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HANDOUT: STREET TEAM MARKETING

ARTICLES OF INTEREST

<http://writerunboxed.com/2008/06/11/what-exactly-is-a-street-team/>

<http://wegrowmedia.com/the-power-of-enthusiasm-should-you-create-a-street-team/>

<https://buildbookbuzz.com/how-to-create-a-street-team-for-your-book/>

TOOLS

You might find these resources and tools helpful to you in forming and nurturing your street team. If you discover something cool, let me know about it so I can add to this handout for the future.

<http://www.simplecrew.com/>

<http://www.simplecrew.com/some-killer-apps-that-will-help-your-team-communicate-like-bosses/>

<http://www.simplecrew.com/6-street-team-software-applications-that-will-help-you-manage-your-street-team/>

<https://asana.com/guide/get-started/begin/quick-start> (Asana is a FREE project management tool that is helpful for coordinating team efforts, and other stuff. I've used Asana for years now in my business and find it indispensable.)

<http://www.thewritersally.com/CoSchedule> (A social media management tool that also helps you coordinate content marketing across platforms. Has a team function so you can assign tasks as well. This is an affiliate link—I've been using CoSchedule for nearly four years and I love it!)