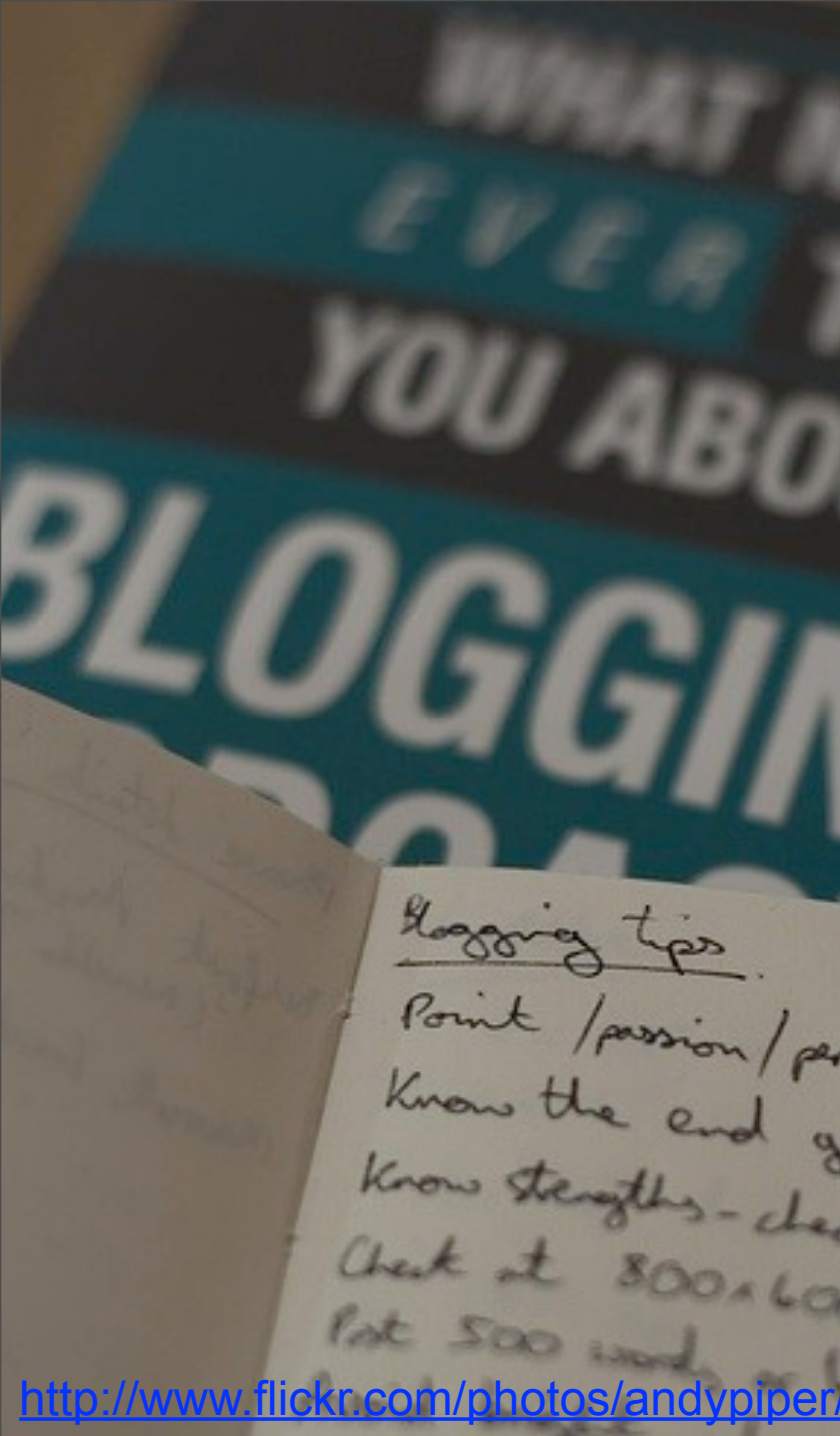
**5 ideas for
your blog**

Blogging Technology



we ♥ blog

<http://www.flickr.com/photos/kunel/167783571/>



- Easy to use software and easy to change
- Regular updates to content, which Google loves AND people love

<http://www.flickr.com/photos/andypiper/341429556/>

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 doing, and you probably do too. **So what makes you buy a book?**

100 tweets

retweet

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](#)

Like 41 people like 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

Blogging is...to writing what extreme sports are to athletics: more free-form, more accident-prone, less formal, more alive. It is, in many ways, writing out loud.

Andrew Sullivan | The Atlantic



<http://www.flickr.com/photos/will-lion/2958508813/>

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 'New Post' button and the user name 'Howdy, Joanna Penn | Log Out'. A yellow notification bar indicates that 'WordPress 3.0.1 is available! Please update now.' The left sidebar contains navigation menus for 'Dashboard', 'Posts', 'Media', 'Links', 'Pages', 'Comments', and 'Appearance'. The main content area is titled 'Edit Post' and shows the title 'How Authors And Writers Can Build An Email List For Marketing'. Below the title is a permalink and an 'Edit' button. The post content includes a paragraph about internet marketing and a section titled 'What is list-building?' with a sub-paragraph. A 'To Do List' image is also present. The right sidebar contains 'Publish' settings (Status: Scheduled, Visibility: Public, Scheduled for: Sep 25, 2010 @ 0:06), 'Post Tags' (list building), and 'Categories' (Marketing and Promotion, Author Entrepreneur, Creativity). The bottom of the dashboard shows 'SEO Details and Additional Style', 'Post Image and Thumbnail', and 'Post Image' fields.

