



**Berrett-Koehler  
Publishers**

# **BK Author Web 2.0 Handbook**

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## Getting Your Customers Talking Online

***So you're hoping to build conversation and interest among your customers? There are two practical ways to do this online!***

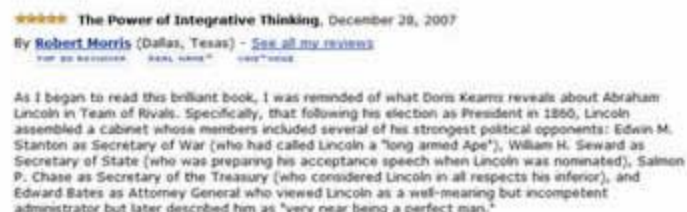
**- What:** *Create a review or reader comment form on your own website! Setting up this simple form on your website can allow your customers to post thoughts on your books, services, or products.*

**- Why:** When visitors come to your website and start getting to know the service or product you provide, one of the best pieces of information you can give them is what other happy customers thought.

**- How:** There are many ways to get this done.

- If you have access to create a page on your website or to paste a pre made HTML code, you can get a third party service provider such as Caspio Bridge ([click here to go to Caspio Bridge website](#)) to help you set up a "comment" form on your website. You can have these comments emailed to you automatically once submitted and you will be able to review them before posting to your site ([click for more from Caspio Bridge](#)).

- One great way is to pull reviews on your book from Amazon and paste them into a page on your site. Why not pull the 5-star comments and display them proudly from a review page on your site? To do this, you can simply copy the 5-star image and corresponding text by selecting it all with your mouse and pressing (Ctrl-C) then pasting into your site with (Ctrl-V). If you're working with strict HTML coding, you can right click the page you are on, click "View Source," copy the portion of HTML that appears with the 5-star review, then paste it into you HTML document.



**- How Much:** This could be free or cost hundreds of dollars depending on how many forms or how customized you would like your forms to look. Here is an example of the [pricing from Caspio Bridge](#). They are also available to chat at 877-820-9100

**- Help:** Besides perusing the site and chatting with the folks at Caspio Bridge, you can get more free help from other service providers of the same sort. Here are a few we found:

- (1) Site: <http://www.freedback.com/> 1-800-583-6455, Pricing: [Click Here](#)
- (2) Site: <http://www.formsite.com/> Fax: 630-737-1891, Pricing: [Click Here](#)

- **What:** *Using marketing-oriented email signatures (AKA Signature Block) which consists of one or more lines containing information on the author of a message and is sometimes accompanied by an image.*

- **Why:** These are located at the bottom of your emails and often have the effect of "signing off" a message. This can be a great way to impress your logo upon readers or create more brand awareness for yourself, as well as remind readers how they can reach you in a memorable way.

- **How:** Create a small [jpg/jpeg](#) or [gif](#) image of what you want to show at the bottom of every email and post it to your server and link it to your email signature, or simply paste it into every email you send! Be sure to keep it relatively small. The biggest ones we've been comfortable seeing are no more than 300 pixels wide or 200 pixels tall. Here is a great screenshot example of a block used by one of our authors!

Okay, I admit it; I added the hotlink to [bkconnection.com](http://bkconnection.com) to Mike's e-signature above, but I encourage all of you to include a link from your book icon in your e-signature to the BK website, where we will then forward it to Amazon, Barnes&Noble, Powells, or other popular e-commerce sites if your customer prefers. The reason to come to our site first is that we will offer digital goodies on your page that can only come from the publisher.

- **How Much:** Free if you can create your own image and past it into your email. Between \$50-\$250/hr for expert graphic designers and implementation firms. Depending on your level of need and your ability or the ability of your expert, the project could take anywhere between one to five hours.

- **Help:** Check out these great links:

- (1) [Coolsig - Find Great Email Signatures](#)
- (2) [What does your email signature say about you?](#)
- (3) [Signature Block](#): Wikipedia's definition of an email signature
- (4) Email Signatures in [Microsoft Outlook](#) and [Outlook Express](#)
- (5) Email Signatures in Apple Entourage ([click here for a great pdf tutorial](#) from Digital Overload)

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*The right people – the right conversations – the right time.*



[Read About](#) Mike's new book *The Connect Effect*

Order from [bkconnection.com](http://bkconnection.com)

That's it for this half of the month. We'll see you again in two weeks. In the meantime, if you have any questions, please email them to David Marshall at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com)

## Book-Based Author Videos

**Now you'd like to generate online interest for customers with Author Videos? This tactic is essential to a successful promotional strategy!**

**What:** Create a short video promoting both your book and yourself and post it online! The internet provides a growing community of eager readers looking for attractive and exciting literature. Berrett-Koehler created a 2-minute video that lets the viewer know who you are, the inspiration and big idea of the book, why you are uniquely qualified to write the book, why you chose BK as your publisher, and what you think the reader will get out of the book, or the takeaway. This is a self-contained web-based marketing unit that can live and breathe 24-hours a day on our website, [bkconnection.com](http://bkconnection.com), [Amazon.com](http://Amazon.com), [Barnes&Noble.com](http://Barnes&Noble.com), YouTube, and [relevant social networks](#) and online affinity groups.



**Two BK author video examples:**

[VIEW CLIP #1:](#)  
Carol Kinsey Goman  
[Nonverbal Advantage](#)

[VIEW CLIP #2](#)  
Michael Dulworth  
[The Connect Effect](#)



**Why:** 1) Nothing sells your books like a compelling pitch from you to your prospective readers. You can allow the visitors access to many aspects of your book which are effectively delivered in your own words. You may expand on many topics that can create a healthy, desired interest to read further: plot or purpose inspiration, philosophies and perspectives, criticisms, outside contributions and influences, and so on. When potential customers see and hear you, and can feel your passion for your message, they are better equipped to make an informed buying

decision in your favor. 2) You need to stay competitive, and so does Berrett- Koehler. If you search on the New York Times Bestseller list on [Amazon.com](http://Amazon.com), you will see that quite a few big books already include a promotional author video. I predict by the year 2010 this feature will be a table stake, without which you will be at a disadvantage selling your books online versus other authors with similar themes who took the plunge.

**How:** After creating your video, you can visit a growing number of resources for online video posting.

-Creating your Book-Based Video is largely a product of your creativity. Successful videos range widely-- including scripted interviews, expositions on your work's concepts, book auto-reviews and video book trailers using a variety of animation. What must be present in each video should be the exciting and alluring elements which make both you and your book appealing.

-Berrett-Koehler has produced a video production/content template to allow you to make videos at 1/3 to 1/4 the cost of doing it yourself as long as you re-use our standard format. Part of the costs are kept low by grouping 3 to 4 authors together in the same shoot, which amortizes the equipment rental costs. If you are in the San Francisco Bay Area, we will be scheduling video shoots throughout the year in conjunction with Author Days to include out-of-town authors. If you are in other cities or towns, we'll send you the production template so that you will only need a local camera person to rent the equipment and shoot the videos according to the standards set forth in the template. Afterwards, your local video person will send the tapes to me in San Francisco to create the final product.

-You may record your video on a webcam, but the digital video of a camcorder will retain a greater quality and professional appeal.

-Posting to large video data bases like [YouTube](http://YouTube) or [Outloud.TV](http://Outloud.TV) is relatively simple, and only requires a video file and a free registered account. These sites currently accept video files in .wmv, .avi, .mov, .mpeg, or .mp4 formats. If you have a personal website, or a promotional website for your book, your video may be added posted with html directly to your site.

-Further promotion of your video would include URL links of your video on publishing websites, purchasing websites, book review sites and blogs, and social network profiles.



**How Much:** Depending on the video recording devices, websites, or profiles you already have, costs may range from hundreds of dollars to absolutely free. The total costs for a 6-hour shoot will be between \$800 and \$1,000. With four authors, even at the top end, the price per author will be \$250. In some parts of the country where equipment rental or cameraman labor is higher, this price may fluctuate. If this is still too high, I can show you how to create a budget-oriented video with your PC or laptop using a video cam. For example, I shot the following BK Community Love Song from the built-in camera on my MacBook Pro, edited it with iMovie, and uploaded it to YouTube—all within three hours. The cost: \$0.

#### Do-it-Yourself [YouTube version](#)

If you don't own a computer with a video cam, just borrow a friend's for the day. Purchasing a webcam and microphone will undoubtedly be cheaper than a camcorder, at the sacrifice of quality. Posting on your own website or book-promo website is ideal, but your video's URL can easily be planted in reviews, purchase pages, and profiles.

