

# Internet Book Marketing Workshop

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Handout from Bob Baker – [FullTimeAuthor.com](http://FullTimeAuthor.com), [Bob-Baker.com](http://Bob-Baker.com)

## 4 Things You Need to Know About Social Networking and the New Rules of Online Book Promotion

Social networking is simply an extension of \_\_\_\_\_.

This is the age of the \_\_\_\_\_.

Practice \_\_\_\_\_ target marketing. \_\_\_\_\_ the target.

Let your fans \_\_\_\_\_ with you. Practice \_\_\_\_\_ promotion.

**Social networking sites:** MySpace, Friendster, LinkedIn, Xanga, Yahoo 360

**Video sharing sites:** YouTube, Google Video, Yahoo Video, VideoEgg, Dailymotion, Jumpcut

**Tagging and social bookmarking sites:** Technorati, Digg, Del.icio.us, Yahoo My Web 2.0, Kaboodle, RawSugar

**Blogging sites:** Blogger, Wordpress, TypePad, LiveJournal

**Podcasting sites:** Gcast, AudioBlog, Odeo, Podomatic, Libsyn

**Other important social sites:** Craig's List, Flickr, Squidoo, 43Things

**Resource:** [StephanMiller.com](http://StephanMiller.com) has the following extensive directories:

- 124 Tagging/Social Bookmarking Sites
- 264 Places to List Your Blog
- 289 Article Sites - PR sorted
- 427 Free Directories Sorted by PageRank
- 52 Article Announcement Groups

**Resource:** Bob Baker's Full Time Author Squidoo lens:  
[Squidoo.com/selfpublishingprofits/](http://Squidoo.com/selfpublishingprofits/)

## **Making the Most of Amazon.com**

- Register and set up a “real name” identity, such as “Joe Smith, author of ...” or “Joe Smith, CoolBook.com”
- Post reviews of books related to your topic. Sign them “author of ...”
- Create some “Listmania!” and “So You'd Like to ...” lists. Include references to your book and web site within the various text areas.
- Start an AmazonConnect account. Set up your profile and add to your “plog.” These posts show up right on your book’s sales page. You can even include live links to your own web site within them.
- Use the “Tag this product” feature, if you can find it.

## **6 More Secrets to Internet Book Marketing Success**

1. Don't use your web site and Internet presence only to sell your book. Think of them as tools that help you start and maintain relationships with a growing number of readers and buyers and fans.
2. Share who you are and what you know. Demonstrate your talents and expertise through free articles, ezines, blogs, video clips, podcasts, audio, special downloads, sample chapters, tips sheets and more.
3. Stay narrowly focused on your identity. Don't try to be all things to all people. Determine your niche and make sure everything you do and say supports it.
4. Chip away at success. Do two to five small things every day to promote your book online. Don't expect a homerun to save you.
5. Use the online tools that cater to your strengths. Are you better at the written word or the spoken word? Do you present yourself well visually? Your answers will determine how you present yourself online.
6. Ask for the sale and make enticing offers for people to subscribe to your ezine, purchase your titles, attend your events, etc.

Bob Baker is the author of “Guerrilla Music Marketing Handbook,” “Branding Yourself Online,” “MySpace Music Marketing,” and many other titles. Visit [Bob-Baker.com](http://Bob-Baker.com) for more info and to subscribe to Bob's free ezines, blog and podcast.