Free or cheap



Hostgator

www.Blogs4Authors.com



Become a Blogger.com

Under \$500 or DIY

Love fast-paced action adventure thrillers? [Try Pentecost](#)



Adventures in Writing, Publishing and Book Marketing

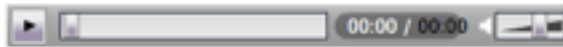


HOME WRITING PUBLISHING MARKETING AUDIOS BOOKS SHOP SPEAKING ABOUT

To search, type and hit enter

Social Media Marketing Strategy With Marian Schembari

by JOANNA PENN on APRIL 1, 2011 [EDIT]



Podcast: [Download](#) (Duration: 30:22 — 15.2MB)

Everyone wants to know how to best use their time effectively on social media and what are the best tips for blogging and sites like Twitter. Marian Schembari used a Facebook ad to get a job in publishing and now consults on these topics so today we discuss how to improve your social media strategy. *The interview is available as an audio, video or through text highlights below.*

69

tweets

retweet

RECEIVE FREE
UPDATES BY
EMAIL AND
CONNECT WITH
ME HERE



PENTECOST
AVAILABLE NOW!

BRISBANE: 10 APRIL. BLOGGING
AND SOCIAL NETWORKING FOR
WRITERS

Click here to find out more and book with
Queensland Writer's Centre.



Download your copy of the
Author 2.0 Blueprint
now!

Discover how to use web
2.0 tools to write, publish,
sell and promote your
books. Simply enter your
name and email below.

Posts

Theme

Pages

Plug-Ins

Widgets

Key parts of a blog

Theme is like a skin

Strawberry Blend



The Go Green Theme



Bartheime



Green Grass



Coogee



Timeless



<http://wordpress.org/extend/themes/>



[Thesis Theme](#)

Redesigning your blog is absolutely normal!

The image shows a screenshot of a blog page with several annotations in white text with black outlines and arrows pointing to specific areas. The background of the page is a solid red color. The blog content includes a header with the title 'THE creative PENN', a navigation menu, a podcast player for 'Bookwright Tom Evans on Dealing with Writer's Block', and a profile for Tom Evans. There are also several promotional banners on the right side of the page.

Good, but looks like header (points to the right-hand side of the header area)

Read like keywords? (points to the text 'writing, self-publishing, print-on-demand, internet sales and marketing... for your book')

Navigation fades into background (points to the navigation menu)

WIIFM? (points to the 'Subscribe now with RSS' button)

Red and blue - clash? (points to the text 'Many writers have to deal with big blue... actually teach us something?') (Note: The text 'big blue' is crossed out in red in the original image)

Show the book? (points to the 'Click here for your Free How to Be An Author Workbook' link)

Would advise against tweets unless "all business" (points to a tweet from @branna_penn)

Red background - distracting? (points to the red background of the page)



Jane Friedman from
Writer's Digest

1. Sites with black backgrounds

2. Sites that play music upon entering; sites that take forever to load because of multimedia or Flash; links that automatically take me to a download with no explanation.

3. Links that go to a general homepage rather than specific site content.

4. Content without subheads, paragraph breaks, or breathing room.

5. Poorly designed sites

Difficult-to-read fonts and/or colors

Creative Penn used to be guilty of this, and you can see [a design critique here](#) that helped her improve the site.

I was so thrilled when she made the changes!

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 Australia (although I am British!). I **always dreamed of writing my own books**, and spent many years thinking about it before I actually took

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.**

Pages are more static, like a traditional website

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.

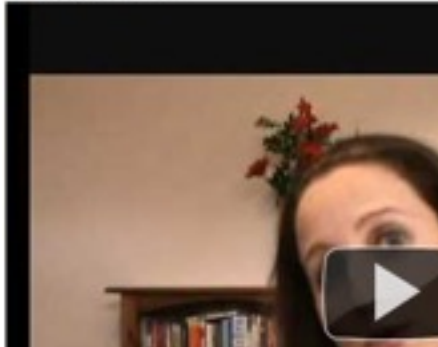


Jo Parfitt is an author, speaker, mentor

What To Do When You Think Your Writing Is Terrible

by JOANNA PENN on SEPTEMBER 21, 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.



Posts are the regular update articles/ podcasts / videos

Each one is another "page" on Google

18 tweets

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

What Do The Most Highly Paid Authors Have In Common?

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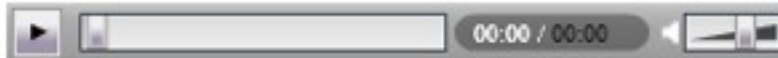
71

tweets

retweet

Writing Your Life Story With Jo Parfitt

by JOANNA PENN on SEPTEMBER 23, 2010 [EDIT]



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

Plugins are
mini
programs

Free
download

Podcast Episode

Modify existing podcast episode

Remove

Podcast episode will be removed from this post upon save

Media URL

Verify

File Size

Auto detect file size

Specify: in bytes

Duration

Auto detect duration (mp3's only)

Specify: : : HH:MM:SS

Not specified

Akismet

[Deactivate](#) | [Edit](#)

All in One SEO Pack

[Deactivate](#) | [Edit](#)

Blubrry PowerPress

[Deactivate](#) | [Edit](#)

Google Analytics for WordPress

[Settings](#) | [Deactivate](#) | [Edit](#)

Google XML Sitemaps

[Deactivate](#) | [Edit](#)

Subscribe To Comments

[Deactivate](#) | [Edit](#)

Thesis OpenHook

<http://wordpress.org/extend/plugins/>

TweetMeme Retweet Button

[Deactivate](#) | [Edit](#)

WordPress Database Backup

[Deactivate](#) | [Edit](#)

WordPress Mobile Edition

[Deactivate](#) | [Edit](#)

WP-Print

[Deactivate](#) | [Edit](#)

WP-Stats

[Deactivate](#) | [Edit](#)

Yet Another Related Posts Plugin

[Deactivate](#) | [Edit](#) | [Settings](#)

RECEIVE FREE
UPDATES BY
EMAIL AND
CONNECT WITH
ME HERE



PENTECOST
AVAILABLE NOW!