You can find free reviews and cost reports for camcorders on many sites--here are a few to start with:

- (1) [Camcorders on Yahoo](#)
- (2) [Ratings and Info on Camcorders](#)
- (3) [PC World Price Finder](#)

Here are some sites to peruse for webcam and video software reviews and reports:

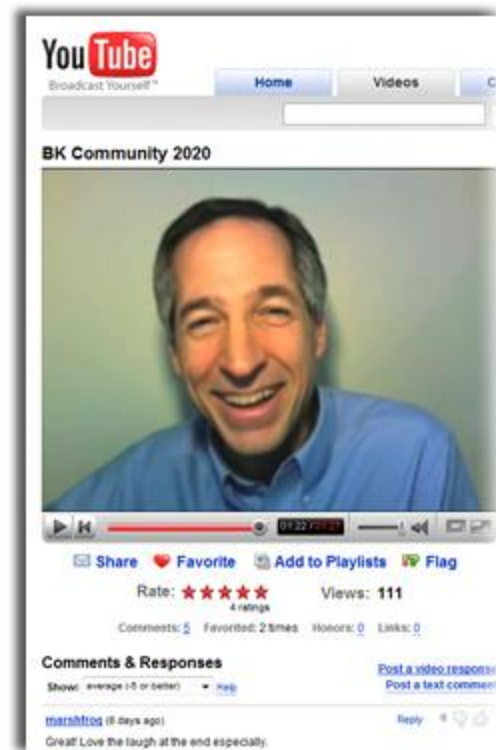
-Webcams and microphones

- (1) [Google C-Net](#)
- (2) [Nextag Best Webcams](#)

-Video Editing Software

- (1) [From PC Mag.com](#)
- (2) [The Best from Videoguys.com](#)

**Help:** Many sites and publishers offer instructions on creating book video trailers and reviews, some of which are free and others require a subscription fee. We've found a few sites that may help you get started:



- (1) [Authors on the Net](#) (requires free subscription)
- (2) [21-Day Trial Offer for Video Posting](#) from InstantVideoGenerator.com
- (3) [Questionnaire by Patrice-Anne Rutledge for online book promotion](#)

*For more information about how to get started with the BK Author Video program in your area or to try one of the do-it-yourself methods, drop me a line at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com). David Marshall, BK Digital Community Builder*

## Your Podcasts on iTunes

**Ready to provide customers with an opportunity to have constant updates on your products and ideas? Podcasts are exactly what you need!**



**What:** Create a series of audio or video files which, by subscription, can be accessed for viewing as they are uploaded. Podcasts allow subscribers to view your updates as often as they want and on their own time. For some example--and inspiration, too--check out the podcasts of two Berrett-Koehler authors:



(1) Debbe Kennedy, author of upcoming BK book, *Putting our Differences to Work*, features other BK authors at her Global Dialogue Center website:

<http://www.globaldialoguecenter.com/events/bk-currents.shtml>



(2) The newly launched podcast of Jared Bernstein, author of upcoming BK book, *Crunch*: <http://www.econocorner.org>

**Why:** The podcast audience is constantly growing and the use of podcasts by everyone, from corporate manager to amateur, is becoming more common everyday. When subscribed to your podcast, customers can access your podcasts from their computer and then can place those files on many web-connected devices, such as MP3 players, for later viewing. Online podcast directories are also available, for those who are searching for a podcast like yours. The iTunes directory is popular, allowing for easy and organized podcast searches. Podcasts deliver because they simply allow a convenient simple way for you to build an audience and keep them informed of new thoughts, books or services.



**How:** Setting up your own podcast for iTunes is relatively easy and anyone with a web-connected computer, microphone and audio software can successful make a podcast. Thus, you have quite a large number of podcasters already on the web simply because podcasts can

entail any topic at all.

-You must determine how long you would like your show to be, what topics it will cover, and how often you would like to create new episodes.

-The layout and flow of your episodes is entirely subject to your creativity, but it would be wise to create interesting bits on the short side rather than long shows that drag and may tempt the listener skip around the file instead listening all the way through.

-Creating audio podcasts will best utilize its applicability, especially if you have already created author videos elsewhere on the internet.

-Leading and closing with music can add a nice personal flare to your shows, so creating music solely for this purpose is an option that can take time or money, but can also be free with free copyright-cleared music services like [PodSafe Music](#).

-After you have finished recording, you must encode your audio file to MP3 with a program like Audacity, which is available as freeware. MIT recommends these guidelines for bitrates when recording:

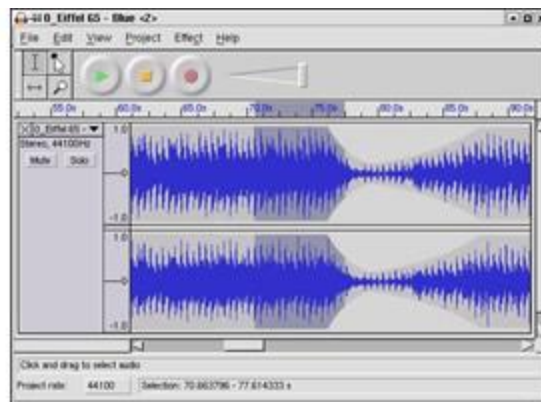
-48 to 56k Mono: lectures, audio books, talk radio

-64k+ Stereo: music, music and talk combinations

-128k Stereo: good quality music

-Now that you have your .mp3 file, you can link it with an RSS feed. Your RSS feed is written in XML. On the MIT how-to podcast page

<http://web.mit.edu/ist/podcasts/makepodcast.html>, the code for the RSS feed you would use is provided, leaving the things you need to change in bold lettering. Use this code, add in your information, save it as a .xml file in a text editor like Window's Notepad. This is the file that you will update when you have a new episode, and you can do so by changing only the <item> section of the feed code.



-Save your RSS feed on your web server and submit its URL to a feed validator like [www.feedvalidator.org](http://www.feedvalidator.org) to make sure it works correctly.

-After you know your code is correct, open the iTunes Podcast Directory to submit your feed.

You have to install iTunes, which is free, and you can just click on the link to run the directory submission program:

-iTunes Podcast Directory

<https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast>>



-On the Apple's iTunes podcasting site, more technical information regarding submission errors, troubleshooting, upkeep, etc. is available, and should be reviewed if you find yourself lacking an explanation.

**How Much:** The best part of podcasting is that it is free! ...for the most part. You need the ability to record, so depending on the quality of your computer's built-in microphone or the one you will purchase, you may have to spend a bit of cash. A recorder (hand held or software based) and headphones are also needed. The code is already provided online, and iTunes does not charge for submission or posting. Freeware is the best way to go as far as sound editing software and as long as you have internet service, you can upload your RSS feed to the net for free. Your listeners don't have to pay for the service either, so promote your podcast on everything you can: your social profiles, personal and business emails, purchase sites, etc. Joe Rizzo's How-To in the section below includes a detailed description of the equipment you may encounter in your search (Joe helped BK author Jared Bernstein get up and running with EconoCorner).

**Help:** Guidance on this type of project is crucial, especially if you are new to the programming world. This should not be a tiring task, but small mistakes are tedious to fix if you don't have the right instructions. Here's some good sites, all of different detail level, which should make your experience flow easily:

- (1) How-to, BK-sponsored document on producing a podcast and putting it up on iTunes, written by Joe Rizzo of Cosmic Circuit Studio in Berkeley, CA ([click here](#)).
- (2) <http://howtomakepodcasts.com/> - a nice, segmented site to guide the technical process.
- (3) <http://www.apple.com/itunes/store/podcaststechspecs.html> - apple's very techy guide which helps for specific questions and guidelines.
- (4) <http://web.mit.edu/ist/podcasts/makepodcast.html> - MIT's short and sweet podcast guide.
- (5) [http://www.pbs.org/mediashift/2007/02/digging\\_deeperyour\\_guide\\_to\\_po.html](http://www.pbs.org/mediashift/2007/02/digging_deeperyour_guide_to_po.html) - a good

resource for why to start a podcast

(6) <http://www.engadget.com/2004/10/05/engadget-podcast-001-10-05-2004-how-to-podcasting-get/> - a good site to follow if you have a Mac.

Finally, I plan to put a special podcast page on [bkconnection.com](http://bkconnection.com) next quarter, featuring our more prolific BK author podcasters. We'll direct traffic to your podcast from our site using automated RSS feeds. Let me know if you podcast regularly and want to be included on this page.

*For more information, drop me a line at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com). David Marshall, BK Digital Community Builder*

## Blogging for New Business

It's time to take a second look at blog sites—a Web 2.0 phenomenon that has redefined “authorship” and “readership” in ways that affect all of us.

**What:** Create an online web log (blog) to circulate your thoughts, ideas, and works. These publicly-viewed online articles are written on a regular basis – daily, weekly, bi-weekly, at least monthly, with a feature to provide instant reader feedback and conversation between the author and readers and between the readers themselves. Blogging allows everybody with a computer and an online connection to become an author, so now it is more important than ever to demonstrate why people should pay for some people's ideas and not for others. Your blog gives potential readers/customers an opportunity to both explore your ideas and provide feedback.



What makes blogs proliferate is the ability of your loyal readers to subscribe to your posts just like they would sign up for the regular delivery of a magazine or newspaper to their doorstep--using the magic of Really Simple Syndication ([description from Wikipedia](#)). Once a reader has electronically subscribed to your blog, they receive notification of your new posts automatically in their email mailboxes or blogging sites. They can even read the first part of your post, click on the hot-link and then read the whole piece. Imagine if 1,000 people subscribed to your blog this way. It would free you up as the author to concentrate on publishing quality content and let the distribution take care of itself. Think of the RSS feed as your online Berrett-Koehler.

In the retail book world, even Amazon has gotten into the blogging act by encouraging its authors to join its [AmazonConnect](#) blog, which allows authors to communicate with their customers directly from their Amazon book pages. BK author Beth Kephart shows us her Amazon blog below.

Readers of BK Currents books are heavily influenced by popular current affairs blogs:

[Daily Kos](#)  
[Altnet](#)  
[The Huffington Post](#)



**Why:** Although blogs have not been in the limelight for very long, the speed with which they have proliferated is nothing short of an explosive, informational wonder. This publishing treasure is also becoming quite the trend; *BusinessWeek Online* reports that "there are some 9 million blogs out there, with 40,000 new ones popping up each day." Authors are far from absent in this diverse pack. Blogs offer attractive idea-trafficking prospects; the concepts which form the foundation of a single paragraph in a work can themselves be examined and

elucidated, offering invaluable understandings of both the book and the author. There's no reason to lose the informal topics, however—many authors use blogs to voice their casual observations, be it critiques, rants, simple observations, jokes or anything else that may serve digital interest.

