

Media Kit

An Author's Guide TO Online Marketing, Second Edition

**Top Elements of Marketing on the Web
and How You Can Use Them to Sell More Books!**



by
Lynn Maria Thompson

Media kit

AN AUTHOR'S GUIDE TO ONLINE MARKETING, SECOND EDITION

THE BOOK

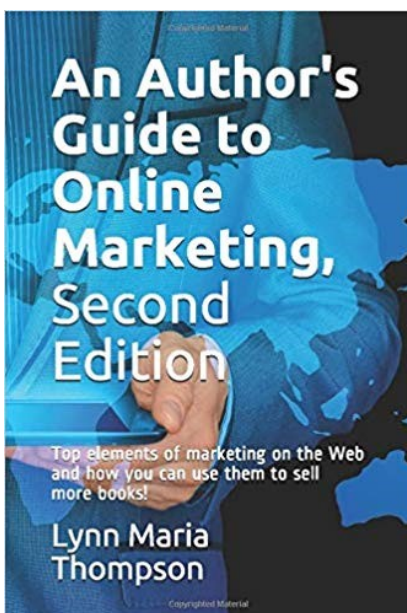
DESCRIPTION

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 Anchor: 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 Management Systems

Backlink Sources: Discovery Engines

Boosting Your SEO: Online Directories

Pay-Per-Click Advertising

Your Automated Assistant: Chatbots

Talk It Up: Podcasting and Internet Radio

Keeping Your Fans: Email Marketing

Targeting Tools: Author Promotional Sites

Your Own Sales Force: Affiliate Marketing

Making News: Press Releases

Growing Your Fan Base: Contests and Quizzes

Educating Your Fans: Online Courses and Webinars

Fostering Loyalty: Membership Sites

Tuning the Engine: Monitoring the Effectiveness of Your Online Marketing

Paying the Bills: Freelancing Online

Summary

Glossary of Online Marketing Terms

Digital marketing changes quickly, so the Second Edition includes an **Index** to make it easier for you to find things, and **ten new chapters** summarizing all the latest tools authors are using to market themselves online!



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 released a book on leadership in 2019 entitled *The Feline CEO* that brings 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 Jax Online Marketing Meetup (The JOMM). 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.



BOOK INFO

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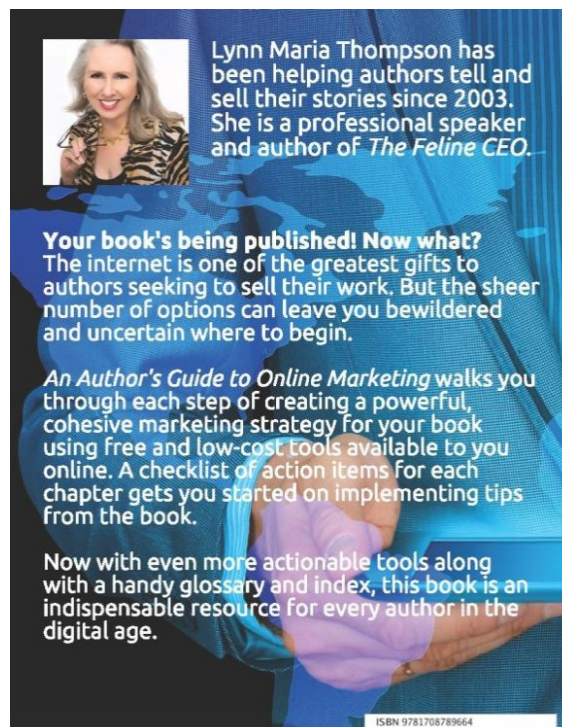
Kindle E-book, coming soon

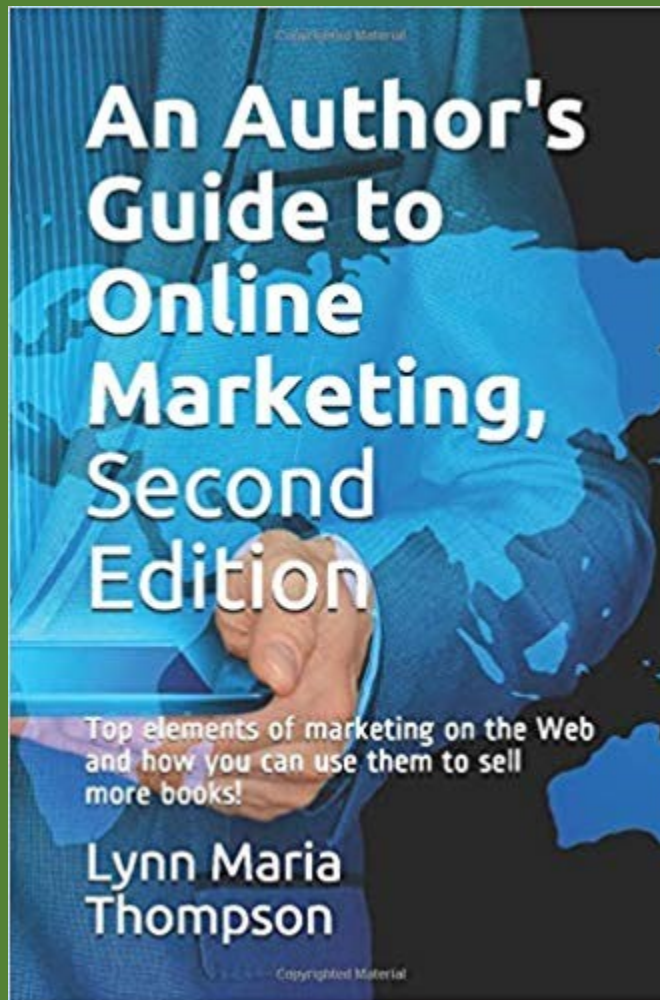
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