Facebook Book Marketing

Does it Make Cents?

My Intention

A roadmap for choosing the best marketing tools for you

Questions to Ask Yourself

Where are you heading?

What do you like to do?

What are you good at?

What are your resources?

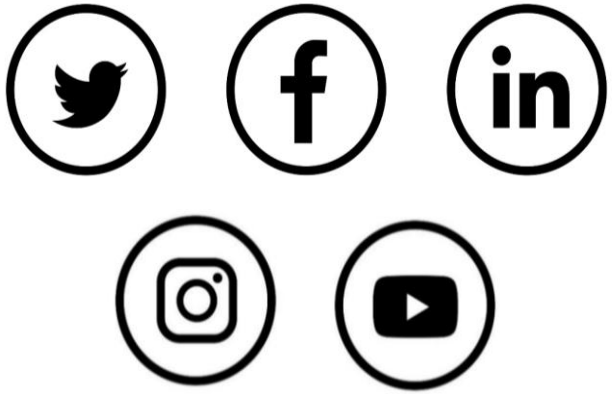
Which Makes Cents for You?

Owned Media

Website

List

Social Media



Podcast/Blog

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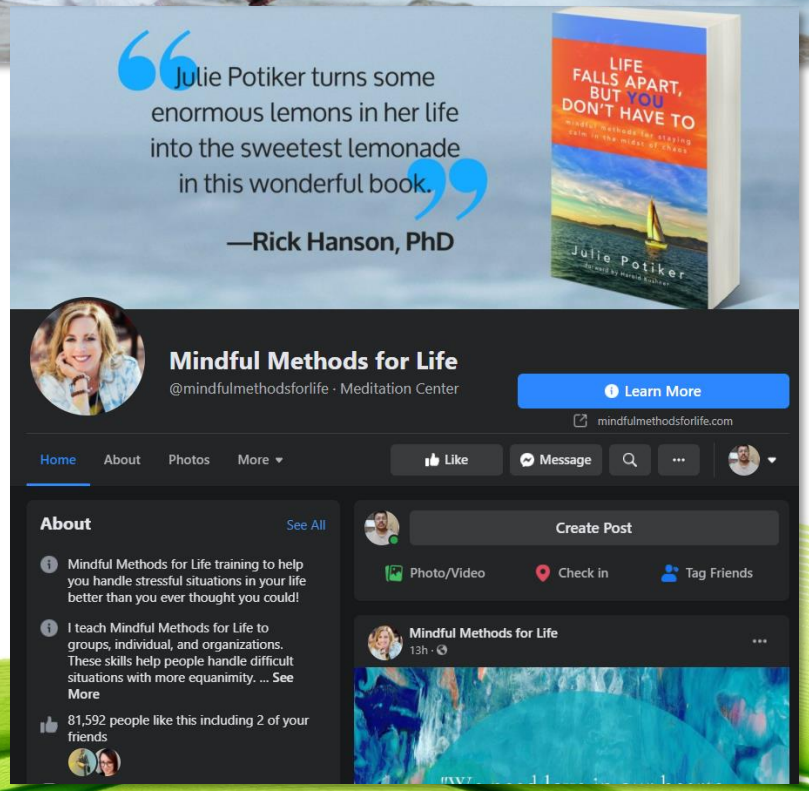
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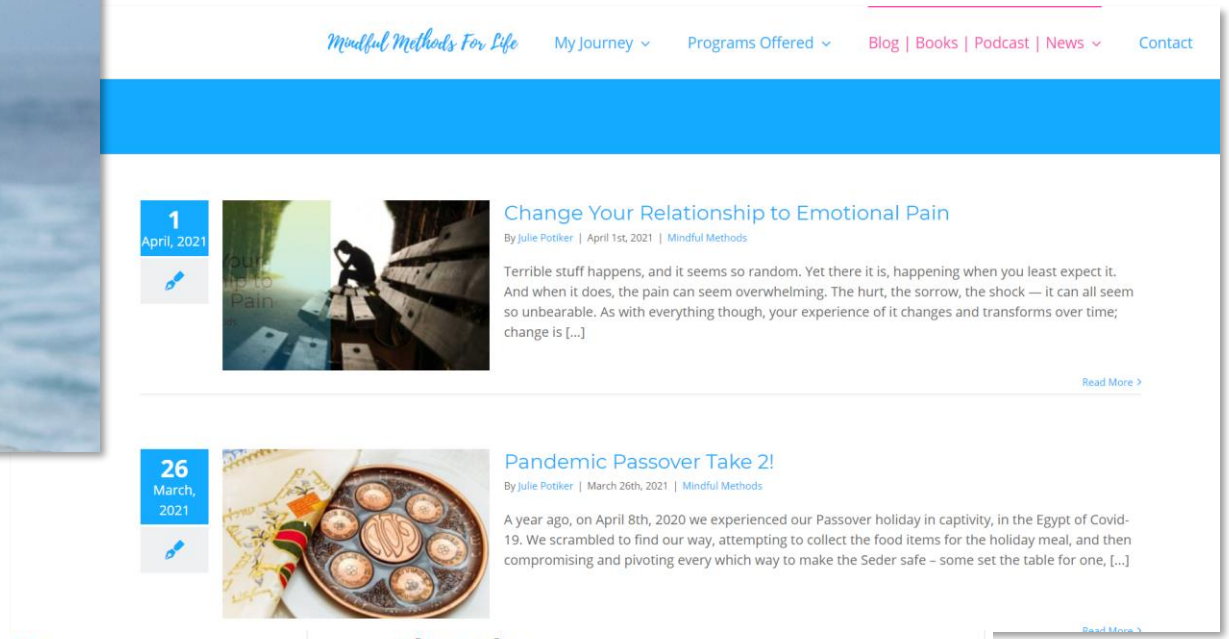
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April, 2021
Change Your Relationship to Emotional Pain
By Julie Potiker | April 1st, 2021 | Mindful Methods
Terrible stuff happens, and it seems so random. Yet there it is, happening when you least expect it. And when it does, the pain can seem overwhelming. The hurt, the sorrow, the shock — it can all seem so unbearable. As with everything though, your experience of it changes and transforms over time; change is [...]
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March, 2021
Pandemic Passover Take 2!
By Julie Potiker | March 26th, 2021 | Mindful Methods
A year ago, on April 8th, 2020 we experienced our Passover holiday in captivity, in the Egypt of Covid-19. We scrambled to find our way, attempting to collect the food items for the holiday meal, and then compromising and pivoting every which way to make the Seder safe – some set the table for one, [...]