CLICK BELOW TO
SUBSCRIBE TO
THE CREATIVE
PENN PODCAST IN
iTUNES



WRITERS AND
AUTHORS NEED A
BLOG NOW...
HERE'S HOW TO
GET IT DONE.



Widgets are mini functions in your sidebars

Text: Writers and Authors need a blog now... Here's how to g

Title:

Writers and Authors need a blog now... Here's how to get it do

```
<a  
href="http://www.thecreativepenn.com/bloggling/"><img  
src="http://www.thecreativepenn.com/wp-  
content/uploads/2010/05/creative-penn-howtoblog.gif  
></a>
```

17,930

Followers on
Twitter.com for

@thecreativepenn



RECEIVE FREE
UPDATES BY
EMAIL AND
CONNECT WITH
ME HERE



<http://feedburner.google.com>

Are you new to feeds, and FeedBurner? Great. Let's get you started.



Create.



Publish.



Distribute!

Google reader

All items

Search

+ Add a subscription

Home

All items (483)

Starred items ☆

Your stuff

Shared items

Notes

Trends

Browse for stuff

People you follow

Home

A look at what's new

New! Google Reader Play is a fun way to browse interesting stuff

The Blog of Author Tim Ferriss (1)

[How to Make Visa Obey Your Every Desire: The Credit Card Conci](#)
following post is a guest post by John Hargrave, whom I met in 200
Bowl, anyone?), impersonating celebrities, and other clever mischi

The I I Book Review (1)

Buy the domain name

<http://www.GoDaddy.com>

.net

.org

.co.uk

.us

.COM

Use keywords and a
sub-title especially for
non-fiction

<http://www.google.com/analytics/>



Site Usage

 **239,868 Visits**

 **400,618 Pageviews**

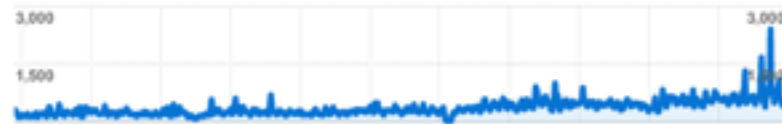
 **1.67 Pages/Visit**

 **69.94% Bounce Rate**

 **00:02:27 Avg. Time on Site**

 **68.22% % New Visits**

Visitors Overview



165,207 Visitors

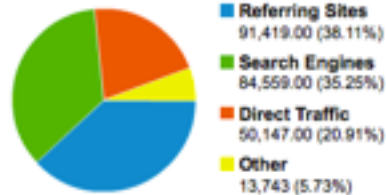
[view report](#)

Map Overlay



[view report](#)

Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	57,686	14.40%
/2010/04/07/how-to-publish-your-book-on-the-ipt	17,597	4.39%
/podcasts/	6,726	1.68%
/2010/09/17/what-do-the-most-highly-paid-author	6,314	1.58%
/about/	5,306	1.32%



Write down for your Blog

- What are you going to add to/ improve it? /Start it
- Blog critique?

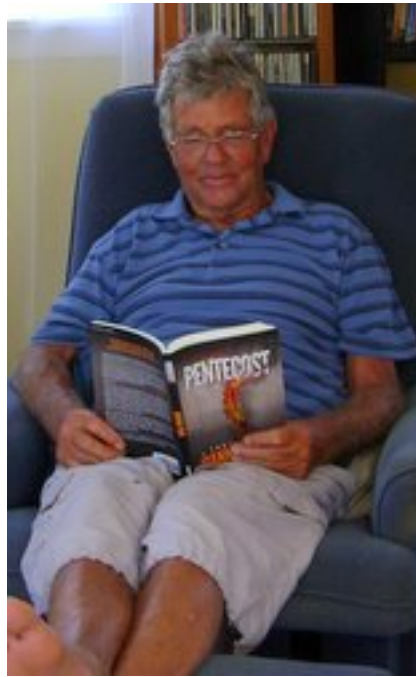


Social Networking





**What are
your
questions
about social
networking?**



How do people find your book?
What do they do after reading it?

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

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

Who is your target market?



Gender, Age

Likes/Dislikes

Job, Income

Friends, Family

How does s/he communicate?



Social Media **isn't** a fad,
it's a fundamental shift in the way we communicate.

25% of search results for the
World's **Top 20** largest brands are
links to user-generated content

34% of bloggers post opinions
about products & brands

facebook

facebook

Facebook tops Google for weekly traffic in the U.S.