Here are some of the reasons why BK authors should blog:

1. increase their email base
2. solidify the loyalty of their existing customer base
3. build their email base for outreach programs
4. test new book ideas
5. receive feedback and fresh content from customers
6. keep messages in the public eye between new books and seminar appearances
7. keep their writing sharp
8. demonstrate to wider blogosphere what quality content looks like – set the bar high for the amateurs
9. it is actually pretty fun to put publish an article and then see people respond in real-time versus the old fashioned way through letters in the mail
10. easy to show individual creativity with graphics, pictures, illustrations, poetry, singing, video links, etc.
11. build community with other BK stakeholders to create a world that works for all

#### **How: Questions to Consider**

*-Should I build it myself or use a blogging service?* Using free blog publishing programs such as Typepad, Blogger (from Google), and WordPress offer easy setup routines that will have you posting blogs within an hour. These programs are awesome because of their ease of operation and maintenance. They are hosted by the sites themselves, relieving you of the hassle of finding your own host. You can simply link to the blog from your website. The downside is the limited ability to customize. Blog hosting sites can provide you with pre-constructed pages and the ability to link your page to your social network profiles (i.e. Facebook, LinkedIn) or your own websites. You can also blog within your author website, rather than link to it, but your hosting company may need to help you set this up.

*-Who is my audience and what do they want?* People who read your blog must have a reason to keep coming back. Decide what groups you want to reach and find other blogs that already communicate well with your target market. Make sure your intended content addresses the needs and desires of your audience.

*-What should I write?* Once you have your blog set up, post your first entries. You may follow these initial posts up with "status posts", but it's best to grab that online traffic with insightful understanding and genuine thoughts. Pick something that you may have some unique knowledge about—something that brings questions or understanding to your readers' minds. If it moves you, then most likely you will bring to the table a topic worth reading. Keep your topics fresh by attending to your blog. Your topics are free to expand as widely as they do in your

mind, so don't feel limited. This allows you to avoid repetition and droning. Watch the traffic on your site, because comments may offer new directions and also can reinforce your understanding of the interests of your audience. However, be aware of your expertise boundaries, because writing uninformed posts may lead to misunderstanding and loss of readership.

*-How do I grow my network?* Remember that you are plugging into a global network that includes everyone with a computer and an Internet connection. Your readers and contributors have blogs too, so be willing to link to other blogs and sites related to your interests. This creates a connection that allows visitors to bounce around the blogs via deliberate links, keeping the attraction high and the material fresh. Blog hotspots like TPM Café and [Technorati](#) garner blogger attention and energy. Joining these communities may inspire your own blog content and keep you aware of blog development. This also helps when people are searching for blogs on a topic, not just a particular author or book. Maintaining a list of blogs on your own blog has come to be known as "[blogrolling](#)." Get into it.

*-How do I get the search engines to find my blog?* Smart word choice can increase traffic to your blog site. As stated in a tip in Microsoft's "Small Business Center," "if your topic focuses on marketing a business overseas, use of the words 'marketing' and 'overseas' as often as possible and in varied permutations can help push your blog site toward the head of the search engine line."

*-How often should I post new entries?* Keep your blog updated. Nothing is more disappointing than coming back to a blog you've saved and finding that it has outdated or superficial posts. Build an audience with a solid, consistent posting performance.

**How Much:** Depending on how much control you want and how specific you'd like your blog to be designed, you could spend hundreds of dollars per year or nothing at all. With an Internet connection, you can find free, open-source, blog publishing software at various sources:

1. [Movable Type](#)
2. [WordPress](#)
3. [Subtext](#)
4. [Typepad](#)
5. [Blogger](#)
6. [Windows Live Spaces](#)

If you have programming-know-how or the funds to explore more sophisticated approaches, you can incorporate blogs into your own websites, using HTML coding to create many of the features present in leading blog software. The pricing of these options depends on which hosting services you use and how much operations responsibility you delegate to others.



**Help:** Many sites and weblog publishers offer instructions on creating blogs, some which offer tips and tutorials and others that expand on the utility of blogs. We've found a few sites that may help you get started:

1. [From BusinessWeek](#) (appropriately, a blog about the importance of blogs)
2. [From Six Apart](#) (an awesome forum on the Movable Type blogware; look for similar forums in any software you choose to use)
3. [From Microsoft](#) (Microsoft offers 7 tips on starting your blog—very useful and informal)
4. From Bloggers ([Andy Wibbels](#) writes about blogging and [Jack Humphrey](#) mentors bloggers)



Please visit some of your fellow BK authors' blogs for ideas and inspiration:

(1) Jared Bernstein on [TPM Cafe](#), author of the upcoming BK title: *Crunch: Why Do I Feel So Squeezed (and Other Economic Mysteries)*, and *All Together Now*



(2) Beth Kephart on [AmazonConnect](#), co-author of recent BK release *Zenobia*

(3) Thom Hartmann's [website blog](#), co-author of *Cracking the Code* and *Screwed*

Stay tuned: We are constructing a BK Community Blog page on bkconnection this month, which will connect to author's blogs by automatic RSS feeds. As you update your blog throughout the week or month, you will be just one click away from the 10,000 people who visit our site each month from around the world. If our visitors become intrigued by the title or first line of your article, they may hyperlink over for a visit. And so the BK Community grows.



For more information, drop me a line at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com). David Marshall, BK Digital Community Builder

## Website Design for Authors

**Build your readership by leveraging the internet—an attractive, well-designed website will do wonders in promoting your books.**

**What:** Create an author or book-focused website which directs readers to information about you and your works. With a website, you form an opportunity for your visitors to learn about you, the author, and interact with your thoughts and works via blogs, comments, FAQ's, and many other mediums of intra-site communication. Equally important, your website can provide customers with the ability to purchase products directly from your site or link to other sites such as BK community portal [bkconnection.com](http://bkconnection.com), [Amazon](http://Amazon) or [Barnes & Noble](http://Barnes & Noble), view sample work, preview chapters of current or upcoming books, and stay up-to-date on books in your pipeline.



**Why:** Expand your marketing edge with sharper online tools; websites have become staples of successful promotion and business management. Book authors must maintain a digital presence even if most of their products are sold from traditional brick-and-mortar locations. A website not only brings visibility to your books, it can establish your credibility as an expert on your chosen topics. Having your works on the internet may also attract additional audiences. And your website works for you 24 hours a day, 7 days a week, even when you are sleeping; it is your non-stop promoter.

**How:** Since website design has a reputation as tedious and time-consuming work, many choose to hire a web designer or work closely with a tech-savvy individual. But you can create a professional site all by yourself using simple tools and templates.

*Blueprint* - Start by jotting down a "blueprint" for your site—what you want to include, a rough visual sketch of the layout, a general color scheme, a timeline for delivery, and a budget. Keep the timeline and budget a bit flexible, as you will likely encounter pieces of the website puzzle that require much more attention than you initially anticipated.



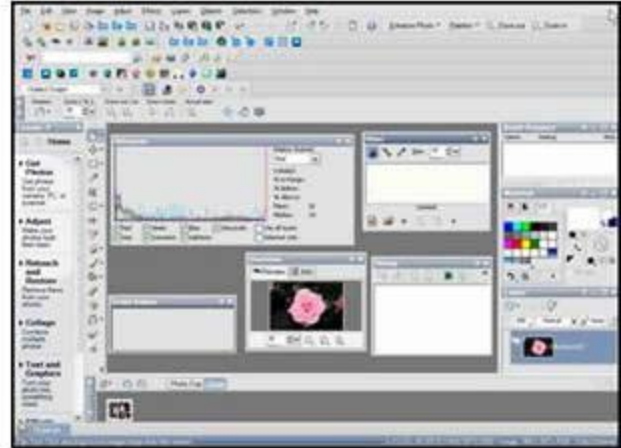
*The Basics* – Focus first on a simple site that includes pages for your bio, descriptions of your books, news for your works, and a way to order books. If you visit other author websites, you'll find that each site includes different promotional tools, such as blogs, author videos, webcasts, interviews and photo galleries. Fortunately, we've already covered some of these interactive

tools in past issues of the BK Author Tip Sheet, so integrating them into your site will be much easier than building them from scratch.

*Style* - Remember the elements of sites which annoy you, like neon lettering on loud backgrounds, text too small to read comfortably, busy backgrounds and setups, and long loading times. You can avoid these common mistakes by visiting the sites of well-established authors who have their sites expertly built. Take their site presentation as free consultation. Keep everything simple and fluid.

#### *Do-it-Yourself Software or Hosting Templates*

– If you are building the site yourself, either invest in a web-building program such as Print Shop Web Designer, or select a hosting company with a wide assortment of templates to build from. The leading hosting companies offer easy-to-modify templates that require no programming or technical training. Building with user-friendly software should not only help to quell any fears about writing code, but should also make this process enjoyable. Remember to leave ample time for learning and training. Community colleges and online sources offer courses in using these programs. If you want to investigate the template route, check out [IX Web Hosting](#) and [GoDaddy](#) for examples. As background, I use an IX Web Hosting template for my family-owned [Marshall Books](#) website, which my non-techie wife updates with no trouble.



*Keeping it Fresh* - Be ready to make updates as you return to your site and observe your traffic. You may see better ways to present and structure your own site's presentation. If you have a news and events section to inform your readers on where you will be speaking next, be sure to keep it updated.

*Web Hosting Company Selection* – Be sure to choose a company that does not limit your number of pages. Some companies have starter programs for \$5 per month but only allow you to have 5 web pages. Most people outgrow this limitation quickly. Also look for programs that provide lots of storage and memory in case you want to host video and audio components on your site. If you think you will be blogging, also look for a hosting company that incorporates blog software into its overall offerings.

**How Much:** Building a website on your own can be quite time-consuming, so while it may cost \$50-\$200 for web design software and a monthly fee (\$5 to \$10) to have your site hosted online, you may decide your time is better spent writing and in public speaking engagements. Hiring an IT manager or web design company to handle the site development will give you

much more ease in creation and access to newer developing technologies. The pricing of web design varies, but including long-term maintenance and upgrading, you may pay anywhere between \$35-\$250 an hour on designers, depending on how reliable, talented, specialized or effective they are. Generally, a professional site can be developed between \$3,000 and \$30,000 depending on how small and simple or large and complex it is, then you should plan on monthly retainers of \$300 to \$3,000 for ongoing maintenance, updates, and utilization of the newest technologies (generally about 5-10% of your initial site development cost). If you choose a professional service, find someone who provides high-quality and on-time deliverables, favorable pricing, and excellent customer service.



