


# Marketing & Monetizing

**Online Promotion and  
Revenue Streams for Authors**



**Stephanie Chandler**  
@bizauthor | @NonfictionAssoc

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## What Do You Want to Be Known For?

*Claim Your NICHE and Step on to the Virtual Stage*

1. Define Your Target Audience
2. Identify Their Wants/Needs
3. Establish Your Authority
4. Become a Resource
5. Choose Your Business Model



**GOAL = SERVE**

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## Small Biz Thoughts.com

*Author/Speaker/Consultant for IT Business Owners*




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Melinda Emerson  
@SmallBizLady

SmallBizLady  
2015 REINVENTION weekend  
Oct 9-10, 2015 Philadelphia, PA  
www.succeedasyourownboss.com/reinvention2015

85,296 Retweets 21,842 Replies 2,384 Likes 18

Melinda Emerson @SmallBizLady  
We couldn't wait to tell you 2015 #ReinventionWeekend is back Oct 9-10

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Kemble Scott  
Fiction Writer

KEMBLE SCOTT

Kemble Scott updated a video  
SoMa Episode 2: the tunnel of love  
18,622 views  
Author Kim Scott says the true story behind one of the scenes from his new SMART is the commuter train service for San Francisco, but it's also where stranger

the sower  
the sower  
SoMa

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Patrick Schwerdtfeger  
Social Media Victories

Patrick Schwerdtfeger  
Social Media Victories

Think Bigger!  
See Patrick's Programs

Week's Year Business  
KEYNOTE MASTERY  
MARKETING SHORTCUTS SELF-EMPLOYED

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### J.A. Konrath

Thrillers and Publishing? Straddling Two Niches




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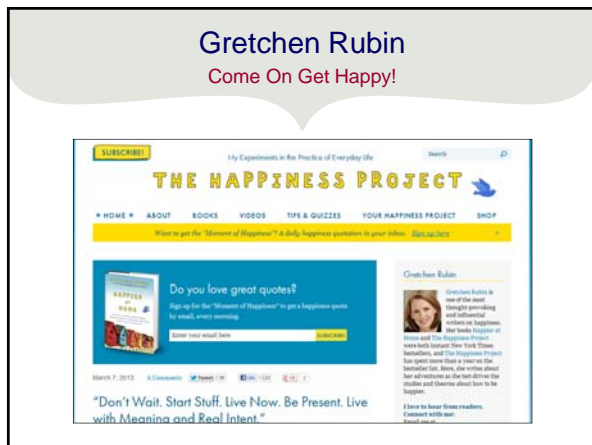
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### Gretchen Rubin

Come On Get Happy!




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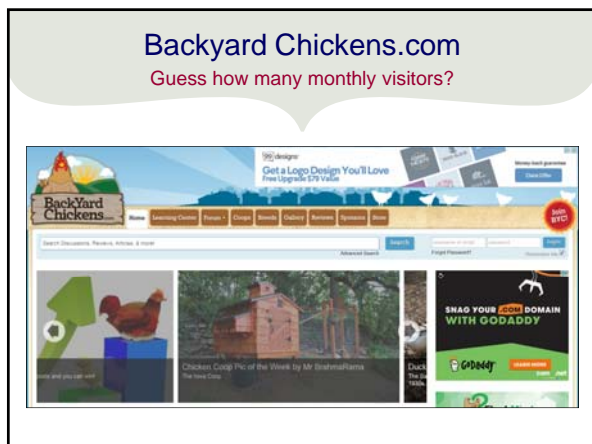
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### Backyard Chickens.com

Guess how many monthly visitors?




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## SEO Best Practices

Small Changes Make a Big Difference

- Keyword Concentration
- Relevant Incoming Links
- Anchored Links
- Frequent Updates
- **Content is King**




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## The Power of Blogging

Your Secret Weapon

- Great SEO
- Build Your Audience
- Media Potential
- Content from Customers, Peers, Employees




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## The Big Secret: Content

Showcase Your Expertise

- Articles/Blog Posts
- Product Reviews
- Industry News
- How-to Tips
- Case Studies
- Interviews with Executives
- Editorial Commentary
- *Enlist Peers, Clients, Employees*