You Tube is the 2nd largest search engine
in the world

The fastest growing segment on
Facebook is 55-65 year-old
females

“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**

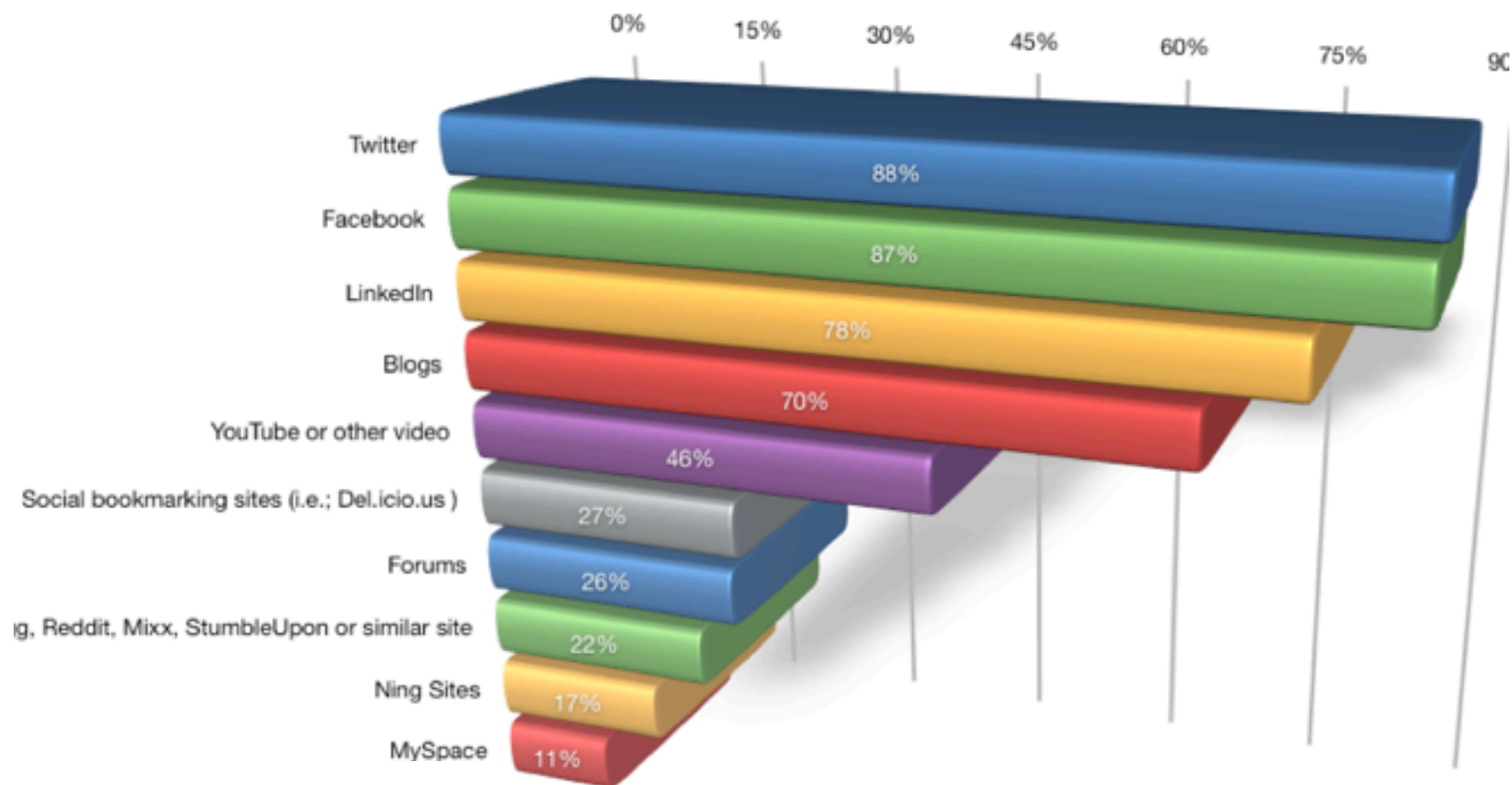
– Erik Qualman

Source Data Listed Here:
<http://www.socialnomics.com/>



Watch this video to be convinced:
<http://bit.ly/HGASocial>

Commonly used social media tools



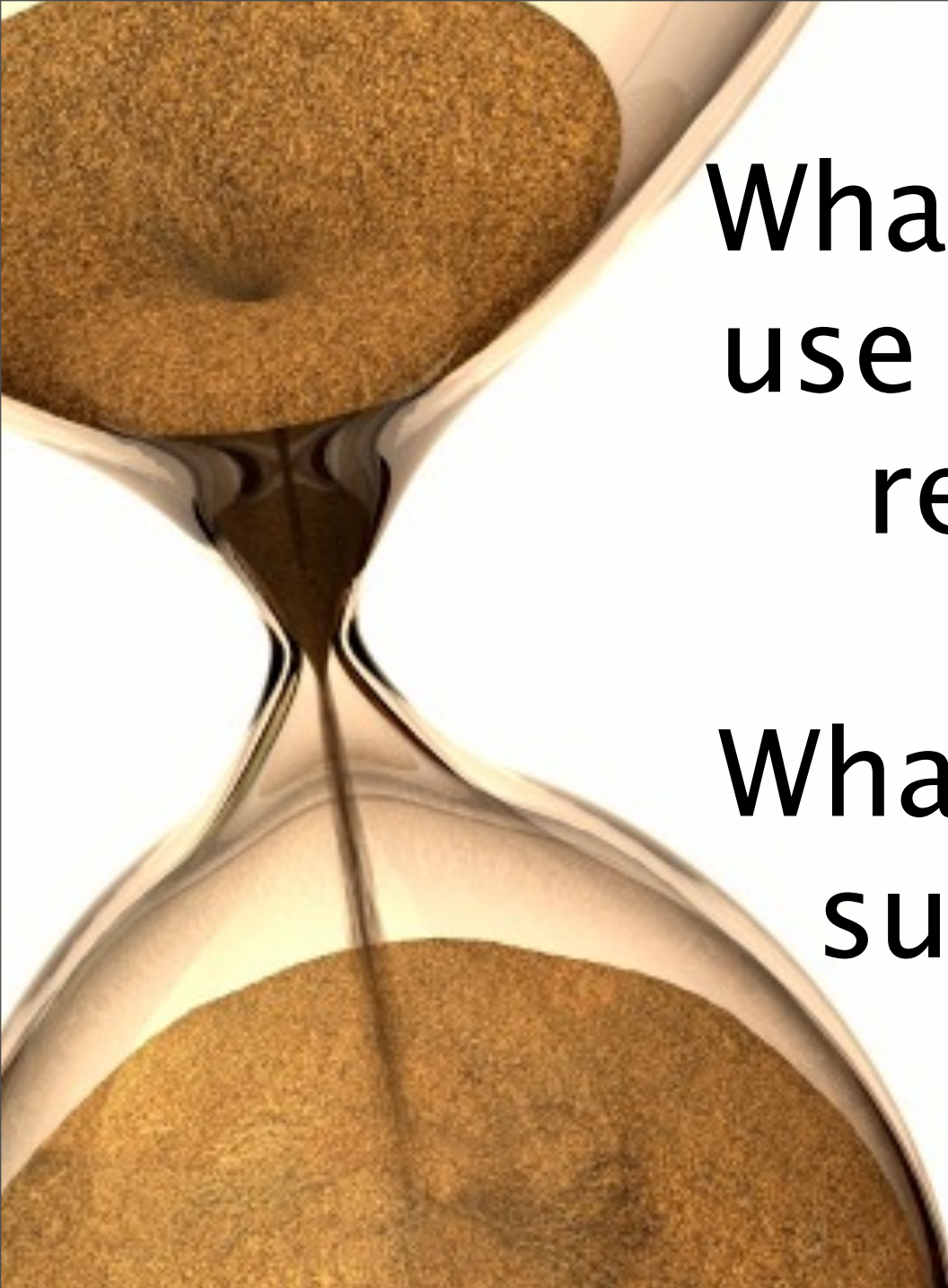
For those just getting underway with social media marketing, Facebook is ranked as their number-one choice, followed by Twitter and LinkedIn.

