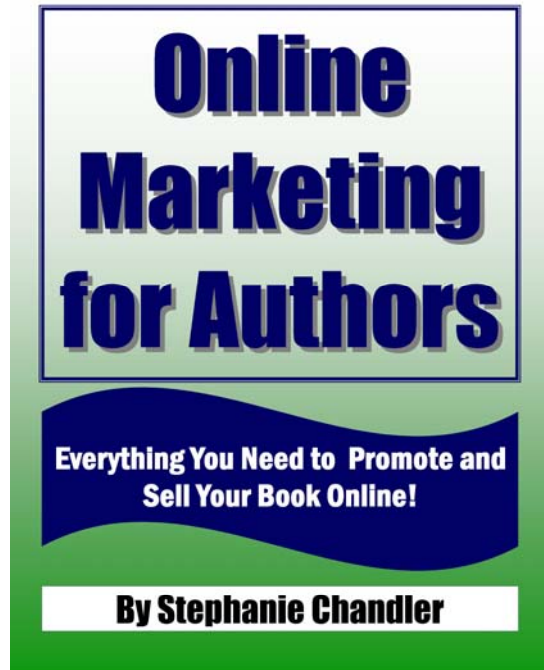


# Online Marketing for Authors

By Stephanie Chandler



Special Preview

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# Why You Need a Website Now!

Every author should have a website! An author site is useful for dealing with the public (your fans!), contacting editors and publishers, and promoting your work. Your site has the potential to reach millions of people around the globe and is limited only by your imagination.

The following are some author websites to give you some ideas:

- ✓ [www.kickstartguy.com](http://www.kickstartguy.com)
- ✓ [www.LindaFormichelli.com](http://www.LindaFormichelli.com)
- ✓ [www.BarbaraWinter.com](http://www.BarbaraWinter.com)
- ✓ [www.sfwriter.com/](http://www.sfwriter.com/)
- ✓ [www.StephanieChandler.com](http://www.StephanieChandler.com) (my site)

Your website can have a single focus (your book) or it can serve multiple purposes. For example, if you are also a freelance writer, you can use your site to promote your writing abilities and share clips with new editors.

It may also make sense to have more than one website. For example, I have my writer website, [StephanieChandler.com](http://StephanieChandler.com), but I also have a business website where I market my business books: [www.BusinessInfoGuide.com](http://www.BusinessInfoGuide.com).

## How My Online Marketing Journey Began

I got the inspiration to launch [BusinessInfoGuide.com](http://BusinessInfoGuide.com) while I was writing my first book, *The Business Startup Checklist and Planning Guide: Seize Your Entrepreneurial Dreams!* As I approached literary agents and publishers, I heard the same question over and over again: “What’s your platform?” In other words, *how are you going to market and sell this book?*

One agent told me that I needed to build my credibility as an expert. He said I should be traveling the country conducting speaking engagements so I could reach thousands of people who would want to buy my book. When I remarked that it sounded like putting the cart before the horse, that I would be more likely to be invited to conduct speaking engagements once I was officially an author, he agreed but didn’t have a solution to the quandary.

I began to wonder how I could reach thousands of people without leaving home. I had spent years traveling when I worked in corporate America and I no longer had the desire to spend half of my life in an airport. Then it hit me—I could launch a website that would attract my target audience.

I didn't waste a moment of time. I sketched out a plan for the website I wanted to build. I decided that it would include plenty of free resources so that site visitors would find it valuable and would return often as well as sign up for my e-zine. I purchased a website template that had a professional layout that I liked and began modifying it to meet my needs. In less than a month, [www.BusinessInfoGuide.com](http://www.BusinessInfoGuide.com) was launched.

I became obsessed with making the website a success. I divided my time between writing my book and building and marketing the website. I sent my first e-zine out to a whopping eight subscribers. Within months, the website traffic began to explode, along with my e-zine subscriber base.

About six months later I announced the upcoming release of my book. I promoted it along the sidebar of BusinessInfoGuide.com, which made the book visible on every page of the site. I also announced that I would begin accepting pre-orders, and to my surprise and delight, orders began rolling in a full two months before the book was available!

