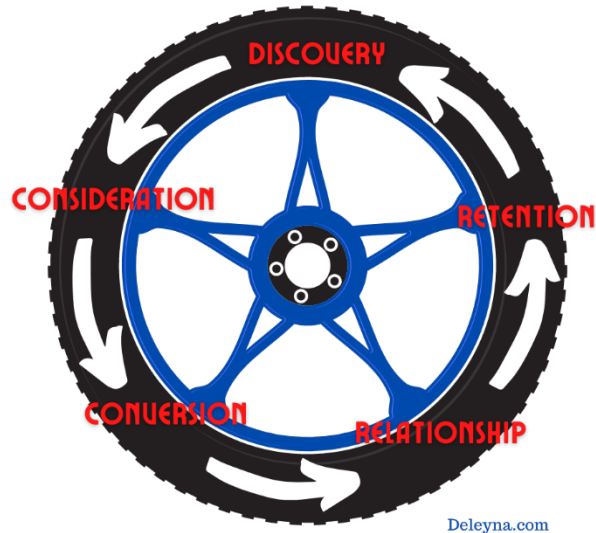


Awesome-Authors on the Web: Website, Social Media, and Newsletters

Lisa Norman, Owner, Heart Ally Books & Deleyna's Dynamic Designs

The Marketing Wheel



- **Discovery** – What should I read? (Social media and word of mouth – newsletter – sharable content from your blog, etc.)
- **Consideration** – Hm. This author looks interesting. I wonder...? (website)
- **Conversion** – buys the book. (website or vendor site)
- **Relationship** – Wow, that was really good. I wonder...? (website, mailing list)
- **Retention** – I found this great author you should check out! (mailing list)

Remember: Your brand is YOU, not your book.

How can you measure your platform?

Find a number that you can track, and then check it occasionally. My recommendation is that you use newsletter (email) subscribers. Some people use social media follower numbers, but the percentage of people who buy from social media is lower than those who buy from a direct email, so your number may not reflect the power of your list. We used to use newsletter open rates, but with increasing privacy available to our customers, these statistics are now unreliable.

Who are you?

- **Why do you write?**
- **What do you love?**
- **What gives you joy?**
- **What are you passionate about?**
- **What gifts do you promise to give to your readers?**

Who are your readers?

- **Who are your ideal readers? Who will be your brand advocates? Your street team?**
- **Where are they as they are reading?**
- **What are they wearing?**
- **How old are they?**
- **Why are they reading your book?**
- **What do they have in common with you?**
- **Where do they live?**
- **What do they do for fun when they aren't reading your book?**
- **What gets them up in the morning?**
- **What keeps them awake at night?**

Looking at Social Media Demographics and your likes, which 3 platforms make most sense for you to participate in?

<https://sproutsocial.com/insights/new-social-media-demographics/>

<https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>

<https://www.demandsage.com/social-media-users/>

- 1.
- 2.
- 3.

What are 3 things that you can do right now to start connecting with your desired audience?

- 1.
- 2.
- 3.

What are 3 things you could write 800-1000 words about right now without even trying?

- 1.
- 2.
- 3.

Do you have a newsletter platform? Are you tracking your subscribers? What are some things you can do to promote your newsletter? What will make your subscribers happy?

- 1.
- 2.
- 3.

The Cartoons – Illustrated by Cheryl O’Donovan



Sometimes social media feels like this



What some authors think social media should look like



What this looks like to the fish



Rethinking social media



Get to know your fish



Try things, experiment, have fun

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What successful social media really looks like!



<https://cherylodonovan.com/about/>

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