<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2010/>

HOW? Create, Listen & Respond



<http://www.flickr.com/photos/44442915@N00/5340808741/>



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

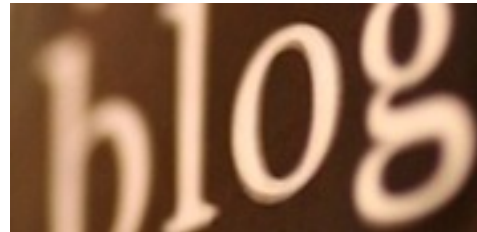
**What is fun and
sustainable?**

Blog = Centralised hub linked to by other sites



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

Tuesday, 5 April 2011



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/>

Where do your audience hang out?

GO THERE!

106 Million
total users

87% of people are aware of Twitter

27% login everyday

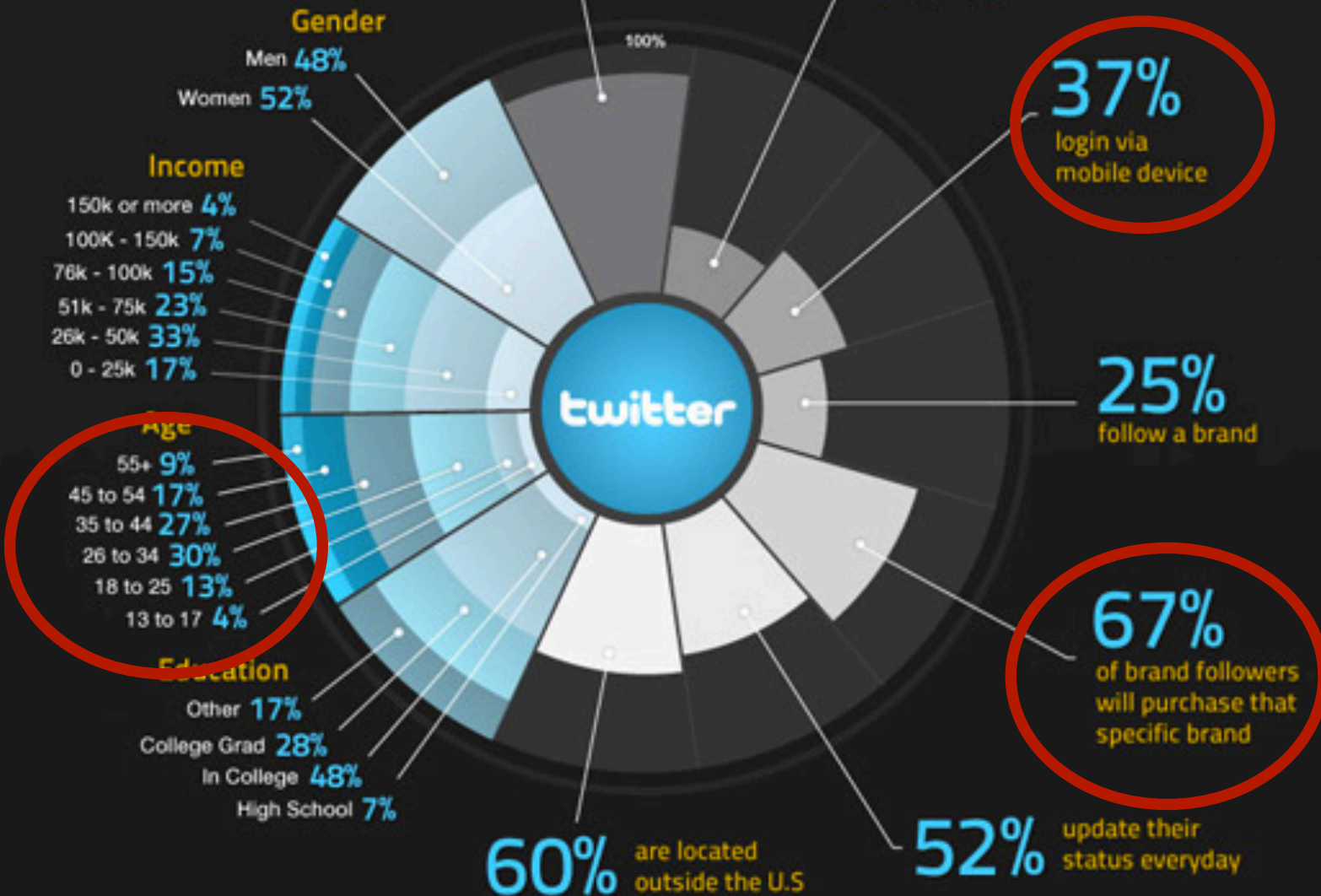
37%
login via mobile device

25%
follow a brand

67%
of brand followers will purchase that specific brand

52% update their status everyday

60% are located outside the U.S



<http://www.digitalbuzzblog.com/infographic-facebook-vs-twitter-demographics-2010-2011/>

- Relationship building – always attribute posts
- Traffic (80/20)
- Tweet 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


*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


15,859 Tweets	10,291 Following	17,930 Followers	2,208 Listed
