



News & Views

▶ Helping authors and publishers create, market and sell more books

MAY 2008

MAY 14 MEMBERSHIP MEETING:

Blogging Your Way to Success

A blog is the fastest way to setup your Web site and the easiest method to get the word out about your book and yourself as



David Strom

an author. In this hands-on session, **Internet author David Strom** will show you how to set up, maintain and flog your blog for little or no cost. He'll discuss the things that you can do to make your blog more popular in Google searches, without having to hire a "search optimization expert." He'll show you why blogs are a powerful book marketing tool. He will demonstrate the different blogging technologies that are available and how they differ. Finally, he'll talk about coordinating your blog with your own domain and mailing list names and identity.

David has spoken around the world at numerous conferences from Sydney to Caracas to Tokyo and back. He does keynotes, break-out sessions, small and large groups, hands-on workshops and everything but the laundry. He does do Windows and he is a member of the National Speakers Association and Internet Press Guild.

He is currently the technology editor at *Baseline* magazine. He draws on an extensive career in IT and has tested thousands of computer products and written numerous magazine articles.

David has written two books on technology and is a frequent contributor to the *New York Times*, has appeared on numerous TV and radio shows such as *ABC World News Tonight* and NPR's *Science Friday* talking about technology. He has started dozens of magazines—including being editor-in-chief at *Tom's Hardware*, *Network Computing* and *DigitalLanding.com*—and contributed to many technology Web sites. His weekly "Web Informant" email list and his "**strominator.com**" blog reach very influential readers throughout the IT, vendor, network computing, OEM and enthusiast, reseller channel and security communities.

We're fortunate to have this opportunity to hear his insights. And it gets even better! **FREE CD:** Attendees will receive a free CD from David and SLPA titled "**How to pump up your brand with the Internet**" at sign-in.

Join us Wednesday evening, May 14 at the Lodge at Des Peres. Doors open for networking at 6:30 PM; meeting begins at 7:00 PM. The formal meeting concludes around 8:30 with networking continuing till 9:00 PM. For directions to the Lodge, visit our web site and click the link.

FEATURE ARTICLE

Top Ten Ways to Promote Yourself on Web 2.0

By David Strom

After reading about how various indie musicians promote themselves in a *NY Times* magazine article this past weekend, and meeting Scott Ginsberg for the first time, I have a series of Web 2.0 epiphanies.

Ginsberg is the Nametag Guy, a smart young man who wears a "Hello, my name is Scott" nametag on his shirt all day, every day, for the past several years. He has a blog, a podcast, a Squidoo "lens," an email listserv, an RSS feed, Digg and Technorati references, Myspace and Facebook entries, YouTube snippets, and probably one or two other things too. In between updating all these things, he writes books and is a professional speaker. He totally gets how to promote himself using the latest tools.

People and businesses that will succeed in this brave new world have a lot of work to do to. The old days of putting together a few pages (or a few hundred) of static HTML are so over. The good news is that most of the tools are free for the downloading. All it will take is your time. The bad news is that the time investment is non-trivial. You can't farm this out to someone to just do it for you. It has to become part of your own online psyche and daily activities. Like the Katie Couric ghost-blog debacle, it isn't something you want to delegate. **Here are my top ten tips that I have learned along the way:**

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Top Ten Ways to Promote Yourself... *continued*

1. Email is still the best way for anyone to enter your ecosystem. I have been doing these essays for more than 10 years, and many of you are still reading them and responding. Email is the best way for people between 30 – 50 years old to contact you and stay in touch. Why not younger than 30? Because these people are using IM, Facebook, Myspace, and probably 13 other “social network” sites. They certainly have email addresses and spend time with email, but probably not to the extent that you would want to count on this form of communication. Why not older than 50? Well, I am just putting an arbitrary age here, but eventually, you are getting to the non-typing pre-war generation that doesn’t want to communicate via email—until all of their friends or grandkids get on it. These are still people that have their assistants print out their corporate emails—don’t laugh, I have seen too many situations.

2. You don’t just want to focus on email, you still need to be approachable in Web 2.0-space. List all of your electronic coordinates in one place on your Web site, and include a phone number for good measure, because that makes it all real. Don’t do a “contact form” that hides your email address—that is so old school and off-putting, and anyone worth their HTML code can figure out what the embedded email address is anyway.

