

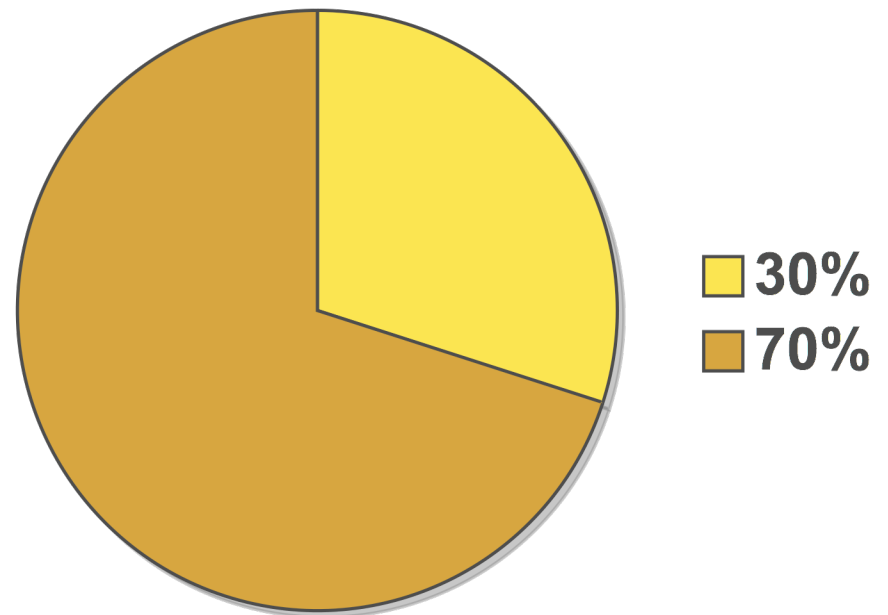
Web Marketing for Writers

Pittsburgh Writers Project

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Why market?

- 195,000 new novels published by traditional publishers in the U.S. every year
- 70% sell fewer than 500 copies each
- **Find your readers through the web**



Source: ReadWriteWeb, TK Kenyon, 10/2007

Writers using the web

- Evanovich.com Janet Evanovich
- Murketing.com Rob Walker
- JulieLongWrites.com
- SusanCourtad.com
- SherrieFlick.com

Define goals

- What do you want to achieve online?
 - Test out ideas and gather material
 - Create/support your readership
 - Showcase writing to editors/publishers
 - Sell your book

Make an online home

- Get a domain name (yourname.com)
 - GoDaddy.com
- Create a website
 - WordPress.com
 - Tumblr.com
 - Host it yourself
- Make an RSS feed
 - Feedburner.com

On your website

- Bio with photo
- Contact information
- Samples of writing & published works
- Press clips
- Links to related sites
- Event calendar & news
- Blog posts

Simple blogging

- Notes about topics that interest you
- Interviews with writers or experts
- Questions for your readers
 - Plus your reactions to their responses
- Questions *from* your readers
- Photos and daily observations
- Cool sentences and ideas

Extend and connect

- Social networks
 - Facebook & MySpace
 - Special interest (BlogHer, mommy blogs)
 - Twitter
 - LinkedIn
 - Flickr
- Amazon blogs and reviews

Get noticed

- Comment on other sites
- Be a contributor/guest blogger
- Write reviews
 - Amazon
 - GoodReads
- Participate in relevant forums
 - Example: urbanbaby.com/talk/posts
- Mention your website everywhere

Measure results

- Google Analytics
(google.com/analytics)
- Mint (haveamint.com)

Make a PWP web network

- Link to each other
- Read & comment
- Share ideas
- Aggregate feeds into PWP site

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