

Guerilla Tactics: Promotional Strategies for the Cash-Strapped Author

The North Carolina Writers' Network 2012 Spring Conference

The University of North Carolina at Greensboro

Saturday, April 28, 2:30-4:00 pm

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www.ncwriters.org

Objectives:

1. Discuss the do's and don'ts of author website design;
2. Develop successful techniques for garnering media attention for your book and events;
3. Learn how to mobilize the robots at Amazon.com to work for you

Text (provided by instructor):

Handouts distributed in the workshop and available for download at www.lcfiore.com/guerilla.

I. Market Yourself

- A. You have limited time and money, so focus
- B. Your website is your business card

II. Author Website: www.REMcDermott.com

- A. Top Banner
 1. Name/title clear
 2. Design flourishes enhance book's theme
 3. Menu is clear and easy to navigate
 4. Contact link is easy to find
- B. Blog introduction – optional
- C. Blog
 1. Content updates on homepage
 2. Use audio and visual and text to spice up content
 3. Use dynamic headlines and tags
- D. "Subscribe" buttons easy to find
- E. Social media buttons easy to find
- F. Jpeg of book cover clear and easy to find—one click to purchase page
- G. Links—optional
- H. Archives/Recent Posts
- I. Bio
- J. Contact

III. Press Releases

- A. Find an angle
- B. Silas House Fall Conference 2011 Press Release example

IV. Amazon.com

- A. Reviews and "Likes" are pivotal to book's success
 1. Solicit through giveaways
 2. Solicit anyone who expresses mild interest
- B. Enable "search inside the book"
- C. Develop e-reader version
- D. Keywords (for self-published only)
- E. Use product details to fullest extent
- F. Use relevant tags
- G. Create an Amazon Author Page