3. Give something away for free. Really. You do this to build credibility and also to give people a taste of what you will charge them for. Ginsberg is giving away his latest book on his blog, and he is so comfortable with doing that because he knows this will build word-of-mouth and drive sales. The indie musicians profiled in the *Times* are giving away MP3s. Some have taken this a step further and are even experimenting with demand-based pricing that turns out to net them more than the 99-cent download standard at iTunes.

4. Think about lists of useful stuff that you can offer others. I have a page of links to various Web conferencing tools



on my site that used to be in the top four sites when you searched on Google (today is down to #13, I guess I am slipping up). I have had this page on my site for about a decade, and started it on a whim. Now I get vendors who want me to list their stuff there. Squidoo has institutionalized this with their “lens” approach, and

Pageflakes has something similar with their shared pages (You can see my RSS feeds and sites that I frequent here). Each of these approaches takes something that you know, and filters that you

apply to the Wide World, and puts a very small amount of your own stamp and value to it. www.pageflakes.com/david90

5. Remember the Web is all about short attention spans. Call it the 4-4-4 rule: The average person spends less than four seconds looking at a Web page. They abandon a site if they can’t find something in four clicks. Any video should be shorter than four minutes, or people won’t bother watching it.

6. Video matters more. Speaking of videos, start to think about ways that you can put more content into (short) video segments on your site, and then post them to YouTube and other video-sharing places.

7. Don’t just Digg. Sites like Digg.com and Technorati.com that point people to your content are terrific ways to spread the word, but need care and feeding as you post new content—you have to add the entries on their sites to point to your new stuff. But also consider other places such as EzineArticles.com that will promote your content. If you post enough content on these other sites, you can leverage them better too.

8. Titles and keywords matter. When you add content to these pages, think of snappy headlines and catchy keywords. Because that is what people are going to be searching for and seeing when they scroll around.

9. Exploit your readers/fans/listeners/viewers. Everyone is big these days on “user-generated content” but there is much more to this than meets the eye. The people that consume your content are your best promoters. Leverage them, take care of them, and they will make you rich and famous. Or at least amongst your own ecosystem. The *NYT* article mentions how the musicians have cleverly used their fans to generate tracks on their songs, schedule concert dates in particular cities, and other activities. I try to answer every email that you send me, even if it is just to acknowledge receipt. Part of this is respecting your readers, part of it is a new way of interacting with them. I remember when we started *Network Computing* magazine back in 1990 and put our author’s email addresses at the end of the articles. We were fearless! But we got some great feedback.

10. Think about all the communities you belong to. Does each one have its own equivalent of an A-list blogger? Someone who has a page a mile long of MySpace “friends” or LinkedIn “connections”? A common calendar of events that is easy to subscribe to via RSS? A list of recommended books/videos/music?

There is so much more to do with Web 2.0. I have to run, and post this article on the various places mentioned here, and get the emails out. 📖

David Strom is a noted speaker, author, podcaster and consultant who has written two books and thousands of magazine articles for dozens of IT publications such as *Computerworld*, *eWeek*, *Information Week* and *Network Computing*. His blog can be found at <http://strominator.com>, and he can be reached at david@strom.com.

PRESIDENT'S CORNER BY ED SYLVIA

More Bang for Your Buck

Hello, SLPA Members! I am really looking forward to this month's guest speaker, internet expert David Strom, talking about how to use blogs as a potent tool for marketing our books. David gave a wonderful presentation at our November Marketing event last year, so if you missed his workshop, you're lucky enough to have another chance to gain from his experience and wisdom.

I started my blog in late January of this year as a way to pre-sell my next book and build my author platform. So I'll have lots of my own questions for Mr. Strom, and will be taking lots of notes. And, as a gift from David and SLPA, attendees will receive a **free CD** of David's helpful info, "How to Pump Up Your Brand With the Internet."

In this issue of the newsletter you'll also find several highly informative articles about how to judge and improve your own blog. There are ways to help get your blog noticed in the world and even how to make money from all your blogging efforts.