-------------------------	----------------------------	----------------------------	------------------------

Following **10,291** Followers **17,930**



 **thecreativepenn** Joanna Penn
Three Story Skills that Self-Published Novelists Need <http://su.pr/1uc7Jn> via [@justinemusk](#)
25 minutes ago

 **thecreativepenn** Joanna Penn
[@danonwheels](#) I got that from James Rollins - I always love the author's notes about what's fact and fiction (a lot is fact!)
2 hours ago

 **thecreativepenn** Joanna Penn
The Future of Publishing: Enigma Variations <http://su.pr/3clGue> by [@JaneFriedman](#)
3 hours ago

 **thecreativepenn** Joanna Penn
10 Buzz-Building Secrets Every Writer Should Know <http://su.pr/2zBg9n> via [@BDCWB](#)
6 hours ago

 **thecreativepenn** Joanna Penn
[@Poetic_line](#) yes but poets are just cleverer :)
15 hours ago

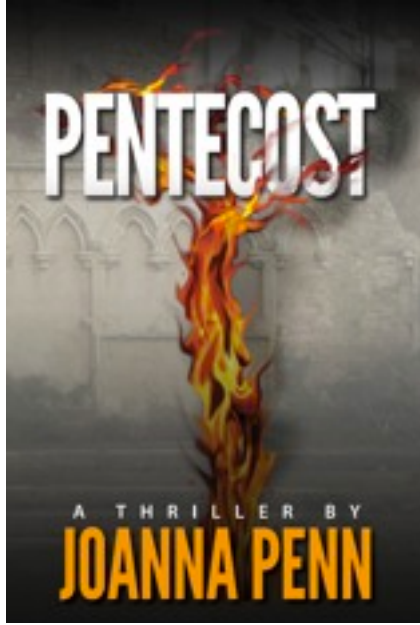
 **thecreativepenn** Joanna Penn
[@alexisgrant](#) [@inkyelbows](#) I love the new design - gorgeous cartoon Debbie!
4 Apr

 **thecreativepenn** Joanna Penn
[#amwriting](#) 4683 words on Prophecy - was up at 5am to get word count in before work :)
4 Apr

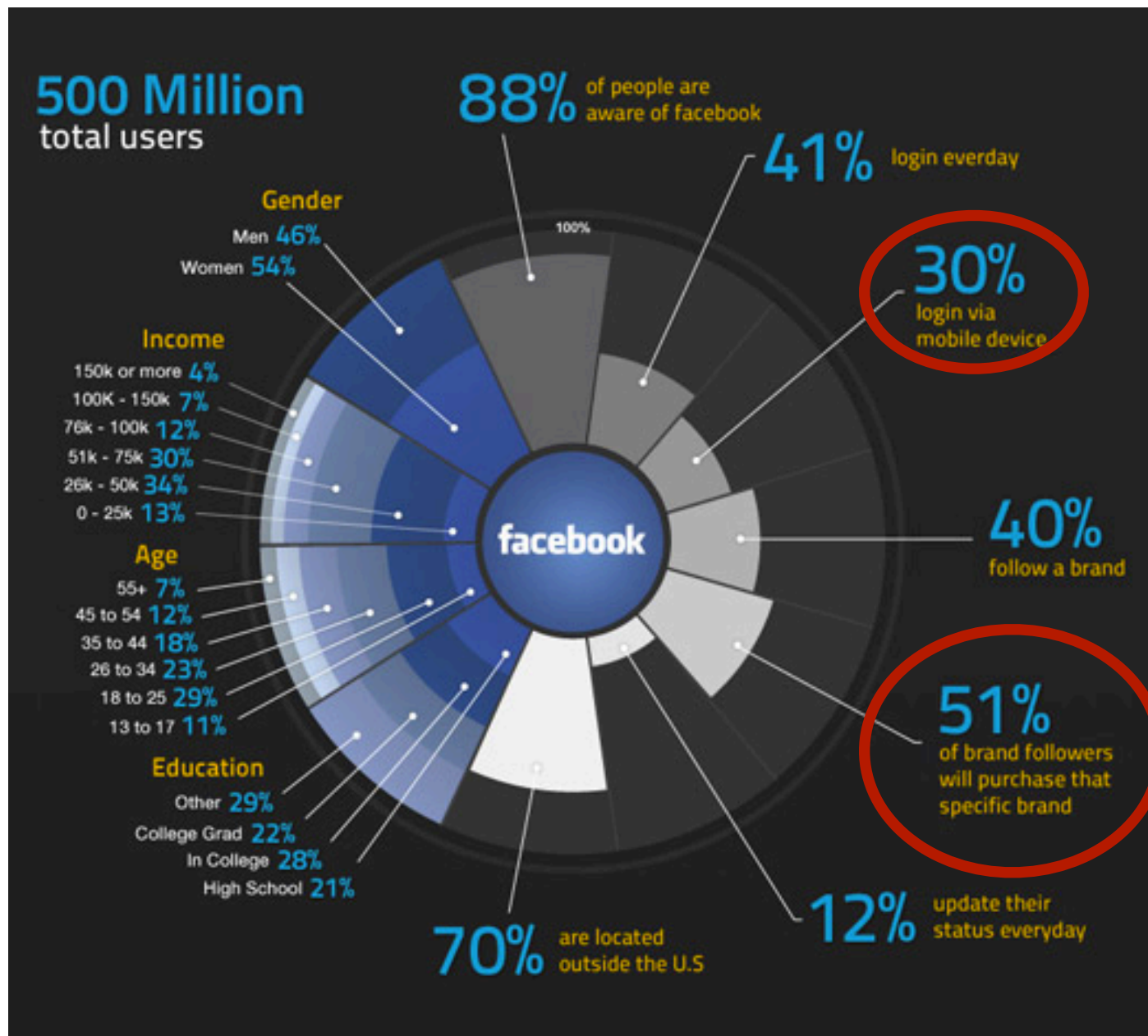
Useful links
scheduled
weekly from
writing/publishing
blogs, incl. my
own posts