**Help:** Since not all BK authors are alike, the help section is split into three categories: Beginners, Experienced, and Masters. Find your comfort zone.

**Beginners:** Purchasing web design software usually comes with comprehensive tutorials and guides, but finding some online is free and simple. Here are some sites that we even used ourselves. They contain more topics than you'll have the time to cover, so just spend time on what you need.

1. A tutorial site by [eXtropia](#)
2. [SmartWebby's](#) design guides
3. [Adobe Design Center](#)

Web hosting templates come in many flavors. Here are some we recommend:

1. [GoDaddy](#)
2. [IX Web Hosting](#)
3. [BlueHost](#)

...or compare web hosting plans from the excellent review section on [CNET](#)

**Experienced:** If you have a smooth running website, but want to add video, blogs or podcasts, check out past issues of the [BK Author Tip Sheet](#) on how to incorporate these media-rich components into your site. And [Widgetbox](#), [Yahoo Widgets](#), and [Google Gadgets](#) are three cool sites to find free interactive components to make your site come alive.

**Masters:** Two new areas that are heating up are paid webinars and Internet movie marketing. An upcoming BK Author Tip Sheet issue will focus on virtual author tours and online seminars based on webinar technology, but meanwhile you might want to see what the [BK Author Cooperative](#) is doing with webinars, and check in on the latest from [WebEx](#), a Cisco company. Although most webinars to date have been free—helping customer reach but not the pocketbook—the paid model is starting to gel.

Internet movie marketing is one of the most exciting areas to hit book publishing. Free Range Studios, which produced the award winning [The Meatrix](#) and [The Story of Stuff](#), is now working on Internet Movies for at least two high-profile BK authors. Free range produced the BK Author Video series, the first batch of which is now on [YouTube](#) and Barnes&Noble.com (see Juanita Brown talking about [The World Café](#)). Call me if I've piqued your interest.

**BK Author Show & Tell** - Here are some BK author sites with strong book marketing components:

[Carol Kinsey Goman on \*The Nonverbal Advantage\*](#) (May 2008)

[Paul Polak on \*Out of Poverty\*](#) (February 2008)

[Lynda Gratton on \*Hot Spots\*](#) (February 2007)

[Brian Tracy on \*Eat That Frog\*](#) (January 2007)

[Alex Pattakos on \*Prisoners of Our Thoughts\*](#) (Paperback – January 2008)

[Beverly Kaye and Sharon Jordon-Evans on \*Love 'Em or Lose 'Em\*](#) (3rd Edition – March 2005)

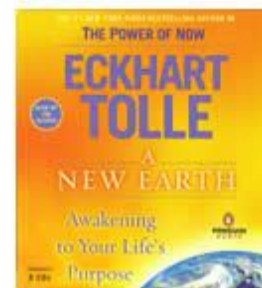
Also check out the [True North](#) book site, which Joe Chung of Thalas developed for bestselling author Bill George. Joe also helps us produce the BK Author Tip Sheet every two weeks.

Finally, if you don't have a website yet and want to get started, give me a call; I would be glad to advise you. If you already have a website but want to update it, I can give you a couple names of webmasters who can review it for you and make upgrade recommendations for reasonable rates. If you are a master and have best practices to share with the rest of us, I would love to hear from you. Call me at 415-743-6463 or email me at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com).

## Virtual Book Tours and Seminars

**Ready to connect with the customers from the virtual stage? Add a new dimension to the author-audience relationship with the power of web conferencing!**

**What:** Many authors wish they could clone themselves so they could be in two places at once, rather than having to decline one invitation in order to accept another. Now web technology and services are making author cloning a reality—forever changing the way authors and readers communicate. There's no better evidence this technology has come of age in the book publishing world than [Oprah Winfrey's seminar](#) for Eckhart Tolle's bestseller *A New Earth*. The internet enables the Power of One, whereby one voice that can reach and influence millions of people, unconstrained by traditional physical communication channels. Create a forum in which you can interact with your readership, potential readers, or publishers with Web conferences--or, as newly coined, "webinars," short for web seminar. With a webinar platform, you can deliver book presentations and virtual author tours via the internet. The level of participation ranges from a one-way presentation with limited viewer participation to instant polling, video, shared documents, and multi-user interaction.



**Why:** Webinars, in conjunction with other online promotion tools, provide highly valued benefits to authors. The most striking benefits are cost, reach and simplicity. Seminars and presentations often call for time-consuming and expensive travel and lodging. After payment for travel expenses, the speaking room, equipment rentals, and event staffing, the cost of a physical conference can become prohibitive unless a minimum number of paid attendees show up. Webinars can easily take place in homes and offices with little more than the cost of software, online hosting, and a presenter. Additionally, the conference can spread as wide as the web. Hosting conferences spanning a state, country, or even the globe, is well within your reach and budget. Those invited also benefit from the ease of interaction, which somewhat depends on the software you choose, but we'll touch on that later. By offering your readers and simple and affordable way to hear you speak and communicate with you during your presentation, you build customer loyalty and word of mouth marketing, which is the most lasting kind of marketing. And since they are already online when your virtual book tour or seminar ends, they are just one click away from purchasing your book.



**How:** Some professional speakers fear they will lose their instant contact with their live audience, such as hearing the laughter after a joke, the collective groan after a moving story, or the thunderous applause after a rousing presentation. Ten years ago, collaboration software was not very good at simulating this speaker-audience interaction, but now it's much better. Although presenting through cyberspace may initially feel impersonal, treat your preparation just like you would a stage presentation; you may be surprised by how intimate you can become with your web audience. Many articulate people who would raise their hand in a crowded room will raise their virtual hand and move the conversation in new and exciting directions.

**PREPARATION** -Thoroughly prepare your subject matter, software, and associated materials. Test your links, document sharing, and interaction functions so that they enhance instead of impede the delivery of your message. Make sure you have all your files in common formats (i.e. documents in rtf, sound clips in mp3, images in jpeg) and that the features of the hosting program function as easily and smoothly as described. If you're planning on polls to assess attraction or questions to spark interest, put them together far in advance so that you have time to add and refine.

**WEB PRESENCE** - Equally important is your own presence. Run through your key points, displays, and questions as often as you can before your presentation, being careful to remain loose and relaxed as you present, especially if you open up your webinar for Q&A.

**TIMING** - Schedule your webinar based on your audience. Be cognizant of time zones, holidays, and work-week scheduling. Choosing a time in the early afternoon may balance well if you have an audience that spans nationally or globally. Sticking with times near lunch will work better for more locally centered audiences. Avoid the holidays and weekends, as people may be less inclined to stay planted in front of a computer. If possible, aim for the middle of the work-week, avoiding the Monday rush and the distraction of Fridays.

**MARKETING** - Promote with a passionate presence. Sending out invites one to two months in advance via email to secure registrations, gather contact info, and build interest. Immediately after registration, a confirmation email should be sent. An email reminder 1-2 weeks before the event is important, as is an email the day before which may be accompanied by a phone call. Many presenters use third-party service firms to help them recruit webinar attendees.



WEBINAR PLATFORMS - Microsoft LiveMeeting, WebEx, and Adobe Acrobat Connect are among the dominating web conferencing applications with extensive and user-friendly features. You may also want to consider [Uliveandlearn](http://Uliveandlearn.com), the webinar firm the BK Author Cooperative has chosen for its members. The setup varies with each company, but is accompanied by excellent tech support and tutorials. Look around for what suits your needs; [webconferencing-test.com](http://webconferencing-test.com) is a nifty comparison site to help you decide.

Debbe Kennedy, author of upcoming BK book *Putting Our Differences to Work*, shares some wisdom and web conferencing experience with us:

1). Global Dialogue Center CONFERENCE CENTER  
Our center is powered by Microsoft Office Live Meeting Professional 2007. We have capacity for up to 1250 attendees. The platform is a new upgrade for us this year. It has some amazing features, including video cam, streaming video, private and group chat, polling, whiteboards, handout bin, sharing and breakout rooms. Additionally, it has built-in VoIP (Voice Over Internet Protocol), which allows participation of US and international attendees without phone; you just throw on your computer headset and login to the console to see and listen (no phone charges for anyone!). It also has a built in event registration system with survey, invitations, follow-up, web-posting, reports and enrollments. The 2007 system is simple to use and customizable beyond imagination.



For me, it as a "cyberspace RV with a low carbon footprint that can meet people anywhere in my "global neighborhood."

Insights for successful meetings and events:

- \* Partnering with others adds interest to the meeting with variety of voices
- \* Remembering people like to be engaged in the meeting; inviting them in early on.
- \* Focus on creating an experience that brings value vs. selling anything. The prep, content, interaction, and heart you put into it is the big seller.

Recent event where we used all of the above:

A Women's Leadership Gathering to commemorating International Women's Day  
121 women from 13 countries put their fingerprint on the day. We used VoIP and a Conference Call line. We planned for "come and go" attendance over in an 8-hour women's dialogue. Many stayed all day. Here is a [visual overview](#) story and reflections of the event:

### The Rest of the Story:

This 8-hour pilot above lead to a 4-event custom series with Greater IBM Business and Social Network in April, May, August and October. The first 2-hour "Women's Leadership Gathering" is April 11.