Best wishes to all our members who are traveling to Los Angeles to attend this year's Book Expo America and PMA's Publishing University. This is the biggest event in publishing in the US and draws attendance from all over the world. Our recipient of the PMA Affiliate Scholarship from St. Louis is **Danielle Alexander**, who will attend Publishing University this year for the first time as the SLPA representative. We hope you'll gain a lot from your experience! If you're interested in applying

for next year's Publishing University Scholarship, ask us about it.

See you all at the next SLPA meeting at the Lodge on May 14! 



— Ed Sylvia, President
slpa1@staircasepress.com



16 Ways to Drive Traffic to Your Blog

By Denise Wakeman and Patsi Krakoff

You've got your blog set up and you've started posting pithy, useful information that your niche market would benefit from and enjoy. Days go by, you keep publishing, but no one comments and your traffic stats are barely registering. What do you do?

Like any website you own, you must do some blog promotion to start driving traffic to your site. Here are 16 steps, in no particular order of importance, that you can start doing now to get traffic moving to your blog.

1. Set up a Bloglet subscription form on your blog and invite everyone in your network to subscribe: family, friends, colleagues, clients, associates. www.bloglet.com
2. Set up a feed on MyYahoo.com so your site gets regularly spidered by the Yahoo search engine (see tutorial on www.biztipsblog.com) www.myyahoo.com
3. Read and comment on other blogs that are in your target niche. Don't write things like "nice blog" or "great post." Write intelligent, useful comments with a link to your blog.
4. Use Ping-0-matic to ping blog directories. Do this every time you publish. www.pingomatic.com
5. Submit your blog to traditional search engines: www.submitfire.com
6. Submit your blog to blog directories. The most comprehensive list of directories is on this site: www.masternewmedia.org/rss/top55/

Tip: Create a form to track your submissions; this can take several hours when you first start so schedule an hour a day for submitting or hire a VA to do it for you.

7. Add a link to your blog in your email signature file.
8. Put a link to your blog on every page of your website.
9. If you publish a newsletter, make sure you have a link to your blog in every issue.
10. Include a link to your blog as a standard part of all outgoing correspondence such as autoresponder sequences, sales letters, reports, white papers, etc.
11. Print your blog URL on your business cards, brochures and flyers.
12. Make sure you have an RSS feed URL that people can subscribe to. The acronym RSS means Rich Site Summary, or some may consider its meaning as Really Simple Syndication. It is a document type that lists updates of websites or blogs available


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16 Ways to Drive Traffic *continued*

for syndication. These RSS documents (also known as 'feeds') may be read using aggregators (news readers). RSS feeds may show headlines only or both headlines and summaries.

To learn how news aggregators/RSS readers work, see this site: www.rss-specifications.com/rss-readers.htm

13. Post often to keep attracting your subscribers to come back and refer you to others in their networks; include links to other blogs, articles and websites in your posts.
14. Use Trackback links when you quote or refer to other blog posts. What is TrackBack? Essentially what this does is send a message from one server to another server letting it know you have posted a reference to their post. The beauty is that a link to your blog is now included on their site.
15. Write articles to post around the web in article directories. Include a link to your blog in the author info box (See example in our signature below).
16. Make a commitment to blog everyday. Ten minutes a day can help increase your traffic as new content attracts search engine spiders. Put it on your calendar as a task every day at the same time.

Tip: Use a hit counter to track your visitor stats: how many unique visitors, how many page views, average length of visit. You can get a free hit counter at www.sitemeter.com 

Denise Wakeman of Next Level Partnership, and Patsi Krakoff of Customized Newsletter Services, have teamed up to create blogging classes and marketing services for independent professionals. You can read and subscribe to their blogs at www.biztipsblog.com, www.coachezines.com and www.bizbooknuggets.com

Article Source: http://EzineArticles.com/?expert=Denise_Wakeman



FEATURE ARTICLE

My Blog Is A Failure

By John T Pratt

I think I'll just go somewhere and put myself out of my misery... having similar thoughts? Maybe I can help.

