


# 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

85.2K  
20,682  
114K  
2,384  
18

Melinda Emerson  
#SmallBizLady  
Follows #1 Influential Woman for Entrepreneurs, Host @SmallBizLady, Author @Success Your Own Boss @ 12 Months @SmallBizLady, @SmallBizLady

Tweets, Retweets & replies Photos & videos

Melinda Emerson @SmallBizLady · Apr 19  
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  
4 years ago · 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

HOME ABOUT PROGRAMS VIDEOS RESOURCES CONTACT

Think Bigger!  
See Patrick's Programs

Week's Year Business  
KEYNOTE MASTERY  
MARKETING SHORTCUTS

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### J.A. Konrath

Thrillers and Publishing? Straddling Two Niches




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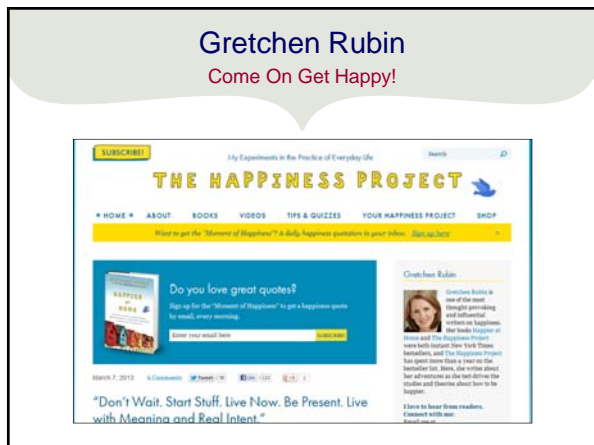
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### Gretchen Rubin

Come On Get Happy!




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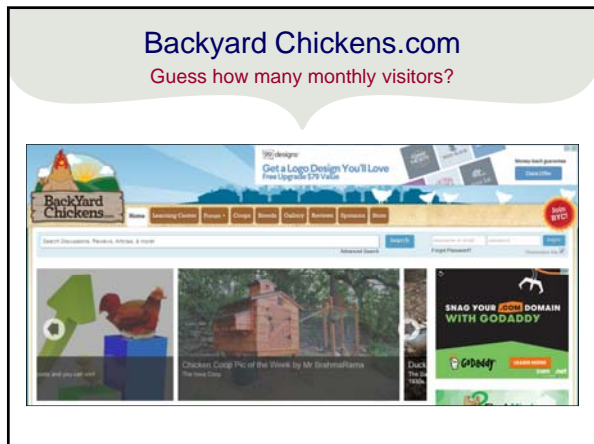
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### Backyard Chickens.com

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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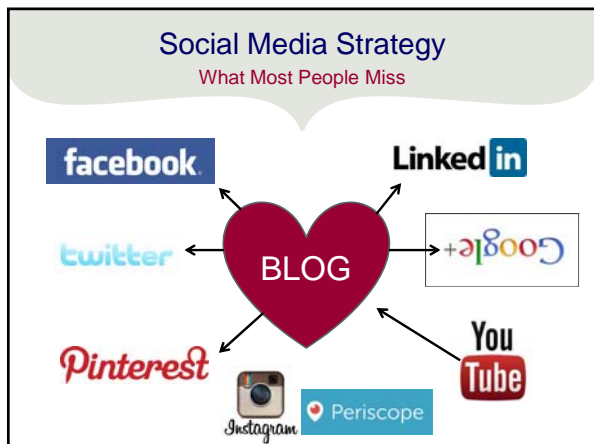
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### Podcasts, Teleseminars, Webinars

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

Logos for 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

A screenshot of a YouTube video player. The video shows a man in a red shirt and blue pants dancing on a stage. The video title is "Evolution of Dance - By Judson Laipply" and it has 210,564,390 views.

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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 (3,382)
- Children's Study Aids Books (1,272)
- Children's Books (18,792)
- Self-Esteem (232)
- Parenting & Relationships (1,287)
- Job Hunting & Career Guides (202)
- Religion & Spirituality (4,286)
- Self-Help (2,387)
- Education & Teaching (18,872)
- Health, Fitness & Dieting (4,954)
- Arts & Photography (2,447)
- Biographies & Memoirs (202)
- Business & Money (7,395)
- Children (16)
- Christian Books & Bibles (2,822)
- Comics & Graphic Novels (48)
- Computers & Technology (2,824)
- Cookbooks, Food & Wine (143)
- Crafts, Hobbies & Home (1,208)
- Psychology &



**The Habit Change Workbook: How to Break Bad Habits and Form Good Ones** Oct 18, 2009  
by James Dobson and Cherry Pedros M.S.  
Paperback  
~~\$23.95~~ \$17.99 **off** ★★★★★ • 20  
Get it by **Wednesday, Sep 30**  
More Buying Choices  
**\$13.92** (used & new, 42 offers)



**The 7 Habits of Highly Effective Teens Personal Workbook** May 27, 2014  
by Sean Covey  
Paperback  
~~\$13.97~~ \$10.99 **off** ★★★★★ • 43  
Get it by **Wednesday, Sep 30**  
More Buying Choices  
**\$1.99** (used & new, 86 offers)



**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  
~~\$24.47~~ \$16.99 **off** ★★★★★ • 22  
Get it by **Wednesday, Sep 30**  
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**\$16.99** (used & new, 42 offers)

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

Audioclips

Resources & Suppliers

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.

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- Pricing of teleseminars and recordings
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- Our refund policy
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- Our Privacy policy

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

Integrate Powerful Hollywood Movie Trailer Techniques to Dramatically Engage Your Audience with **Webinars**

**Presented by** [Name] [Click for info!](#)



For information about the Best Practice Power Top Five Best Webinar Series, 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](http://OnePageBusinessPlan.com)

The One Page Business Plan Company

Business and Strategic Plans | Performance Management | Leadership Development | Sales Growth | Non-Profits | Start-Ups

### Increase Your Value As a Trusted Business Advisor

Add One Page Business Plan Solutions to Your Toolkit

Over the last twenty years certified coaches, trainers and consultants have successfully implemented One Page Business Plans in mid market companies, sales organizations, non-profits and divisions of Fortune 500 companies around the world.

Our certification program provides professional business advisors and educators with the learning, coaching and implementation tools that help their clients breakthrough to the next level of success with One Page Plans.

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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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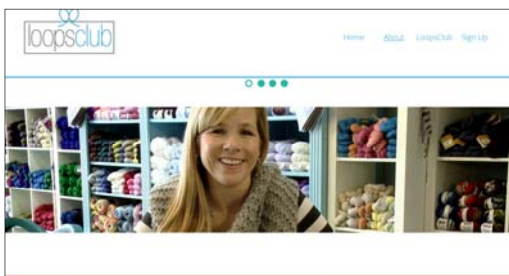
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## Subscription Program

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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