### 2) Debbe Kennedy's Virtual Office at the Global Dialogue Center CONFERENCE CENTER

Since 2004, I have operated solely from a "virtual office," using our GDC Conference Center platform powered by Microsoft Office Live Meeting. With an increasing distributed customer base, it has allowed my customers to conveniently meet wherever they are in the world --- and amazingly, I've run 4 major projects without stepping foot in a customer office. In addition to proposals, project updates, speaking, seminars/presentations, and collaborative meetings, I create customer-branded Conference Rooms for key customers to host regularly scheduled meetings with the project teams.



**How Much:** The pricing can vary depending on what software you use and whether it charges on a monthly, annual, or per-seat basis. Here is a typical example of the revenue and cost components to consider. Suppose you entered into an arrangement with a training association to do a webinar based on an even split of revenues between the association, which did all the marketing, the webinar company, which managed the event, and you as the subject-matter expert. Let's say you hoped to attract 180 people to the webinar at \$50 per seat for a two-hour event. Your gross revenues would be \$9,000, so each party would receive \$3,000. You would make a higher profit than the training association and webinar company, both of which must deduct their costs associated with recruiting and operating the event, but hey, you're the talent. Your blood and sweat came in developing the concepts in the first place.

Check out the [comparison site](#) we mentioned above, as they also have a pricing chart. It may also be in your interest to hire a professional to present your book, but as an author, your connection to your readership will encourage a small degree of separation in the PR arena.

**Help:** For some tips, resources and tutorials, check out these sites:

- (1) [Communique's Web Conferencing site](#)
- (2) [Marketing Profs' webinar help site](#)
- (3) [Adobe Connect's demo, tutorial and help site](#)

For authors with deep pockets, or with customers willing to fund major "author cloning" projects, check out companies such as [Ninth House](#), which develop and delivers and interactive media-rich leadership curriculum to Fortune 500 clients based on best-selling business authors such as Tom Peters, Peter Senge, and our very own Ken Blanchard and Bob Johansen.

Virtual Book Tour sites to consider:

[Red Room](#) is a new and exciting author-oriented site that I referenced in my December 2007 email. You can produce your own events at Red Room and invite your readers.

[BookTour](#) is a great site to keep track of your physical book tours, and stay tuned, they may be sponsoring virtual tours before long.

[Gather.com](#) is a community of 50,000 book lovers. Gather hosts frequent author events with two-way communication.

[Good Reads](#), another reader site I mentioned last December, also allows you to start dialoguing with your readers using their interactive tools.

If you know of PR firms or agents who are particularly well skilled at promoting and orchestrating virtual author tours, please let know so I can share with with other BK authors in the next issue. Meanwhile, I am doing my own research on this and may have some leads for you if you are seeking a consulting partner.

Are you starting your book tour soon or looking for new ways to energize sales of your existing books? If so, you may want to contact Brenda Price at the [BK Author Cooperative](#) for more information on how you can test the [Uliveandlearn](#) webinar with a friendly BK community audience and then use webinars to clone yourself and boost book and seminar revenues.

*For more information, drop me a line at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com). David Marshall, BK Digital Community Builder*



## Metrics and Traffic Building

### Metrics and Traffic Building – What's Your Website Telling You?

**Now that we've built some online interest, it's time to focus on boosting and measuring it!**

**What:** Utilize a program that measures the performance of your site, such as who comes to your site, and where do they come from? How long do they linger? Do they visit multiple pages or leave after the first page? Where do they go when they leave - to a site you have recommended like Amazon or bkconnection.com, or elsewhere? Each program provides a unique set of measurements that help you get to know your customers better.

For example, Berrett-Koehler Publishers is proud that out of almost 10,000 visits to our website last month, over 133 countries around the world were represented (intensity of green represents the most traffic):



**Why:** By measuring the success of your online marketing features, you can focus your efforts on the best performing components. Beef up content pages and then watch to see if your visitors stay longer on the improved pages. Create more favorable outcome exit pages to e-commerce sites that result in sales of your books. Reward sites that send you traffic with ads or promotions. Tracking the pulse of your readers allows you to address their needs better through incremental adjustments to your website, which can lead to higher traffic and more sales of your products and services.

Here's a real-life example: At Berrett-Koehler, I look at key performance data from [bkconnection.com](http://bkconnection.com) on a regular basis and make incremental improvements to our website. This week I noticed that 24% of my incoming traffic is coming from referrals like BK author websites that link to our home page or your specific book pages. Another 20% comes from direct traffic, which means these visitors already knew us and entered [www.bkconnection.com](http://www.bkconnection.com) into their web browsers. 56% of our traffic is being sent by search engines such as Google, Yahoo, AOL, and MSN. As you can imagine, the highest quality traffic come from the first two categories, so please link to your book page on [bkconnection.com](http://bkconnection.com) to help our 24% referral figure rise to 30% by the end of this year. This will in turn lead to higher conversion rates from total visitors to purchasers. The BK author who sends us the most consistent traffic month after month is Nadine Thompson, co-author of the SVN series book *Values Sell*, from <http://www.nadinethompson.com>. She sent us 55 visitors last month. Thank you, Nadine! I also looked at the most popular pages of the last week and noticed that our new PDF

Download page is the 4th most popular page on the website (out of 2,805 total pages), behind the home page, New Releases page, and About the Authors page, which means the top banner I'm using is really paying off. I also noticed that *Out of Poverty* (which was just profiled on NPR's Fresh Air) has more hits than *Confessions of an Economic Hit Man* this week, which is pretty impressive. That makes me want to add more content to the *Out of Poverty* page to make it stand out compared to similar pages on Amazon or Barnes&Noble.com. If you are interested in your book's page performance on [bkconnection.com](http://bkconnection.com), give me a call.

**How:** There are some spectacular user-friendly programs available with a wide range of features to meet most authors' needs—and they don't cost a dime.

**CHOOSE HOT POINTS** -Take the time to determine your yardsticks for success. With programs like Google Analytics, you could choose an aspect to focus on, such as "average time on site," and devise your plan to maximize the time your searchers spend on your site, with the objective that the more time they spend, the more they will become convinced of your messages. If users spend more time on some book excerpt pages than others, provide more content of the ones they like best.

**MULTIPLE TOOLS** – No need to limit yourself to one tool. You may decide to use a combination of tools to track overall performance. Some programs, such as Quantcast and Alexa, require little more than a URL to quantify your site's performance. Others, such as Google Analytics, require a registration and Gmail email account, but they are worth it. Google provides easy-to-read analytical software, including a visual digital dashboard, and you can even link click-through ad campaigns directly to your Google Analytics account so it can track how well your advertising initiatives performed.

### Google Analytics Dashboard

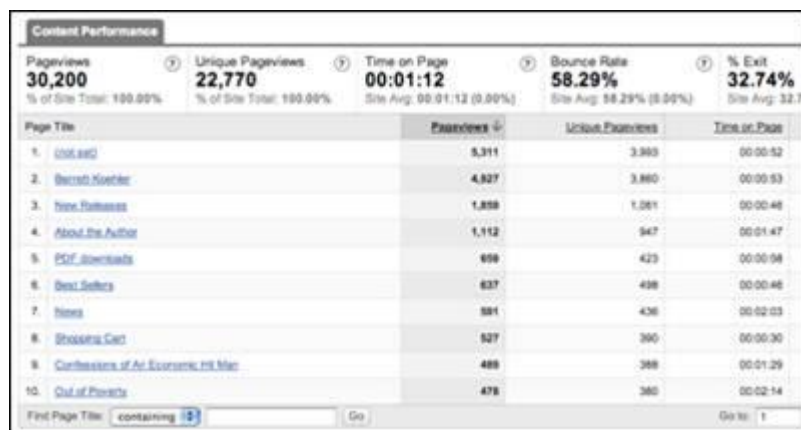


**SCRIPTS** – After you set up your Google Analytics account, you will be instructed to insert a small script, or chunk of programming code, on each of your website pages. You can do this yourself if you are technically inclined, or ask your webmaster or web specialist to do this for you. Within days your digital dashboard will be providing you a wealth of information about the shopping behavior of your customers and potential customers.

**How Much:** The best part of web analytics software is the price: free! With an Internet connection, you can use these services and monitor your site's growth for no cost at all. Of course, you can always use the premium functions of some of these applications for a fee, but most of the necessary functions are available in the basic functions.

**Help:** Check out the help and FAQ sites of the service-providing sites:

(1) Google Analytics – start here to provide a foundation for analyzing traffic sources, popular content, and visitor behavior. [Here](#) is a complete list of items measured and what they mean. For more information on getting started with Google Analytics, visit the [Features Page](#) and [Registration Page](#).



Page Title	Pageviews	Unique Pageviews	Time on Page
1. <a href="#">Out of State</a>	5,311	3,980	00:00:52
2. <a href="#">Secret Number</a>	4,927	3,860	00:00:53
3. <a href="#">New Releases</a>	1,858	1,061	00:00:48
4. <a href="#">About the Author</a>	1,112	947	00:01:47
5. <a href="#">PDF Downloads</a>	698	423	00:00:58
6. <a href="#">Best Sellers</a>	637	498	00:00:48
7. <a href="#">News</a>	581	436	00:02:03
8. <a href="#">Shipping Cost</a>	527	390	00:00:30
9. <a href="#">Confessions of An Economist, Pt. 10</a>	488	368	00:01:29
10. <a href="#">Out of Poverty</a>	478	380	00:02:14

(2) [Alexa](#) – go here to see how many incoming links you have. Enter your website URL into the search engine on Alexa's home page to see your incoming links and rating. The rating for most low-volume sites is in the millions so don't worry about that. By comparison, the rating for CNN.com is 50 with 66,000 incoming links, and The New York Times.com is 98 with 64,000 incoming links. The more links the better, especially if they are high-quality links from organizations or luminaries in your field. The reason you want a higher number is that the search engines will rate you more favorably and it is more likely that your subject areas will show up higher in their search results, leading to more visitors to your site. For more information on what Alexa measures and how it can help you attract and retain more customers, see the [Alexa FAQ](#).