Since then, I have published a variety of information products that I also sell through the website (ebooks, special reports, and teleseminars). I self-published that first book because I grew frustrated with the process of finding an agent and publisher and I wanted to get the book to market immediately. But the next time around, when I had a proposal ready for my next book, *From Entrepreneur to Infopreneur: Make Money With Books, eBooks and Information Products*, I was also prepared with a built-in platform (a high-traffic website). I approached just two publishers, and less than two months later, I signed a contract with John Wiley and Sons to publish the book.

## **The moral of this story?**

A niche website can help you reach your target audience, impress publishers and media, and most importantly, sell more books! While many authors have certainly been able to achieve success through a basic author website, just as many have figured out that building a targeted site can have tremendous advantages. Whatever you decide to do, you're about to learn lots of tricks and tips to help you form a plan for your online success.

# Search Suggestions

You have the power to suggest search terms to be associated with your book. Search terms are essentially the keywords that readers use to locate your book. Amazon automatically indexes the title of your book and some of the book description, but you can make sure that specific topics or themes from the book are also included when Amazon customers perform a book search.

For example, if you have a book about nutrition, you could add the following search terms:

- ✓ Trans-fats
- ✓ Cholesterol
- ✓ Vitamins
- ✓ Proper eating
- ✓ Weight management
- ✓ Weight loss
- ✓ Protein
- ✓ Carbohydrates

To submit search terms, simply display your book's page on Amazon and scroll down to the heading "Help Others Find This Item," then click on "Make a Search Suggestion." You can enter one search term at a time and must also write a brief explanation about why this term is appropriate for the book.

Using the example above, if you want to submit "Trans-fats," your explanation might be, "There is an entire chapter in this book devoted to trans-fats."

Once your search suggestion is approved, Amazon will then include your book in search results when your search terms are used. This is a valuable opportunity for authors to expand their reach so make sure you spend some time developing appropriate search terms for your book.

# Publish Articles

This is by far one of my favorite book marketing strategies!

You can promote your book by writing articles for other people's websites and ezines. In exchange, the site owner should include your brief author bio (50 words or less) along with your website link. Even though you should not directly promote your book in an article, readers will visit your site if they like what you have to say about a related topic. Publishing articles also builds your credibility in your field and expands your exposure to a broad audience.

For example, the author of a career coach-type book could write articles about job hunting, effective interview skills, negotiating salaries, and dressing for success. A financial author could write articles about retirement planning, investing in stocks, college funds, and rental property. A children's book author could write articles for parents or about fun activities to do with kids.

Many websites operate on a limited budget and appreciate articles written by experts. You can offer to swap articles with website owners and co-promote each other, or simply submit your article for consideration. Most sites that accept articles will list "Submission Guidelines" somewhere within the site.

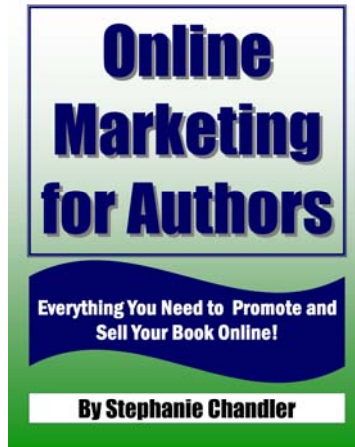
The best way to decide who you want to write for is to look for websites and ezines that reach your target audience. Check out related trade associations—these often have newsletters. You can also search the internet for industry keywords and begin building a list of many sites where you can potentially be published.

There are also numerous content sites that allow you to post articles that others can reprint in their e-zines. This is a great opportunity to showcase your writing skills with others and the best part is that it's FREE. Following are some of my favorite content sites:

- ✓ [www.ideamarketers.com](http://www.ideamarketers.com)
- ✓ [www.ezinearticles.com](http://www.ezinearticles.com)
- ✓ [www.articlealley.com](http://www.articlealley.com)
- ✓ [www.amazines.com](http://www.amazines.com)

You can expect to generate plenty of website traffic from your article marketing efforts. And the more articles you publish, the more your traffic and fan base will grow. Keep in mind that every time one of your articles is published, your website link is also listed. The bonus effect is that your ranking with the search engines improves when you have lots of websites linking to you!

**Thank you for previewing  
*Online Marketing for Authors* by  
Stephanie Chandler!**



**Order Your Copy Today!**

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