Social comments
Updates/ Replies

Launching a Book on Twitter



- * Start early. Build long-term.
- * Involve in the whole process e.g. cover design
- * Drive launch competition
- * Tweet progress e.g. Amazon rank & reviews/guest posts
- * Reward retweets & thank people
- * Monitor #tag & reply



<http://www.digitalbuzzblog.com/infographic-facebook-vs-twitter-demographics-2010-2011/>

Set up a Fan Page

The image shows a screenshot of a Facebook interface. At the top, the Facebook logo is visible with notification counts (3, 4, 3) and a search bar. Below the navigation bar, the profile of James Rollins is shown. His profile picture is a man with short brown hair. A post from him reads: "At about 7:20 p.m. PST, I completed Jake Ransom and the Howling Sphinx, the new... Yes, the book is done and I am excited for all of you to read it! on Tuesday". Navigation tabs for "Wall", "Info", "Newsletter", "Photos", "Events", and "Notes" are visible. Below the post is a text input field "Write something..." and an "Attach:" button with icons for photo, video, and link. A "Share" button is also present. On the left side, there are buttons for "Add to My Page's Favorites" and "Suggest to Friends". A welcome message reads: "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".

Below the James Rollins page, a fan page for Tess Gerritsen is shown. The profile picture is a woman with long dark hair. The page title is "Tess Gerritsen" with tabs for "Info", "Related Posts", and "Wikipedia". A description box contains the text: "Our goal is to make this Community Page the best collection of shared information about this topic. If you have a passion for Tess Gerritsen, sign up and we will be happy to have you when we're ready for your help. You can also get us started by suggesting a new Facebook Page." Below this is a "Description" section with the text: "From Wikipedia, the free encyclopedia Tess Gerritsen, M.D., (born June 12, 1953) is a Chinese-American novelist and reconfessed in her blog that her first name is really Terry and that she had to feminize her name when she was a writer of romance novels. She makes no comment about her maiden name." A "Biography" section follows: "Tess Gerritsen was the child of a Chinese immigrant and a Chinese American seafood chef in California. While growing up, Gerritsen often dreamt of writing her own Nancy Drew". At the bottom of the fan page, it says "40,038 People Like This".

At the bottom left of the screenshot, there are three blue hyperlinks:

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

Make conversation! Ask questions.



The Creative Penn

Product/Service [Edit Info](#)



Wall The Creative Penn · Most Recent ▾

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Write something...

- Wall
- Hidden Posts
- Info
- Welcome
- YouTube
- Twitter
- Notes
- About Joanna



The Creative Penn

5 tweets

retweet

A Self-Publisher's Companion With Joel Friedlander, The Book Designer

One of the best blogs for self-publishers is TheBookDesigner.com and Joel Friedlander has just published his latest book, A Self-Publisher's Companion. I was lucky enough to get an advance copy and the chance to interview



The Creative Penn

Right, have just written the opening scene of Prophecy – 1606 words (out of 85,000 (it's a start!)) I'm aiming to have first draft complete by June. How's your writing this weekend?


1,526 Impressions · 3.15% Feedback
Saturday at 9:33am · Like · Comment

17 people like this.

View all 31 comments

Enable sharing on posts.



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

Please share this post on your social network and enjoy:



<http://blog.ahmedgeek.com/facebook-like-button-for-wordpress-v4>

Facebook Like Button for WordPress V4

BY AHMED – MAY 26, 2010

POSTED IN: PRODUCTS

Sociable

Automatically add links on your posts, pages and RSS feed to your favorite social bookmarking sites.