I've been working at this blogging thing for more than a year and I haven't really made any money and I don't get many visitors and I am a miserable failure. My blog is a failure and I think I'll just go somewhere and put myself out of my misery... Have you ever read a blog post like that? I have, and I've seen very similar ones all over (not quite as bad) from people that were certainly discouraged by their lack of blogging success. That one was about one of the most extreme posts I've read, and that person has pretty much just given up. Have you ever been at the end of your rope with your blog? You're not getting any comments, you don't get many visits, you're not making any money, you don't know what to post about, you're not meeting your goals—maybe you don't even have any goals yet! You are thinking about the success you once dreamed of as a blogger and you're now thinking of yourself as a failure.

That post I read resonated with me because I've been at crossroads like this before myself. Time and time again I was ready to quit because I didn't think I was getting anywhere. In the back of my head I always remembered something Shoemoney wrote on his blog. It was about people having the perception that he was some kind of "overnight sensation" raking in tens of thousands on his site with ringtones. He pointed out that the first two years he tried to make money online he made nothing. Not a single penny. He even got fired from his day job for working on his ringtone site at work (that wasn't making any money yet).

Success is never overnight. Success is a learning process, and with blogging it's "learn as you go." I think of Stevie Ray Vaughan who rose to fame in 1981 with his first album and hit single "Pride and Joy." His success seemed overnight. Most had no idea he was born in 1954 and had been playing since the age of twelve. From 1970-1980 he played, and played, and played, and played on stage some more, perfecting his craft. It's not to say that he didn't have true natural talent. But his incessant passion for music and refusal to give up on his dreams and goals drove him to never give up and press on. The fact that he did nothing but eat, sleep, and breathe his craft for more than a decade while practically living as a vagrant made him into the talent that he was.

I'm not saying you need to blog for 10 years without making money or being successful in any way, but you need to be realistic about what it is that you expect. I put this blog online in June 2007. I am thankful for the growth I've had so far in the last 10 months and look forward to the next year. I by no means think that I'm a huge blogger (yet). I do think I'm in a position to tell you about what I've experienced so far, and maybe it will help you.

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My Blog Is A Failure *continued*

What to Expect Your First Month of Blogging

If you're brand new to this "blogging" thing, the first month is where you will have your first challenging time. I think it's honestly where most people quit. They quit because they don't have a plan for blog success. The first challenge you actually have is setting your blog up the first time, getting a theme you like, and learning your way around your blog. The next issue you have is posting content, and create quality consistent content that people will read. My answer to "what to expect" your first month blogging is "a lot of work"! Whatever you get, you get, but don't expect much of anything your first month of blogging in terms of visits or money. Think of it as the first month on the job or first term at school. You're still trying to get acclimated to how things work. Here's a (very) short list of things to think about the first month:

- Does your blog have a (topic) theme?
- Did you ask a few friends or fellow bloggers to test it and give you feedback?
- Is your blog sluggish, or do the pages load fast?
- Did you post at least 2-3 times per week each and every week?
- Do you have a contact page and about page?
- Are you tracking stats somehow, like Google analytics?
- When you type your domain name in Google - do you get results yet?

What to Expect Your First 90 Days of Blogging

After your first 3 months of blogging you should feel like you have a bit of a routine. You should be regularly posting, and even have a few ideas for posts stacked up. If you don't (like I didn't) you need to get more organized. Keep a pen and paper handy and write down all of your ideas as you get them for later use. Also read lots and lots of other blogs—and you will get all sorts of ideas to write about. Make sure you're spending quality time blogging and not wasting time. Now that you have some content (after the first month), get your blog registered with google, Yahoo!, and MSN. Also learn to track your search engine rankings to figure out where (and if) people are finding your site in search engines. Signup for some of the social blogging networks and reach out to other bloggers. Check out myBlogLog, BlogCatalog, Bumpzee, entreCard, or one of the many other ones out there. You can do this by messaging people, commenting on their blogs, offering to guest post, or advertising on blogs. The more you interact with other bloggers the more exposure you will get.

Explore new wordpress plugins (if you use Wordpress), or figure out ways to creatively expand your site and make it more useful for your visitors with plugins and modules. Regularly view your blog stats and learn which Google analytics are most important. You should be learning how to do basic keyword research, and how to build links. If you're using Wordpress, learn how to manage Wordpress more effectively. If you're using

another blogging platform—learn more about it, how to hack it, and customize it more to your liking. Also begin to learn how to monetize your blog if you haven't already. Learning how to convert your traffic into a monthly income is possibly one of the most important things you can do—and may (in the future) be the only thing that keeps you from quitting. Nobody wants to blog for free forever.