Incoming Links for BK and BK Author Sites:

Bkconnection.com – 144 incoming links

Bob Johansen's Institute for the Future (www.ifif.org) - 498

Eileen McDargh - 193

Brian Tracy International ([www.briantracy.com](http://www.briantracy.com)) – 307  
Thom Hartman ([www.thomhartmann.com](http://www.thomhartmann.com)) – 527

(3) [Quantcast](#) – add this bookmark as a second way to measure traffic to your site. You must join Quantcast and allow it to monitor information about your site to get the full benefits of its service, but it provides valuable information such as website visitor demographics, including, ethnicity, age range, household income, and education levels. In addition to visitor analysis, which is similar to Google Analytics, it also categorizes visitors into three categories based on frequency and depth of visit: passers by, regulars, and addicts. For more information on how Quantcast can help you know your customers better, see the [FAQ page](#).

Next issue we will offer more traffic-building tips using keyword best practices, search engine optimization techniques, and bookmarking sites to increase qualified visitors to your online book and service pages.



*Feel free to contact me at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com) if you want a 10-minute hands-on tutorial on Google Analytics.*

## Keyword Secrets, Search Engine Optimization, and Pay-Per-Click Ads

### *Can People Find You in Cyberspace?*

**What:** So you've got your website set up, and you've told everyone you know about it. Now what? Next come the hard parts: 1) figuring out what millions of people in cyberspace are searching for, and 2) persuading a certain percentage of them to visit your site. You can improve your chances of being found by choosing optimal keywords and phrases that are screened for both volume and competitiveness. For example, don't simply use the word "diversity" if you are writing about diversity in the workplace. You will be competing with hundreds of thousands of other sites that have chosen this keyword. Instead, find one that is more specific, such as "diversity training." Choosing your keywords carefully will help the search engines find you. A complex sub-culture has developed around search engine optimization (SEO), so I'll just touch on some highlights in this issue.



**Why:** The more people who arrive on your doorstep, the more mouths you can feed. If optimizing the search engines can double your website visits, and you convert every 1,000 visitors today to \$5000 in speaking engagements, then 2,000 visitors should net an extra \$5,000 in revenues. If you sell 50 books to every 1,000 weekly visitors, doubling your traffic means selling 50 more books every week. To garner this extra incoming traffic to your site, you need to help the search engines find you by your author name, business name, area of expertise, and book titles.

When most people enter a word or phrase into their favorite search engine, they ultimately click through from the first or second page of results. If your site is back on page 16, most of your potential customers won't find you. Why settle for page 16 for "diversity" when you might win page 2 for "diversity training"? Sure, fewer people will type in "diversity training," but they'll be more qualified to purchase your products and services because they have self-identified as seekers of help in this area.



**How:** I recommend you start with a mini-audit of your current Google, Yahoo, MSN, and AOL rankings. Then, re-evaluate your keywords. You can use several free tools to test which keywords may work the best for you. After you have chosen the best keywords, make sure they are in the optimal

positions in your website to be picked up by the search engines.

Case Study: Here is a mini-audit and keyword analysis of a 2006 BK Currents title, [All Rise: The Somebodies, Nobodies, and the Politics of Dignity](#), by Robert W. Fuller:

GOOGLE TITLE SEARCH - When I google “All Rise,” the book appears on the front page in the #6 position, after several entries about the All Rise boys band from the UK. Impressive. Some other popular BK titles, such as [Hot Spots](#) by Lynda Gratton, face much stiffer competition (#49 on Google). So far, so good for *All Rise*.

GOOGLE AUTHOR SEARCH - When I google “Robert W. Fuller,” a graphic icon from books.google.com appears in the #1 position to encourage the reader to click on this site. From here, Google shows author and book facts and figures and then sends traffic to the popular e-commerce engines. Google intends to eventually make this first-view link available for all books. Below this book icon are several other links to Bob’s book and [Breaking Ranks](#) website, including a link to his new BK Author Video on YouTube. Although Bob claims all ten of the Top-10 links on the front page, not every web surfer knows his full name with middle initial. When I enter “Robert Fuller” in Google, our Robert is upstaged by the actor by the same name. Luckily for us, for those willing to scroll below the first screen fold, Google lists a “Books by Robert Fuller” section at the bottom of the page that directs visitors to his book. But when I enter “Bob Fuller” in Google, the first time I see “our” Bob is on the eighth page at the #73 position, after numerous mentions of a children’s author who goes by “Bob.”

The lesson here is that both “Robert Fuller” and “Bob Fuller” should be entered as keywords on both bkconnection.com and the author’s *Breaking Ranks* site. Other BK authors with multiple versions of your name, take note.

GOOGLE BUSINESS NAME SEARCH – If you have a business name or website name you want people to remember and find, go through the same process outlined above to audit it. For example, Bob’s site *Breaking Ranks* competes with scores of other sites based on the same phrase, so creative SEO solutions are necessary to move up in ranking (unintended pun).

KEYWORDS – Next, I examined the keywords from the source code of the *Breaking Ranks* website (simply go to the “View Source” option from the View pulldown menu on your browser). Here are the current keywords:



<meta name="keywords" content="rankism, dignitarian, Robert Fuller, somebodies and nobodies, breaking ranks, all

rise, dignity, classism, cronyism, nobodies, respect, bully, mobbing, toxic management, corruption, discrimination, hostile work environment, scapegoat, whistleblower, whistleblowing, employee rights, worker rights, wrongful termination, indignity, disrespect, injustice, rank, abuse, politics of dignity, dignity movement, liberation, malrecognition, theocracy, dignity is not negotiable, nobodies, racism, sexism, lookism, partnership ethic, partnership society, smart mobs, patient advocacy, consumer advocacy, hmo, malpractice, relational violence, domestic violence, conflict resolution, stress, change management, attention economy, hierarchy, social media, social software, a-list, networking, harassment, misconduct, corporate corruption, groupthink, elitism, democracy, advocacy, human rights, civil rights">

This looks like a comprehensive list, but most of these phrases are highly competitive. Most SEO experts advise limiting your keywords to 10 or 20 of the most important terms; otherwise the search engines will think you weight them all equally, which diminishes your ranking. I like to use the [Google Keyword Tool](#) because its bar graphs measure the keyword competition and search volume together in the same view. The best combination is high volume and low competition, but that's hard to find.

A quick analysis of the keyword list above reveals four keywords or phrases that meet both criteria: classism, elitism, nobodies, and a-list. These should be used in linking sites and public e-zine articles. Most of the other key words are either extremely competitive (unlikely to derive any search engine advantage from them without a large advertising budget) or do not have significant search volume on those terms. The term "dignity" currently profiled in Bob's *Breaking Ranks* page is an example of a highly competitive keyword. By contrast, the term "rankism" has few searches, so Bob can attract more people to the site by working the words "elitism" and "classism" into his title and text content.

Keywords	Advertiser Competition	Search Volume: April	Avg Search Volume
Keywords related to term(s) entered - sorted by relevance			
discrimination			
wrongful termination			
stress			
whistleblower			
racism			
domestic violence			
employee rights			
conflict resolution			
change management			
hostile work environment			
whistleblowing			
nobodies			
respect			

Other Tips: Use your main keywords on your title pages, and then include one or two keywords per page of text. This applies to both what the reader sees and what the search engine sees through the HTML header. For example, the *Breaking Ranks* header title (see top center words of browser page) can be improved by calling it "Breaking Ranks – Abolishing Elitism and Classism." For the front page and sub-page text, try bolding the first keyword use and italicizing the second one on each page. Don't overdo it.



**How Much:** If you do this yourself, it will not cost anything except for your time. Or your Webmaster can do this for you in conjunction with SEO specialists for a fee. Here is an example of what we recently did on the bkconnection.com website:

Fee: \$1,000

Scope of Project: 1) Keyword Research – produce comprehensive keyword report showing relevant keyword, amount of monthly traffic, and number of competing sites. Use information to create Top-20 list of keywords that get significant traffic and are not overly competitive. 2) Site Audit – review bkconnections.com for onsite factors and make recommendations for improving search engine rankings for chosen keywords and also for BK author names and BK book titles and sub-titles. 3) Create Web 2.0 Properties – Choose 4 keyword phrases and create independent pages to rank on their own and provide valuable links to the BK site. Submit these four pages to social bookmarking sites. For example, one of the four keywords we found that has high volume but low competition is “sustainability,” which applies to 25 Berrett-Koehler titles. After my bookmarking page is set up on a Squidoo, Gather, or WordPress page, I can test for improved incoming traffic to bkconnection.com on this keyword through Google Analytics.

Duration of Project: Four weeks

If you are interested in engaging in a similar project, drop me a line.

GOOGLE ADWORDS – This topic deserves its own issue, but as an introduction, this service allows you to choose keywords, create a simple ad and campaign, and then pay only for those people who click on your ad to visit your site. This is called pay-per-click advertising. You can begin a one-week campaign for as little as \$10.00. Many hosting companies are currently offering \$25.00 to \$75.00 in free Google Adwords to get you started. If you are also using Google Analytics, you can track the clicks from your campaigns straight through to your links to your favorite e-commerce or BookSense retailer. For more information, see link below.

**Help:** These are good sites to help you get started:

Keyword Analysis: [SEO Research Labs](#)

[SEO Research Labs](#): Good introductory site. I used them for part of my project described above.

[Google Keywords](#)

[SEOTools Keywords](#)

[Google Adwords](#) All you need is a Google email address to use this service.

Google Adwords Guru: [Perry Marshall](#) (no relation) is an expert on using Google adwords to increase your sales. He sells a book and has his own training series, but his 5-day email primer is free and well worth it.

If you have SEO and Keyword tips to share with the BK author community, send them to me and I'll distribute them in a subsequent issue.

