

Media Kit

AN AUTHOR'S GUIDE TO ONLINE MARKETING

**TOP ELEMENTS OF MARKETING ON THE WEB
AND HOW YOU CAN USE THEM TO SELL MORE BOOKS!**



by
Lynn Maria Thompson

THE BOOK

DESCRIPTION

Authors have never had a better tool for marketing than the Internet. But the sheer array of options can leave you feeling bewildered, uncertain of where or how to begin. If this describes you, you're not alone!

An Author's Guide to Online Marketing walks you through each step of creating a cohesive digital marketing program for your book. From your website and blog to articles, videos, social media, e-mails, and many more tools to help you connect your book to its targeted readers. In no time, you'll be managing your online profiles like a pro. It's a can't-miss reference book for any author, from first-timers to seasoned pros.

THIS BOOK TEACHES AUTHORS ...

- What pages to put on your website
- How to optimize your site for SEO
- Which hosting platforms are best for authors
- Which top social media channels reach your audience
- Why video is essential
- How to build a reputation as an expert
- Insider tips and tricks
- Outside-the-box ways to promote your book online

“You may think once you’ve gone through the arduous task of getting that manuscript edited and published, the hard work is over. But it’s just beginning!”

-- Lynn Maria Thompson



“Marketing your book online presents a wide array of opportunities – and challenges – for authors. So many of these are either free or at low cost, that they fit perfectly into the budgets of most authors!”

- Lynn Maria Thompson



CHAPTERS:

What Do I Do Now?

The Starting Point: Your Website

Establishing Your Reputation: Your Author Blog

Reaching Out: Social Journalism Sites

You're a Star: Video Sharing Platforms

Social Media: Building Bridges

Broadening Your Expert Reputation: Knowledge Bases

Reaching Readers: Author- and Book-Specific Social Networks

Zeroing In: Interest-Specific Social Networks

Useful Tools: URL Shorteners

Useful Tools: Alerts & News Aggregators

Useful Tools: Social Media Content Managers

Backlink Sources: Discovery Engines

Outside the Box: Other Ways of Promoting Your Book Online

Tuning the Engine: Monitoring the Effectiveness of Your Online Marketing

Summary

Glossary of Online Marketing Terms



THE AUTHOR

Lynn Maria Thompson has been working with authors since leaving the corporate world in 2002. Her Thompson Writing & Editing company has been helping others tell their stories through services ranging from book ghostwriting and manuscript editing to author marketing and one-on-one coaching.

Her marketing roots run deep: she earned a Bachelor of Science in Business Administration from the University of Florida, where she majored in marketing. Her career with a directory publisher included numerous sales, marketing, and public relations positions that taught her how the big companies do things.

Lynn enjoys speaking and presenting workshops at writers' conferences and is a graduate of the Dale Carnegie Course in Effective Speaking and Human Relations. She is a dynamic, entertaining, and informative speaker.

Building her e-commerce site, OldMaidCatLady.com, gave Lynn the opportunity to take a deep dive into the digital marketing world. It was a real eye-opener!

Her previous copywriting experience morphed into writing for search engine optimization (SEO). Quantitative business analysis became monitoring digital marketing analytics. And her directory experience was amazingly transferrable when designing keyword strategies.

After many years of telling other people's stories, Lynn is turning her attention to writing some of her own. *An Author's Guide to Online*

Marketing began as a value-added product for her clients but grew into something she felt needed to be shared with a wider audience.

Lynn is currently writing a book on leadership entitled *The Feline CEO* that will bring together her knowledge of cat behavior and leadership experience, matching it with the advice of dozens of successful CEOs.

She lives in Jacksonville, Florida, where she serves on the board of the Beaches Division of the JAX Chamber and the Jax Online Marketing Meetup (The JOMM). A member of the Shankminds mastermind group and a Life Member of the University of Florida Alumni Association, she also sings soprano in her church choir, enjoys watching rugby games, and volunteers annually at the Amelia Island Concours d'Elegance.



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BOOK INFO

Book Title: **An Author's Guide to Online Marketing**

Subtitle: **Top Elements of Marketing on the Web
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More Books!**

Release Date: **March 27, 2018**

Price: **Paperback, \$9.95**
ISBN: 9781980642732

Kindle E-book, \$3.99
ASIN: B07BP7JNCS

Both available on Amazon.com

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Your book's being published! Now what?

You've written the greatest book in the world and a publisher is putting it to print. How will you sell it? Fortunately, the Internet is one of the greatest gifts to authors seeking to sell their work. But the sheer number of options can leave you bewildered and uncertain where to begin.

An Author's Guide to Online Marketing walks you through each step of creating a powerful, cohesive marketing strategy for your book using free and low-cost tools available to you online. A checklist of action items for each chapter gets you started on implementing tips from the book.

Before you know it, you'll have a powerful author website, blog, and social media accounts. You'll be tossing around jargon like a pro and setting up a sales funnel to maximize the earning power of your author platform.

What are you waiting for?

The world needs what you were born to share.

Let them know your book exists!

Lynn Maria Thompson has been helping authors tell their stories since 2003.

She is a professional speaker and the author of **The Feline CEO** print book and the *A Professional Writer's Ladder to Success* series of e-books.

Image from Fathom.com

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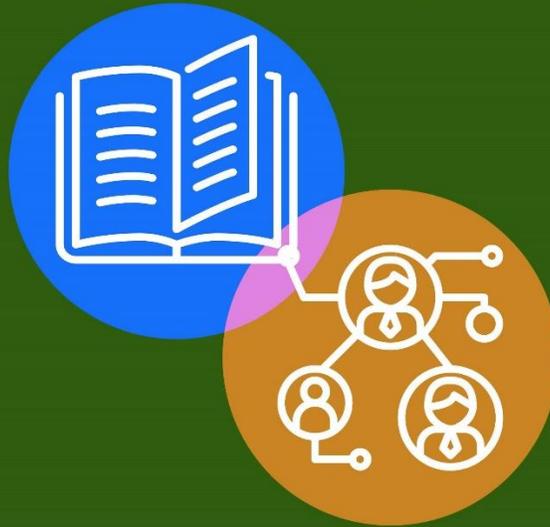
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THOMPSON
Writing & Editing

Publisher

Thompson Writing & Editing, Inc.

3646 Crimson Oaks Drive

Jacksonville, Florida 32277

(904) 672-7466

www.thompsonwriting.com