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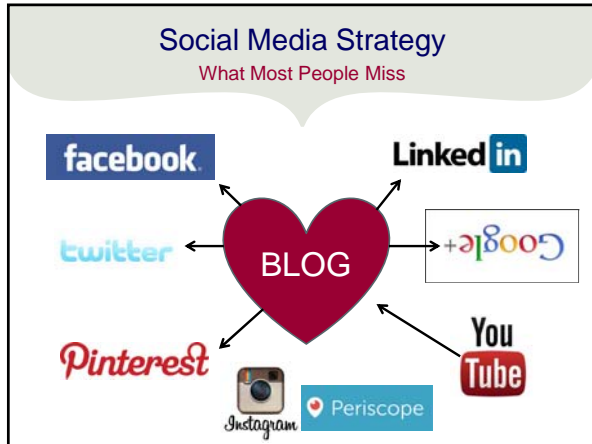
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### Podcasts, Teleseminars, Webinars

Expand Your Reach

- Single events, series or conferences
- Be a guest on other people's programs
- Host your own
- Promote via social media
- Archive on your site
- Distribute via iTunes

This section lists strategies for expanding reach through podcasts, teleseminars, and webinars. It includes a bulleted list of actions and logos for various platforms: InterCall, webex, iTunes, blogtalkradio, GoToMeeting, and wsRadio.com.

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### Video

Potential to Go Viral

- Generate traffic
- Attract target audience
- Establish expertise
- Add interest to your website
- Inexpensive to produce

This section discusses the potential of video to go viral. It includes a bulleted list of benefits and a screenshot of a YouTube video titled 'Evolution of Dance - By Judson Laipply' with 210,564,390 views. The video shows a man performing a dance on a stage.

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### Grow Your Audience

Tap into the Power of Community

- Community is vital
- Find your target audience
- Figure out where they spend their time
- Engage in existing communities
- Start your own
  - Meetup.com
  - LinkedIn Groups
  - Ning
  - Yahoo Groups



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### Email Marketing

It's Not Dead!

- Permission to market!
- Build your list
- Give incentive
- Options:
  - Constant Contact
  - iContact
  - Mail Chimp
  - Aweber



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### Bloggers Rule

Huge Influence

- Guest Posts
- Interviews
- Book Give-aways
- Book Reviews



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### Book Reviews

Essential for Sales

- Amazon Reviewers
- Book Review Targeter (software)
- NetGalley
- BookBub
- Goodreads
- Bloggers
- Friends, Peers




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### Show Me the Money!

Monetizing Your Business




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### Niche Books

Food-Allergy.org




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## Workbooks

High Perceived Value, Low Competition


**Books**

- Reference & Text Preparation (2,345)
- Children's Reading & Writing Education Books (2,732)
- Children's Activity Books (294)
- Children's General Study Aid Books (327)
- Children's Math Books (2,382)
- Children's Study Aids Books (1,272)
- Children's Books (18,792)
- Self-Esteem (232)
- Parenting & Relationships (1,285)
- Job Hunting & Career Guides (202)
- Religion & Spirituality (4,298)
- Self-Help (2,483)
- Education & Teaching (18,872)
- Health, Fitness & Dieting (4,954)
- Arts & Photography (2,447)
- Biographies & Histories (202)
- Business & Money (7,298)
- Children (16)
- Children's Books & eBooks (2,822)
- Comics & Graphic Novels (48)
- Computers & Technology (2,824)
- Cookbooks, Food & Wine (143)
- Crafts, Hobbies & Home (1,208)
- Psychology (8)




**The Habit Change Workbook: How to Break Bad Habits and Form Good Ones** Oct 18, 2009  
by James Dobson and Cherry Pedros M.N.  
Paperback  
~~\$23.95~~ **\$17.99** off (Paper)  
Get it by **Wednesday, Sep 30**  
More Buying Choices  
**\$13.92** (used & new (42 offers))

★★★★★ • 20



**The 7 Habits of Highly Effective Teens Personal Workbook** May 27, 2014  
by Sean Covey  
Paperback  
~~\$13.97~~ **\$10.99** off (Paper)  
Get it by **Wednesday, Sep 30**  
More Buying Choices  
**\$1.99** (used & new (86 offers))

★★★★★ • 43



**The Couple's Survival Workbook: What You Can Do To Reconnect With Your Partner and Make Your Marriage Work** Jan 21, 2011  
by David Olson and Douglas Stephens  
Paperback  
~~\$24.97~~ **\$16.99** off (Paper)  
Get it by **Wednesday, Sep 30**  
More Buying Choices  
**\$18.98** (used & new (42 offers))

★★★★★ • 22

Trade in yours for an Amazon Gift Card up to \$1.01!

