

Define your niche

- Who is most likely to need or want your book right now!
- **Urgent need**
- **Immediate Solution**
- **Equals book sales**
- Where can they be found in mass quantities?
- What is the best way to contact them with your message multiple times?

Develop a web presence

- Blogs, Flogs, & Vlogs
- Web page (parked)
- Web site (multiple pages)
- Networking sites (MySpace, Facebook, etc.)
- Media releases
- Articles submission sites
- Reciprocal links
- Podcast, Videocast (YouTube)

Keywords for Domains

- Develop a set of at least 10 keywords to help you determine the most appropriate domain name.
- List your keywords in order of importance (descriptive of your site and service) or how most people would likely list them in a search. Think like a potential client.
- Commonly misspelled words may be valuable keywords.

Title Tag

- The headline of the web site
- Each page in your site has a title tag
- Should be no more than 5-8 words
- First words in the series carry more weight
- Keep in mind keyword phrases?
- No “click here” links!

Keyword Suggestion Tools

- www.wordtracker.com
- <http://www.webconfs.com/website-keyword-suggestions.php>
- <http://marketing.networksolutions.co/web-promotion-tools.php>
- <http://tinyurl.com/ndjz63> (Google)

Meta Tag (sub-headline)

- Should be 20 to 25 words
- You can also use “keyword phrases

- Check other sites meta-tags via View & Source
- Keyword ratio on content page (landing page) is 4 – 10% of the written content.
- Avoid keyword stuffing or inappropriate excess use of a keyword.

Keyword Density Checker

- www.webconfs.com
- Keyword density checker may also show you “keywords” used frequently on your site that are not in the title tag or met tags and perhaps should be.
- You can develop “keyword rich phrases” to use in everything you write, web sites, on all contact info, in interviews, etc (a from of branding?).
- You might also want to check keyword densities for competitor’s sites.

Blogs

<https://www.amazon.com/gp/arms/role/>

Find better blogs.

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

<http://blogs.ebay.com/>

Find other blogs

- Technorati.com

Blogger Linkup

- <http://www.bloggerlinkup.com/guest-post-offer> — Use this link to offer to do a guest post for other bloggers.
- <http://www.bloggerlinkup.com/guest-post-ask> — Use this link to request guest blog posts from others (for your blog).
- <http://www.bloggerlinkup.com/review> — Use this link to offer books and other products for review.
- <http://www.bloggerlinkup.com/sources> — Use this link to request sources (potential guests) for interviews.

AllExperts.com

Answer questions for your readers and create mini-articles that are searched by keyword. After a year or so, you will have the content via your answers to create another book. You also get the satisfaction of an immediate response.

Media Kit Development

Rik Feeney

Author Photograph:

- ☐ 300 dpi (high resolution) version
- ☐ 72 dpi (low-res online) version
- ☐ 300 dpi grayscale version (for magazines and newsprint)

Book Cover Photograph:

- ☐ 300 dpi (high resolution) version
- ☐ 72 dpi (low-res online) version
- ☐ 300 dpi grayscale version (for magazines and newsprint)

Front/Spine/Back Cover Photograph:

- ☐ 300 dpi (high resolution) version
- ☐ 72 dpi (low-res online) version
- ☐ 300 dpi grayscale version (for magazines and newsprint)

Author Biography:

- ☐ 10 word biography (bio box / station break succinct biography)
- ☐ 100 word biography (short biography)
- ☐ 500 – 1000 word (extended biography)

Book Synopsis / Marketing Description:

- ☐ Chapter by chapter (one paragraph each) description (fiction).
- ☐ Marketing description including benefits (non-fiction).
- ☐ Table of Contents (non-fiction)

Media Release

Excerpts from the book

Interview questions:

- ☐ 20 to 30 questions, including answers, why you wrote the book, why people want to read it, and what's in it for the reader and the person interviewing you.

Book Statistics:

- ☐ Title, author, ISBN, LOC, Page count, Price, Trim size, Publisher, Distributor, etc.

Book Reviews / Testimonials / What others say...

Contact Information

Link to download PDF version of media kit

Call to Action

Additional (potential) Elements:

- ☐ Audio clips
- ☐ Video clips
- ☐ Links to other books / resources