By the way, since we looked at *All Rise* and Robert W. Fuller in this issue, you might be interested to know that his site has 134 incoming links according to Alexa.com. Kudos to Bob. Next month we'll be publishing [Dignity for All, How to Create a World Without Rankism](#), Bob's digital primary e-book (also available in print-on-demand format), which he wrote with co-author Pamela Gerloff. This is a book for our times.

In the next issue we will focus on social networks and online affinity groups. This is one of my favorite topics and a key driver in digital community building. Stay tuned.

As always, if you need advice on how to integrate these goodies into your own digital outreach initiatives, please email me at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com).

## Social Networks and Online Affinity Groups

**Hearing the buzz about the marketing power of Facebook and MySpace? The time to build your social network is now!**

**What:** In 1993, futurist [Howard Rheingold](#) coined the term [Virtual Community](#) in his groundbreaking book of the same name, predicting that people would build affinity-based digital communities to augment their physical communities. Back then, hardly anybody was in a social network. Today, hundreds of millions of people around the world are dedicated members of these online networks. What is everybody doing on them, and what does it mean for you, a BK author?



Create a profile on one of many online social networks to promote your book and you'll connect to new or current audiences. These networks are communities that search for and share similar interests and activities. Services within each network provide many ways to interact, including instant messaging, email, file sharing, group building, video and audio uploads, and even sharing your virtual bookshelf.

The biggest social networks are [Facebook](#), [MySpace](#), [Friendster](#), and [LiveJournal](#). More specialized writer-oriented social networks are [Gather](#), [Goodreads](#), and [Red Room](#). [Ning](#) offers a free service to build your own social network from scratch. [Squidoo](#), started by publishing guru Seth Godin, allows members to create a topic-oriented website in minutes and start communicating with other members. More recently, the photo site [Flickr](#) has become a social network itself as friends and family members congregate online to share pictures from vacation travels, births, weddings, and even funerals.

As an author and public figure, sometimes you will start the social network site and sometimes your readers will start one on your behalf. For example, Facebook has a page about Thom Hartmann with 147 members managed by one of his fans.



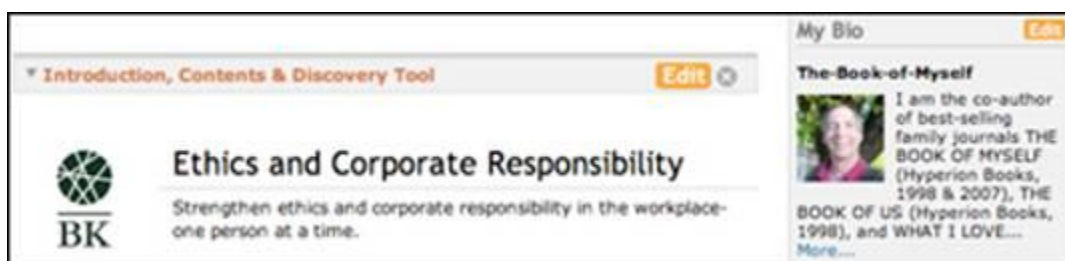
Thom Hartman Listeners on Facebook

Video-oriented social networks have also exploded on the scene in recent years. The biggest of these is [YouTube](#), where we are housing the [BK Author Video Library](#). Other popular sites are [BlipTV](#) and [FORA.tv](#), (The Brilliant Ideas Network of Discourse and Debate). We've recently started a [BK Book & Authors page on FORA.tv](#), adding our video series to the BK author videos (such as Ben Cohen, Jared Bernstein, and Paul Polak) already profiled on FORA.tv from bookstore appearances. [The BK Authors Cooperative](#) website is specialized social network for Berrett-Koehler authors, where you can communicate with other successful writers, learn Web 2.0 best practices, and test out new content, marketing, and communication

strategies.

**Why:** Online social network services deliver exactly what they say they do: access to a network of people. Facebook has 70 million worldwide members, and even Gather, the more specialized writers' social network, has 100,000 members. These are your potential customers. With this vast network at your fingertips, the ways to promote your works are increasing everyday. Most of you are already using the web to promote your products, services, and points of view. Your profile on affinity-based selected networks will help you spread your ideas further along these digital channels. Creating these relationships helps you smoothly cultivate relationships with those interested in the topics relevant to your book.

[My Squidoo Page on Ethics and Corporate Responsibility](#)



**How:** The practice of building your network presence is up to you. You can just put a toe in the water, or you can spend hundreds of hours cultivating new contacts on a range of social networks. Here are some steps to get started:

Step 1 - Select a service that matches your themes and audience. In the United States, [Facebook](#), [MySpace](#), [LiveJournal](#), and [Friendster](#) have become popular among the younger online population. Sites such as [LinkedIn](#) cater to a business-oriented crowd, and others such as [Ning](#) allow users to create their own interest-specific community networks. Outside the United States, [Bebo](#) and [Orkut](#) (the Google social network site) are quite big. The writing sites [Gather](#), [Good Reads](#) and [Red Room](#) appeal to a more mature audience. If you are feeling particularly feisty, you can create your own animated avatar on [Second Life](#), a visually stimulating virtual community, and join groups aligned with your interests. [The Book Marketing Network](#) created by users on Ning might be a good place to get your feet wet. I just joined and am beginning to post our videos there.

Step 2 - Create a profile, including your interests, contact info, and links to your book or services websites. Your profile is definitely key to plugging into and attracting a desired network. When people search for you, your books, or your interests, this is the first thing they see. It's typically an informal, non-demanding project. Adding the places where your book is sold and a little blurb about each of your books may be appropriate for interest-specific sites, but for bigger social-oriented sites, just post your personal site. Avoid aggressive salesmanship by providing helpful content even if visitors to your page don't click through to purchase your book. Create your own virtual bookshelf on Facebook, showing your book covers to visitors.

For sites like LinkedIn, you may spend more time creating a professional image, but otherwise, keep it friendly and simple.

Step 3 - Look for groups of similar interests such as other authors, publishers, book marketing discussion groups, or just others interested in the same topic or genre as your books. Join an ongoing debate or discussion. Hopping on the net and pitching your book immediately doesn't seem to pan out very well on social network services. Social networkers expect communication and a potential ongoing relationship, not a quick sale and exit. Here are examples of social network groups that align to Berrett-Koehler book subjects:

Environmental Sustainability: [40,000 members in over 30 groups on Facebook](#)

Nonprofit Organizations: [Over 28,000 groups on MySpace](#)

Peace and Social Justice: [Over 27,000 members on MySpace](#)

Step 4 - Find and add friends that are within your interest groups. You should enjoy building a friends base, but don't be haphazard about adding friends. Clicking on random profiles doesn't yield as much fruit as locating and nurturing friends with similar interests.

Step 5 - Consider building and leading an interest-specific group within a site. The freedom of adding topics for discussion, pictures, articles, links, and videos comes with responsibility. Measuring the pulse of group interest can become a time-consuming activity, but can yield great feedback and buzz if done well.

Step 6 - Link back to your website and [bkconnection.com](#). As you become known on social network groups, let them know how to find out more about you. Here is a good example of a new Gather.com member who is interviewing for a position at Berrett-Koehler and links back to our website as well as a BK author's website:



[Bonnie Kaufmann about BK Book on Gather.com](#)

**How Much:** The best part of networking is the cost: free! But time is money, so beware of the time sink; virtual communities can become addictive. Allocate a certain amount of time to network building and stick to it. Social networking can do wonders building buzz around your books, but be patient. Don't look for big sales spikes right away.

**Help:** Until there's an online social networking manual for book authors, building a network is pretty subjective. Here are some examples and guides:

- (1) [Online Social Networking for Authors](#), by Robin Mizell on WordPress
- (2) [Book Marketing Network](#) on Ning, a great source for seeing other authors in action.
- (3) [Social Networking](#) on Wikipedia.

Caveat: not all social networks work, at least not the first time around. We started a [BK community site on Ning](#) in early 2007 (before my time) but few people became members. Now I'm trying to decide whether to revive this site or spend more time on existing social networks that already have groups aligned with the BK mission. What do you advise? I welcome your thoughts.

Please contact me at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com).

## E-books and E-commerce

*It's time to break into the new and quickly growing e-book market!*

**What:** Create a digital form of your content for use on computers and e-book reading devices. E-books are primarily text-based products delivered as a whole books in Adobe PDF or other cross-platform electronic formats. Readers access e-book content digitally, through their work or home computers, through PDA's, through e-readers, and via their cell phones. Some e-books represent an alternative means of accessing content that is also available in print format; other e-books exist only in a digital format.

To get a lay of the land, you might want to visit these sites first to see what all the fuss is about:

(1) BK E-books on [bkconnection.com](http://bkconnection.com). We now have almost 70 PDF-oriented e-books available on our public website and are adding more every month. If your titles are listed on our site, please link to them from your website and blog sites, as they are not available in this electronic format on other e-commerce sites.

(2) [E-books.com](http://E-books.com) has over 110,000 e-books on sales, including Berrett-Koehler titles.

(3) [Virtual E-book Expo](http://Virtual E-book Expo) that is running to between 6-2-08 and 6-12-08 to see what other entrepreneurial authors are doing in this field.

(4) Selected BK authors selling e-books directly from their websites:

- [\*How to Engage People When You Don't Have Time\*](#), by Dick Axelrod
- [\*Buying Facilitation: The New Way to Sell That Influences and Expands Decisions\*](#), by Sharon Drew Morgen

**Why:** E-books serve the ever-growing community of readers who prefer their content in digital formats. And they serve the BK mission, too. They speed distribution and help the earth keep green in the process. E-books can be “reprinted” at no cost by making a copy of the file. In a digital and physical sense, they take up minimal space, and, if allowed by the publisher, can be transferred to any digital storage device—Kindle, Sony Reader, iPhone, Blackberry, a portable USB device...and the list keeps growing. After purchase, a reader no longer has to wait days or weeks for delivery; the average e-book download time ranges from seconds to minutes. In fact, with the advent of e-books, books need never go out of print in the traditional sense. Readers of all ages are increasingly migrating to digital platforms like cell phones and PDA's; e-books help you serve your community by offering them the opportunity to access your



content in formats that are most convenient to them.

