

## Author Marketing Mastery!

Ready to assess your own author marketing expertise? Give each topic below your own self assessment score from 1 (feeling clueless) to 5 (you know it cold!) then stick with us as we delve deeper into each topic weekly through 2016. We'll offer sound advice, examples, and links to more info each Sunday. By the end of the year you'll be an author marketing master!

**W|W|W**  
where writers win

| CATEGORY            | TOPIC   | 1 | 2 | 3 | 4 | 5 |
|---------------------|---|---|---|---|---|---|
| Pre-Publication     | Publishing Options: How they differ in the level of support you enjoy as an author  |   |   |   |   |   |
| Pre-Publication     | Front and Back Matter: What should your book include?                               |   |   |   |   |   |
| Pre-Publication     | Metadata: What is it and how do you get it right?                                   |   |   |   |   |   |
| Pre-Publication     | Book Club Questions: How to create and where to include                             |   |   |   |   |   |
| Branding            | Defining Your Author Brand and Impact   |   |   |   |   |   |
| Branding            | Tip Sheets and Media Guides   |   |   |   |   |   |
| Branding            | Author Marketing Collateral: Bookmarks, business cards and other promo items        |   |   |   |   |   |
| Revenue             | Audiobooks to Increase Revenue Stream   |   |   |   |   |   |
| Revenue             | Other Revenue Streams Part I - Content  |   |   |   |   |   |
| Revenue             | Other Revenue Streams Part II - Crowdfunding  |   |   |   |   |   |
| Revenue             | Other Revenue Streams Part II - Branded Products                                    |   |   |   |   |   |
| Websites/Blogging   | Your Author Website - The least you need  |   |   |   |   |   |
| Websites/Blogging   | Search Engine Optimization - SEO, The Least You Need to Know                        |   |   |   |   |   |
| Websites/Blogging   | How and What to Blog  |   |   |   |   |   |
| Websites/Blogging   | Guest Blogging: Expanding your audience with guest connections                      |   |   |   |   |   |
| Websites/Blogging   | Blogginng/Website Content: Headlines and content that attract interest              |   |   |   |   |   |
| Websites/Blogging   | Using Google alerts to improve your content/reach                                   |   |   |   |   |   |
| Websites/Blogging   | Establishing an Editorial Calendar  |   |   |   |   |   |
| Websites/Blogging   | Analysis Tools: What brings traffic and interaction to your website                 |   |   |   |   |   |
| Websites/Blogging   | Blog Categories, tags, sharing, including calls to action                           |   |   |   |   |   |
| Websites/Blogging   | Sharing Your Blog: API's, directories and more                                      |   |   |   |   |   |
| Websites/Blogging   | Email Marketing: Incentivizing your readers to build your list                      |   |   |   |   |   |
| Websites/Blogging   | What about Podcasting?  |   |   |   |   |   |
| Social Media        | Facebook: Pages, groups and more  |   |   |   |   |   |
| Social Media        | Linked In: Pages, groups and more   |   |   |   |   |   |
| Social Media        | Twitter: Audience building  |   |   |   |   |   |
| Social Media        | Google+: The Least You Should Know  |   |   |   |   |   |
| Social Media        | Pinterest: Creating boards to drive readers to you                                  |   |   |   |   |   |
| Social Media        | Instagram: Images draw interest   |   |   |   |   |   |
| Social Media        | You Tube: Video book trailers, author interviews, videocasts                        |   |   |   |   |   |
| Social Media        | Goodreads: An author's best social media friend                                     |   |   |   |   |   |
| Social Media        | Getting Visual - Graphics pull  |   |   |   |   |   |
| Social Media        | Video Book Trailers: How to create and where to share                               |   |   |   |   |   |
| Social Media        | Aggregate Tools: Hootsuite and other automation tools                               |   |   |   |   |   |
| Social Media        | Scheduling/Strategizing: You're in the driver's seat (where are you heading?)       |   |   |   |   |   |
| Social Media        | Amazon: Optimizing your Amazon author page  |   |   |   |   |   |
| Traditional Media   | What is Your Message? Finding the right hooks to attract reporter interest          |   |   |   |   |   |
| Traditional Media   | How to Source Traditional Media   |   |   |   |   |   |
| Traditional Media   | Writing a Compelling Press Release or Media Advisory                                |   |   |   |   |   |
| Live Events         | Book Signings: Working with Bookstores and Libraries                                |   |   |   |   |   |
| Live Events         | Doing a Reading: 10% is what you say  |   |   |   |   |   |
| Live Events         | Conferences and Festivals: Sourcing and participating to your best advantage        |   |   |   |   |   |
| Live Events         | How to Pitch Book Clubs: Finding and pitching live and virtual clubs                |   |   |   |   |   |
| Live Events         | Book Parties and Launch Parties: Successful elements to a great book party          |   |   |   |   |   |
| Seeking Recognition | Competition: Writing contests can improve "street cred"                             |   |   |   |   |   |
| Seeking Recognition | Peer reviews on Amazon and Goodreads, seeking more reviews                          |   |   |   |   |   |
| Seeking Recognition | More Reviews: Book Bloggers and Vloggers, creating a virtual book tour              |   |   |   |   |   |
| Seeking Recognition | Cause Marketing: Affiliating with appropriate charities or non-profit organizations |   |   |   |   |   |
| Seeking Recognition | Exploring Alternative Sales Sites: Books aren't just sold in bookstores             |   |   |   |   |   |
| Teamwork            | Your Author Marketing Team: Publisher, marketer, and author collaboration           |   |   |   |   |   |
| Teamwork            | Working With Other Authors to Cross Promote   |   |   |   |   |   |
| Teamwork            | Affiliate with state and national writing organizations                             |   |   |   |   |   |
| <b>BONUS</b>        | Outside the Box Book Marketing Ideas: Case Studies                                  |   |   |   |   |   |