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## Professional Speaking

Keynote = \$\$\$

- Speaker page
- Focused topics with great titles
- Testimonials
- Video clips
- Answer "Call for speaker" requests



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## Teleseminars and Webinars

SpeakerNetNews.com



**Subscribe**

**Submit a Tip**

**Complaints**

**Teleseminars & Webinars**

**Interviews**

**Audio/Video**

**Resources & Support**

**Advertise in SNN**

**Become an Affiliate**



**SpeakerNet News Programs**

We offer experts who can give you cutting-edge information for running your business. Listen, learn, and participate in live, 1-hour phone-based teleseminars and computer-based webinars.

Register for any seminars you think would be helpful for you, or order recordings of upcoming or past seminars.

- Free our teleseminars **with** and frequently asked questions
- Why SpeakerNet News teleseminars are a good investment
- Pricing of teleseminars and recordings
- Get a **discount** on recordings with our Subscription Series
- Our refund policy
- Delivery of your order
- Our Privacy policy

**Upcoming Programs**

Special for teleseminar registrants: everyone who registers for the teleseminar will get the MP3 recording for free!



Integrate Powerful Hollywood Music Tracks  
Techniques to Emotionally Engage Your Audience  
with **MP3 Files**

**Program**  
Order Now!

For information about the Best Practice Award for Best Award Winner, click here.

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### Online Education

Teach!

- Via Webinar and Teleseminar
- Online Classes
- Self-Study Programs
- Online Conferences




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### Certification Programs

Example: OnePageBusinessPlan.com

A screenshot of the OnePageBusinessPlan.com website. The header includes the company name and navigation links: HOME | ABOUT | CONTACT | SOLUTIONS | BOOKSTORE | CERTIFICATION. The main content area features the headline "Increase Your Value As a Trusted Business Advisor" and "Add One Page Business Plan Solutions to Your Toolkit". Below this is a photograph of three business professionals (two men and one woman) and a paragraph of text describing the certification program.

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### Information Products

Profit from Your Knowledge

- Books
- Ebooks
- Special Reports
- Whitepapers
- Tips Sheets
- Workbooks
- Training Programs




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## Special Reports

PublicityHound.com



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## Membership Program

HerbMentor.com



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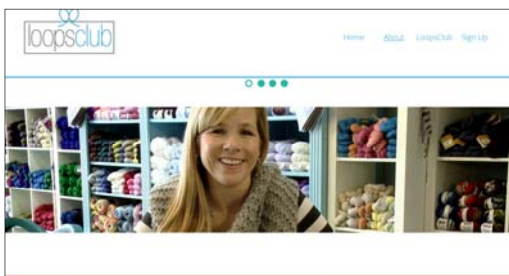
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## Subscription Program

LoopsClub.com



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### Advertising

Great for High-Traffic Sites

- <http://Adsense.com>
- <http://RevenueHits.com>
- <http://Kontera.com>
- <http://Chitika.com>

Affiliates:

- <http://cj.com>
- <http://jvzoo.com>
- <http://clickbank.com>
- <http://Rakuten.com>

**Comcast® - Official Site**  
 Sign up for SPEEDY internet from Comcast. Find offers in your area.  
[www.comcast.com/speedy](http://www.comcast.com/speedy)

**High Speed DSL - \$14.95/Mo**  
 Switch Now with No Down Time. Free Huber & Setup. Order Today!  
[DSLonline.com](http://DSLonline.com)

**AT&T™ DSL Official Site**  
 \$19.95 + Free Wi-Fi Access at Over 17,000 Hot Spots, incl. Starbucks®  
[att.com](http://att.com)

**DSL Service At \$18.99**  
 Get Up To 8 Different DSL Connections! DSL w/ Dynamic or Static IP, VoIP, etc.  
[dynam.net](http://dynam.net)

Ad by Google

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**Corporate Sponsors**  
They Need You

- Speaking
- Spokesperson
- Blogging
- Site Ads
- Give-Aways
- Webinars
- Twitter Chats
- Event Sponsorship
- Books in Bulk










**The UPS Store** 

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**Plant Your Garden**  
Three Seeds Each Day




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**Thank YOU**  
I Appreciate Your Time!

**Questions?**

[NonfictionAuthorsAssociation.com](http://NonfictionAuthorsAssociation.com) | [NonfictionWritersConference.com](http://NonfictionWritersConference.com)  
 Twitter: [@bizauthor](https://twitter.com/bizauthor) and [@NonfictionAssoc](https://twitter.com/NonfictionAssoc)






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