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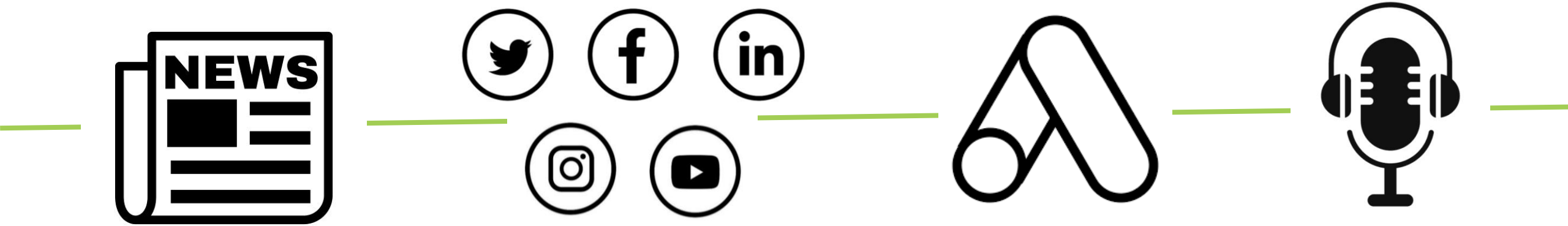
Which Social Media Platform is Best for You?

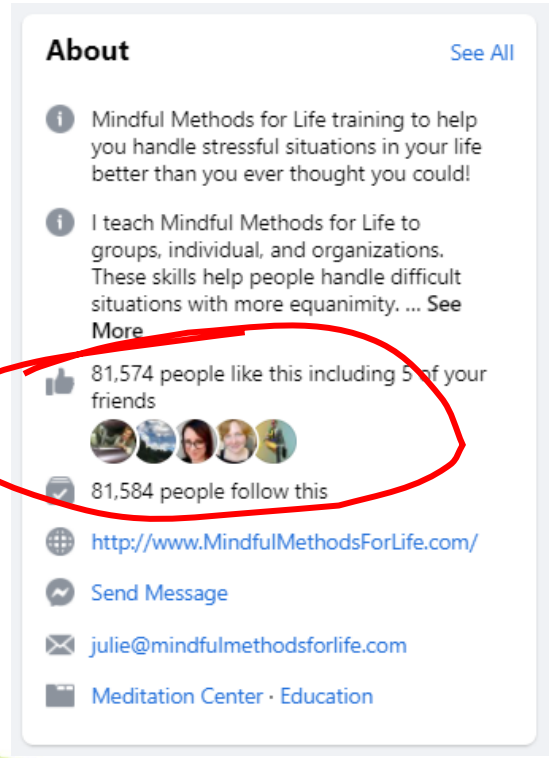
Paid (aka advertising)



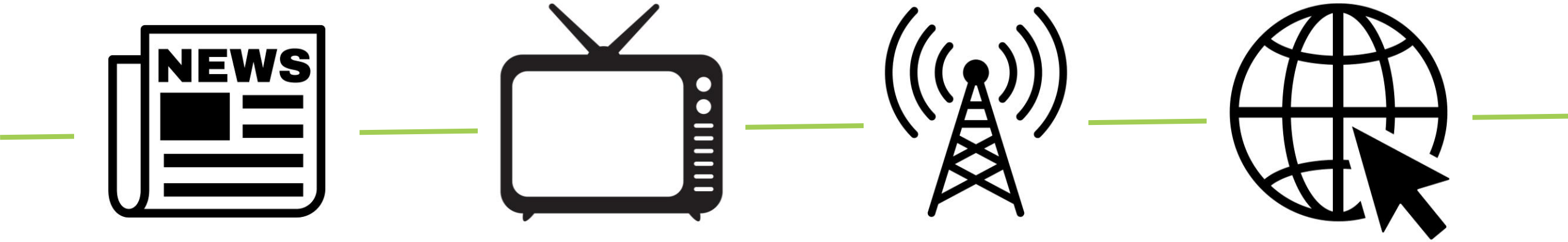
Crowdsourcing

Baseline: **211 fans**
Build start: 7/28/16
Today (5/3/21): **81,574 fans**

Baseline: **67 followers**
Build start: 8/4/16
Today (5/3/21): **9,828 followers**



Earned (aka PR)



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