At the 90 day mark you can expect to have some kind of regular traffic, whether it's 15 visits a day or 100. You should be

on a regular posting schedule and have posting ideas backed up. You should know the ins and outs of your blogging software and be comfortable making some customizations. You should have some type of monetization, and be constantly learning how to promote your site in as many ways as possible. You may or



may not be getting regular comments on your posts at this point, and your traffic may not be that great. You might not even have a google pagerank yet or good search engine results, but you are in "build mode" at this point. You should be both reading and writing a lot. Think of this phase as your "blog internship."

The 6 Month Blogging Milestone


This should just about be the turning point for your blog. If you've been posting 2-3 times per week (at least) you should now have more than 50 posts. For me, it just seems like that's the point where things start to get a bit easier. It's like being on the job a year or two or getting halfway through high school or college. You know what to expect, you know what's going on—you seem to have a pretty good handle on things. If you did everything I said to do for the previous two milestones, then you should have 50+ articles with a few "pillar" articles being the attraction and the rest contributing a little bit each day. Hopefully, you've got 50-100 comments on your posts at least, and 100-300 visitor's per day. You're somewhere "in the mix" out in the blogging community and you have some followers in your own blog community, and other bloggers may know you as part of theirs. You should be used to posting and writing, so it's time to do a few additional things to give you an extra push.

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My Blog Is A Failure *continued*

Check your sitemap against your SERP's to ensure indexing in the search engines is going well. You should have enough posts now to think about going back and making previous posts more profitable. Now that you have lots of posts stacked up, think about organizing your site using pages. Monetize your search results with products or create your own theme. You could even add content by creating an entire affiliate store from a data feed. Now that you have enough articles, you can seriously consider submitting your best content by learning how to do article directory promotion.

Create Your Own Blogging Milestones

If you haven't already realized it, everything you do as a blogger is just a building block. Like a lawyer building a reputation, a pastor building a congregation, a mechanic building a customer base, or a doctor building a base of patients, YOU as a blogger are creating your own milestones. You should be making goals and plans to reach them. Analyze where you are now and where you want to be. What will it take to get there? Make a short, medium, and long term goal. If you have 100 visitors per day now what would it take to get 200? If you make nothing on your blog now, what would it take to make enough to pay for your hosting bill? How many posts and comments do you want by the end of the year? Goals that you achieve will be your own milestones. Do what I did awhile back and analyze what are the habits of successful bloggers. Your blog is not a failure. It's 5,000 mistakes from success... 

John Pratt writes free guides and blog help at www.JTPratt.com. Additional help and resources for this article can be found at **My Blog is a Failure**.

John also reviews gadgets at **Used Cell Phone Bargains**.

Article Source: http://EzineArticles.com/?expert=John_T_Pratt

How to Get Your Blog Noticed

There are a number of places to submit your blog. These sites will help you increase your exposure, add subscribers, and gain new audiences. Sites to use include:

1. **Google Blog Search:** www.google.com/blogsearch
2. **Technorati:** www.technorati.com
3. **Blog Pulse:** www.blogpulse.com

Reprinted from "The Book Marketing Expert newsletter," a free ezine offering book promotion and publicity tips and techniques. www.amarketingexpert.com

Improve Your Blog By Joining A Carnival

By Craig Andrews

Improve your blog by joining a carnival, a blog carnival that is. *Never heard of a blog carnival?* Well, I will tell you what a blog carnival is and the benefits of participating in a blog carnival.

A blog carnival is a collection of blog posts and articles on a particular subject written by many bloggers. They are then posted together on one blog, called a host which may or may not be the organizer for the carnival. These carnivals are then usually ran.

The organizer usually will post the carnival on a neutral site designed to list blog carnivals, like BlogCarnival.com. This website

will list the upcoming, current and past carnivals in a easy to use format. These carnivals are usually broken up into their respective categories or dates.

So what are the benefits that you can get out of a blog carnival? I will list them in no particular order.




Traffic Increase:

This one should be obvious. When you, as a blogger, participate in a carnival, you make a post of the carnivals subject and send the organizer/host a copy of the link to that post. They then post it in the carnival and the readers will click on that link, going to your blog to read the post. This will give you an increase of traffic. Now think if you are the host and the WHOLE Internet is coming to you to read what is in the carnival!