<http://wordpress.org/extend/plugins/sociable/>



Broadcast Yourself

- 54% are 35 – 64 years old; 19% 25-34 (check out MySpace for younger)
- 61% earn over \$60,000

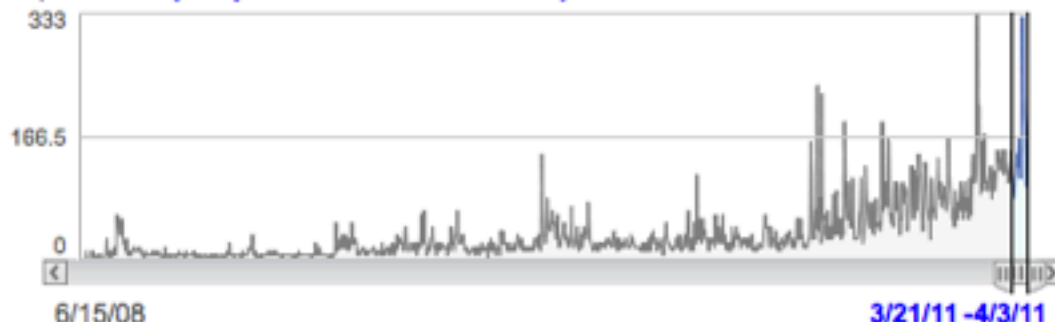
<http://honestatson.com/og/youtube-demographic/>

Demographics now available in YouTube Insight

My Account ▾ / Insight Statistics

Total views of all videos: 34,605. In the selected range and region: 2,237

Show previous: 1day 7days 1month 3months 6months 1year Max



Show region: All USA Asia Africa Europe Middle East South America

Zoom

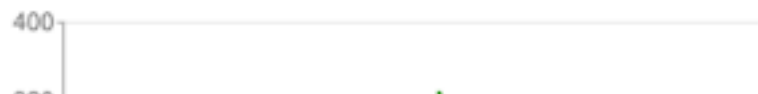


Selected region: All

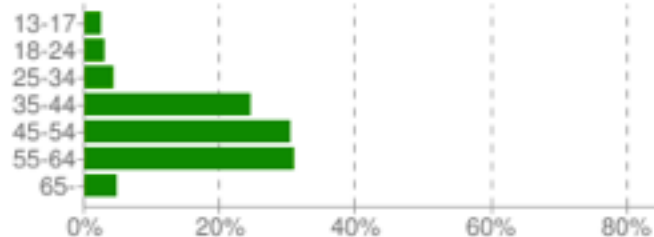
Summary [More info](#)

Views

Each day on the graph shows the total number of views made on that day.



Who is watching the videos in this channel?



My videos

To see all your videos, go to your uploads list. [/my_videos](#)

Video	Views (% of total)	Attention
Tips For Publishing On The Kindle	24.5	<div style="width: 24.5%;"></div>
Story Engineering and Tips for Wri	19.8	<div style="width: 19.8%;"></div>
Pentecost. A Thriller Novel. Book	4.2	<div style="width: 4.2%;"></div>
Social Media Marketing Strategy 1	4.0	<div style="width: 4.0%;"></div>
How To Create A Facebook Fan F	3.6	<div style="width: 3.6%;"></div>
How to publish your book, sell any	3.0	<div style="width: 3.0%;"></div>
Tips For Kindle Authors With Stev	3.0	<div style="width: 3.0%;"></div>
How to Enjoy Your Job Book Trail	2.3	<div style="width: 2.3%;"></div>
Introduction to The Creative Penn	1.8	<div style="width: 1.8%;"></div>
Book Cover Design Tips for Self F	1.6	<div style="width: 1.6%;"></div>

Linked



- More than 30 million people
- Professionals
- 30% earn more than \$93k p.a.
- 69% read blogs
- 28% are Senior Executives

<http://www.talkibie.com/metrics-measurement/linkedin-demographics-metrics-in-action/>

Be active in groups



Autism Speaks

Support group for professionals with Autistic children.



Real Estate Finance & Investment Society

The group for commercial or residential real estate (retail, industrial, office, apartment, land, golf, condo, hotel). Including distressed debt, REO, property/note acquisitions, green development, jobs, mortgage brokerage, finance/banking, workouts/restructuring, syndications, law, mezzanine, etc.

Yesterday's Activity: Discussions (75) Jobs (8)

Owner: [Jake Little](#) | 57,597 members | [Share](#)



Science Fiction readers, writers, collectors, and artists

This is a group for people that want to share their passion for Science Fiction in all its fashions and formats, with over 200 discussion topics

Members are writers, readers, collectors, artists, movie makers, game makers, fans, and many more, all having many interesting and wide ranging discussions on the many fashions and formats of Science Fiction.

[Join Group](#)



[Forward](#)



[Report as...](#)

goodreads®

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



<http://redroom.com/>



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



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

Like all social networks,
Participate.

- **Be real and authentic**
- no marketing speak
- **Be useful** and offer benefits
- Listen and respond - it's a conversation
- Find someone to action this who is already immersed and loves it!

<http://www.flickr.com/photos/66586176@N00/5439795856/>





**Pick a social
network.**

**Find groups /
pages / people
you want to
interact with**

Choose
something
then

Stick with it!

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





Cocktail checkout

What did you learn from the session?

What are you going to do with the information?

<http://www.flickr.com/photos/alphaducentaure/2607814349/>



Blog: www.TheCreativePenn.com

Twitter: [@thecreativepenn](https://twitter.com/@thecreativepenn)

[Facebook.com/TheCreativePenn](https://www.facebook.com/TheCreativePenn)

[YouTube/thecreativepenn](https://www.youtube.com/channel/UC...)

<http://au.linkedin.com/in/joannapenn>

Goodreads/JoannaPenn

Shelfari/JoannaPenn

Slides can be downloaded:
www.TheCreativePenn.com/QWC