

# where writers win

- *marketing, websites, training and*
- *tools for emerging authors*



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## HOW'S YOUR SOCIAL SAVVY?

The more you know and the more connections you can make, the greater sphere of influence you'll create. Join the Must-Have sites, take advantage of the tools and connections, and experiment with the other sites we've provided here. Have a passion? Search the term online; there may already be a networking group just for you!

## MUST-HAVES

**Facebook.com:** Start with a personal page, add a professional page that anyone can "like" and seek like-minded groups!

**Twitter.com:** Build "lists" to better manage followers

**LinkedIn.com:** Join up to 50 groups, keep your profile current.

**Plus.Google.com:** Put your followers into unlimited circles (i.e. friends, family, co-workers, hobbyists) for easy communication. Add a Google+ page for your business or book!

## RESOURCES FROM OUR BLOG TEAM!

Take a look at our recent headlines, then head on over to [WhereWritersWin.com/blog](http://WhereWritersWin.com/blog) and subscribe so you don't miss a single installment. We cover Author Blogging Tips, Author Marketing and PR, Author Social Media and Websites, Publishing Insights, Writer Tools & Tips and Reader/Writer events and conferences... Come hang out with the WWW team!

### Recent WWW Blog Headlines:

Hybrid Publishing: Best of Both Worlds? \* How to Grade Your Own Marketing Efforts \* Get Your Author Blog Listed in Directories \* Bloggers Who Interview Authors! \* Author Platforms: Let's Talk About Yours! \* How to Promote Your Words on Goodreads \* Fun Facebook Author App! \* Three Quick Ways to Improve Your Twitter Performance \* Ultimate List of Book Review Websites: It's HERE!



## Cool Online Website Tools

### MarketingGrader.com

Free tools from HubSpot let you take a look at what's bringing you traffic and what could use improvement. How well is your website doing? Is it getting traffic? Is your info optimized? How popular are you in social media? How to improve your online presence.

### WebsiteTracker.com

Learn more about your site visitors, including how many visit your website, how they find your website, referrers, which search engine they utilize to reach the site, what keywords they search, and other useful information.

### LinkPopularity.com

Knowing who links to your site and building the number of quality links is a crucial part of any website promotion effort. This free service tool allows you to query Google, Yahoo, and Bing and reports on link popularity.

## 4 FABULOUS SOCIAL MEDIA ADVICE SITES:

[SocialMediaExaminer.com](http://SocialMediaExaminer.com)  
[PushingSocial.com](http://PushingSocial.com)  
[SocialMediaExplorer.com](http://SocialMediaExplorer.com)  
[ConversationAgent.com](http://ConversationAgent.com)

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## WRITER-CENTRIC SITES

**Redroom.com:** “Where the Writers Are.” A social hub, a place to discuss and buy books in every genre, and a destination for exclusive content that will entertain and inspire.

**SheWrites.com:** Online community, virtual workplace, and emerging marketplace for women who write, with over 15,000 active members from 50 states and over 30 countries.

**AuthorsDen.com:** Where authors can create, share, interact with each other and sell direct to their readers.

**WritersCafe.org:** Online writing community where writers can post their work, get reviews, befriend other writers, and more.

**LitList.net/Online\_Journals:** Links to online literary journals.

## READER-CENTRIC SITES

**Goodreads.com:** With over 10 million members; this is the largest site for readers and book recommendations.

**LibraryThing.com:** A community of 1.4 million booklovers

**Shelfari.com:** Owned by Amazon.com, a gathering place for authors, aspiring authors, publishers, and readers.

**FlashlightWorthyBooks.com:** Recommendation lists on hundreds of topics. Suggest your own book lists, too.

## ALSO RECOMMENDED:

**Flickr.com** (photo sharing); **Hootsuite.com** (manage your SM from a single dashboard); **YouTube.com** (video sharing);

**Technorati.com** (blog directory); **ArticlesBase.com** and **EZineArticles.com** (article submission sites to build audience);

**Digg.com**, **Delicious.com** and **StumbleUpon.com** (social book-marking sites); **Smashwords.com** (free ebook publishing).

## Connections You Can Make Now!

### Google.com/Alerts

Learn who’s talking about your favorite subjects, and be notified whenever you or your company is mentioned in cyberspace. This is a great way to connect with media and bloggers talking about your topic or platform.

### BloggerLinkUp.com

Join the BloggerLinkUp list and receive 3x weekly emails that list bloggers looking for expert sources, requests for guest posts, bloggers and web masters offering guest posts. Or, seek guests for your own blog.

### HelpAReporter.com

From *The New York Times*, to *HuffingtonPost.com* to *ABC News*, and everyone in between, nearly 30,000 members of the media have quoted HARO sources in their stories. Have something to say? Make sure reporters know how to find you!



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