New Readers: This one may or may not be obvious. When you get the increase in traffic from people reading your post, if they like your blog's content, then they may subscribe to your RSS feed or join your list as their way of keeping tabs on you. Either way you win.

Link backs: When the host posts the carnival, all bloggers that contribute will have a link back from that post. If the hosting blog has a high PR, then you will benefit greatly from that. Also, many of the participants will link to you if they like your post also, another bonus!

These are the major benefits that you will receive from a blog carnival. I hope you have enjoyed this article and that it has shown you how these benefits can help improve your blog. 

Discover how to properly structure a blog in order to harvest an ultimate income! Download it FREE here:

www.craigsandrews.com/howtoconstructyourblog_free.html

Article Source: http://EzineArticles.com/?expert=Craig_Andrews

WORDS OF WISDOM FROM SETH GODIN'S BLOG The Posture of a Communicator

- If you buy my product but don't read the instructions, that's not your fault, it's mine.
- If you read a blog post and misinterpret what I said, that's my choice, not your error.
- If you attend my presentation and you're bored, that's my failure.
- If you are a student in my class and you don't learn what I'm teaching, I've let you down.



It's really easy to insist that people read the friggin' manual. It's really easy to blame the user/student/prospect/customer for not trying hard, for being too stupid to get it or for not caring enough to pay attention. Sometimes (often) that might even be a valid complaint. But it's not helpful.

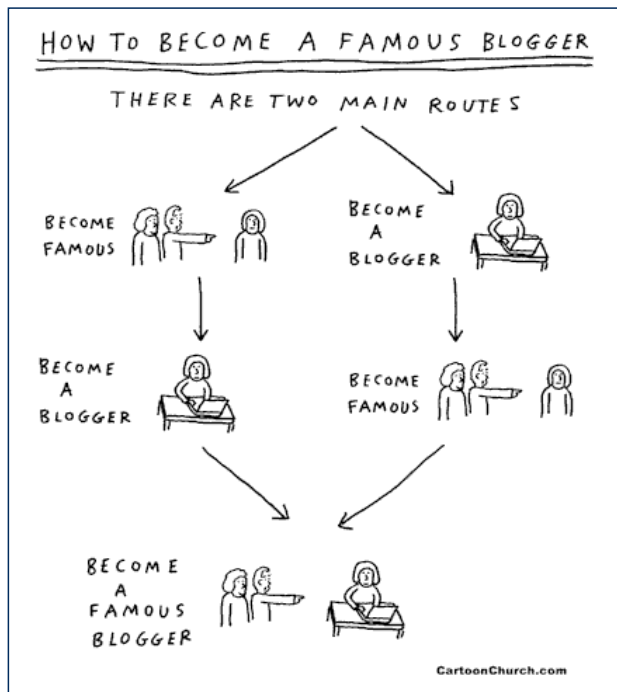
What's helpful is to realize that you have a choice when you communicate. You

can design your products to be easy to use. You can write so your audience hears you. You can present in a place and in a way that guarantees that the people you want to listen will hear you. Most of all, you get to choose who will understand (and who won't).



Posted by Seth Godin on February 15, 2008

http://sethgodin.typepad.com/seths_blog/2008/02/the-posture-of.html



The Amazon Controversy: The Best Thing to Happen to Your Book

By Penny Sansevieri

I think most of us in the book world spent the last few weeks lamenting the fact that POD books, authors, and publishers were getting shut out of Amazon. Well, not shut out per se but were being given new rules, Amazon rules, and you would either comply, or else.

The truth is this was bound to happen sooner or later. As I looked at the situation, and discussed it with some people both at the office and in the industry, there's something I soon came to realize: this could be the best thing to happen to book promotion in a long time. Why? As authors we assume that Amazon is "taking care of things"—they are doing the selling for us, and consequently we have become complacent in our marketing. The truth that you and I both know is this: when you crunch the numbers, most are really only selling only a handful of books on Amazon anyway, but many of us still buy into the fallacy that it's the gold mine of sales. This move by Amazon is going to prove that we don't need this big e-tail giant after all, not if we're smart and push our resources into other areas. When you break it down, the truth about Amazon is this: we liked them for the exposure they gave our books. And yes, they took care of sales, this is true—but there are other sites just waiting to take a sale away from Amazon. Books-A-Million and Barnesandnoble.com are just two that come to mind. You'll find there are many more. By limiting your online exposure to Amazon, and perhaps your own web site, you were in a sense severely limiting the exposure for your book by not thinking outside the box, so to speak.

Amazon's decision has now forced the smart, creative, savvy author to look outside of the norm and field sales in some other fashion. It's forcing us to consider our options and/or realize that there are other ways to sell a book rather than to send consumers to Amazon. So, how can you compete with this retailer most default to? Here are some strategies to get you started. Let me warn you, there's nothing new here, but all the same, I think it's helpful to hear it again:

- Have a great web site that's easy to navigate. By what I call "shortening the staircase" to a sale, I mean making them go through fewer steps to get to your product.
- If getting folks to buy on your site has been a challenge try offering specials, autographed copies or bundles on your site to entice readers to buy there, not go looking for your book elsewhere.
- Push your message into social platforms like Squidoo.com, NothingBinding, Facebook, AuthorNation, AuthorsDen, and even the much dismissed but still ever popular, MySpace. There are many of these places out there and tons more popping up


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The Amazon Controversy *continued*

all the time. Use them, don't just stick with one, use all of them to further increase your chances of exposure for your book.

- Get to know other e-tailers and other ways to sell your book. Make sure your book has reviews on sites like BN.com and other similar e-store sites.

My message is what I have said numerous times. Instead of staring at the closed door, find an open window and make it happen. Amazon may have closed the door, but it's only through this limited access that we realize there are other options out there and they are plentiful. The truth is this: soon all e-tailers will follow this model. Whether it's this year or next - everyone will want to own a greater market share of a book sale. Let's face it, the profit of selling a book is minimal at best for these e-tailers, the more they can make on the creation of the book itself, the better.

So what Amazon has done in effect is force us to become less dependent and more self-reliant. At the end of the day, the author who relies on him or herself for the lion's share of his or her success will win out. Depending on someone else or something else is never a good way to market because when what you've come to depend on is no longer there, the marker is set back to zero and you must start all over again. It's tough enough to market your book in a world swimming in new titles, it's tougher still to keep restarting a marketing campaign. Don't let an online e-monster determine your fate, your success, or your future. Take a lesson from the Amazon controversy and take control of your own book. Today. 

Reprinted from "The Book Marketing Expert newsletter," a free ezine offering book promotion and publicity tips and techniques. www.amarketingexpert.com



"You have to be self-reliant and strong to survive in this town. Otherwise you will be destroyed."

— Joan Crawford

(American motion picture Actress, 1908-1977)

Questions About SLPA?



Contact Membership Chairman:
Christine Frank at 314-205-2679 or
Assistant Membership Coordinator:
Linda Austin at 314-822-1170

More Blog Success Tips You Can Learn Today

- 1. Comment and answer comments:** Nurture your audience, make them know they are valued. Comment on other blogs.
- 2. Link generously:** If you want links then you have to first give them.
- 3. Join forums:** Break out of your bubble, meet people where they are.
- 4. Give stuff away:** You get what you give. Free downloads get rewarded with links and traffic.
- 5. Make friends:** One of the pleasures of blogging and also a route to success.
- 6. Guest blog:** Write brilliant content for other bloggers and see your brand grow.
- 7. Ask questions:** Curiosity is a virtue.
- 8. Twitter:** Constantly communicate and get to know people. Anything too short for a blog post can be delivered in 140 characters.
- 9. Stumble:** Train yourself to discover, recognize and share brilliant content. What you can identify you can imagine, what you can imagine you can create.
- 10. Rebel:** Break the rules, go against the flow, zig when others tell you to zag, do your own thing your own way.
- 11. Enjoy:** Keep doing what you do until it stops being fun. When it is no longer fun, bring the fun back and your energy will be infectious. 

Tip offered by Susan Gilbert, AME's Search Engine Marketing Expert and Web 2.0 company owner, www.JoomlaJump.com, which provides Social Networking websites and services.

Next Deadline

May 21

Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

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