**How:** Creating your e-book and distributing it requires much less effort and expense than physical printing and distribution. Berrett-Koehler is making a major push in 2008 to launch more than 100 e-books on [www.bkconnection.com](http://www.bkconnection.com). However, you'll have to promote your e-book just as hard if not harder than your printed book, because most customers are not yet ready to relinquish their perfect-bound versions.

**Rationale** - For books that Berrett-Koehler has published or is preparing to release, we assume the responsibility and cost of e-book production and distribution. Additionally, you may want to create PDF-formatted workbooks to accompany your BK book. Perhaps your BK book is not yet ready for the 2nd edition, but you want to provide updates to your customers. Maybe you want to sell case studies or articles from your website. Or you might have a *Great American Novel* in you that doesn't fit with the BK Business, BK Life and BK Currents agendas. These are all good reasons to consider producing and distributing your own digital products.

**Format** - Choose the right format for your e-book. PDF and XML files are most common, and since compatibility is a key issue with electronic files, make sure you choose a standard file type. Adobe is clearly the leader in the PDF field, but other vendors have strong products as well. As more books are available in chapters and paragraphs, XML will play a bigger role for now,; however, most e-books are in PDF or PDF-like formats.



**Production Vendors** - Using programs such as [Omnipage](#) from Nuance or [Nitro PDF](#) can help you convert all of your word-processing text files at low cost. Alternatively, you can find free PDF conversion software at [Planet PDF](#). If you have a portfolio of e-books, you might want to consider [Code Mantra](#). Berrett-Koehler uses this vendor to produce its e-books using the Universal PDF format. Code Mantra has produced an excellent 7-page [white paper](#) which reviews the merits of cross-platform compatibility.

**Full Service Vendors** - Other e-book options include [Lulu](#), [Mobipocket](#), and [Free eBooks.com](#). These firms will produce your e-books for you and distribute them on their sites. Lulu offers both PDF and print-on-demand versions. MobiPocket, an Amazon company, concentrates on e-books for cellphones, PDA, and small mobile devices. Free eBooks.com should be used primarily for marketing your ideas since you will not receive royalties from books submitted to this service.

**Getting Started** - Post teaser chapters on your website. Teasers help build anticipation for future books and incentive for current ones. Link your emails to your e-book. Provide free excerpts to encourage your readers to spread the word. Post the e-book link to online directories (Yahoo, MSN, ODP/DMOZ) and targeted social network groups.

**Electronic Readers** - No e-book discussion would be complete without addressing the [Amazon](#)

[Kindle](#) and the [Sony Reader](#) . Both products require the consumer to have purchased specialized electronic readers, priced between \$300 and \$360, in order to read Sony and Amazon e-books. Unfortunately, these devices use proprietary formats that increase your conversion costs. However, both of these products can also read most PDFs. Berrett-Koehler is now testing selected titles on the Kindle. If you choose to put your own e-books on the Kindle, you must provide the files in a [Mobi-Pocket](#) file format.

### How Much:

Converting your e-book to .pdf files can be free with the software available online, but realistically you should budget at least several hundred dollars to get started. Here are sample prices for products that offer more organized conversion and distribution:



#### Low Cost Options

- (1) [Nitro PDF Professional](#) \$99.99
- (2) [Readiris Pro 11 Upgrade](#) - \$129.99
- (3) [OmniPage 16](#) - \$149.99

#### Higher Cost Options

- (1) [Adobe Acrobat 9 Versions](#) \$299.00-\$699.00 You can create professional PDF formats and even include media-rich components such as Flash video in the \$699.00 Extended Edition.
- (2) [Adobe Digital Editions](#) - Adobe offers a server-based model to securely house and manage your e-books. Potential drawbacks: the e-book does not reside on the local hard disk so the customer must be connected to the Internet to read the book, and the customer must download a specialized version of Acrobat. This is a sophisticated offering with higher costs that may be more appropriate for those with a portfolio of e-books.
- (3) [Code Mantra](#), Berrett-Koehler's partner. Assume \$100-\$150 per title for PDF conversion and \$1 per page for XML conversion.

**Help:** These sites provide background and guidance on e-books and their markets:

- (1) ["Giving It Away"](#) - Forbes.com article by Cory Doctorow
- (2) [Who is Seth Godin?](#) - E-book innovator Seth Godin holds court on Squidoo.com about getting the most out of your digital products.
- (3) [Guide to E-book Marketing](#)

(4) [Universal PDF White Paper](#)

If you are currently distributing your own e-books, please let me hear from you, and I will publish a link to your digital products in a future issue of the BK Author Tip Sheet. You may also have great PDF production or service vendor you want to share with the rest of us.

Next week we will tackle the rapidly changing world of online direct marketing and provide tips to help you build and service your customer base with creative and media-rich email outreach programs.

As always, I'm just a click away: [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com).

## E-mail Marketing

***Want to make use of those contact lists, but still in need of a way to execute email marketing with impact and efficiency? Take some time to explore the solutions offered by these competing list management services!***

**What:** Create a way to connect with your readership and potential customers through this comprehensive and affordable online program. If you're looking to send an email newsletter, a high-impact email promotion, an event email invitation, an online survey, or built you own email list, an email marketing application can help you produce and distribute a professional product.

**Why:** These solutions offer features that, in the past, needed to be pieced together across other applications. With Constant Contact, we can utilize these features with ease within one convenient, web-accessible program:



- Get started fast with customizable HTML email templates
- Create email campaigns in a snap with their easy-to-use Email Wizard
- Build, manage, and secure your email marketing contact
- Send email marketing communications and be confident they'll get delivered
- Get results fast with instant tracking and reporting
- Extend the life of your email marketing when you add Email Archive
- Get help every step of the way with free coaching & support

Other email marketing solutions, such as iBuilder, Email Publisher (from Topica), and Campaigner, offer similar features and usability, with differences mainly in price and interface operation.

**How:** Pick the program that fits your needs and personal work style.

- Starting with Constant Contact will help to give you perspective on which program fulfills your marketing needs
- Use the tours for a clean overview of capabilities and functionality
- Almost all email marketing services offer a 30-60 day trial period--make full use of them before delving into your wallet



**How Much:** The fee for service greatly ranges depending on your list size. As an example, Constant Contact offers a service bundle on a monthly basis \$22.50 for a list size of 0-500 members. The larger your list, the higher the fee. For example, Berrett-Koehler pays Constant Contact \$75 per month for our list of slightly less than 10,000 names.

**Help:** The service sites offer the greatest source of assistance and support:



- (1) Constant Contact - [www.constantcontact.com](http://www.constantcontact.com)
- (2) Campaigner - [www.campaigner.com](http://www.campaigner.com)
- (3) iBuilder - [www.ibuilder.com](http://www.ibuilder.com)
- (4) Email Publisher - [www.topica.com](http://www.topica.com)

As always, I'm just a click away: [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com).

## E-commerce

*Join the revolution and learn how to handle the electronic edge of the book trade!*

**What:** Assist potential buyers in purchasing your books with e-commerce software. Electronic commerce for bookselling flows mostly through retail book listing sites and larger, more general shopping sites. Shopping sites like [Amazon](#) and [Barnes & Noble](#) operate with applications that facilitate the shopping experience. This software, available for the personal and professional, is a necessity for keeping business flowing smoothly. Affiliate programs encourage this kind of growth, using links or ads from other pages to direct readers right to purchase pages.



**Why:** Book sales are quickly becoming an online affair and the ease of browsing for relevant books gets easier with each improvement in the catalog and search capabilities of each program. Authors can now cooperate or compete with the larger publication companies simply because the barriers to reaching and selling to audiences have been opened up to include everyone who has a product to promote. Affiliate programs allow for a professional accomplishment of this task in that the control of sales stays in the hands of the author, with the larger site reaping a percentage and continued business. The customers find exactly what they're looking for because you've been marketing your books up to this point and they don't have to pay a horrible mark-up since you're still in control of your profits. Everyone wins.



**How:** Hop on [Alibris](#) or [Amazon Books](#) to start--working through these sites can serve to familiarize you with what's required to make an online sell. Obviously, having your book published already helps with the logistics.

-Each site will have its own percentage charged as an affiliate if you choose to sell through the site instead of on it. If you already have your own site and purchasing application, this may help you direct traffic directly to your site.

-Using an online store management system like [Zen Cart](#) or [Magento](#) can streamline your personal operation and contain advertising, informing, and selling in a single site.

**How Much:** Application downloads to be installed within your website usually are released as freeware, so if you have an IT manager, leave it up to him/her to implement the system. Otherwise, these applications are usually accompanied by knowledgeable support databases and forums. Selling through larger book-specific sites leaves most of the

messy work up to them, but they usually want to charge a percentage of the sale that falls somewhere under 15%.

### [Google Docs](#)



**Help:** The most knowledge bases for guidance are within the sites themselves. There are a lot out there, so find one fitting comfort and budget:

- (1) [Alibris](#), well-known and indie seller-friendly
- (2) [Amazon Books](#), reliable and secure
- (3) [Biblio](#), largest commission-free site
- (4) [Froogle](#), no fees (listing or joining)

Also, an [article](#) on [ecommerce-guide.com](#) may help steer you in selecting the right listing site.

## Widgets

### Still looking for more ways to bring your readers straight to your book? Promote using Widgets!

**What:** Utilize software service created to facilitate the access to information from the user's desktop. Widgets can serve unlimited purposes--clocks, calendars, comic strips, notepads, etc.--and thousands exist for free use by users. For authors, this means directly linking your readers to all of the most important information about your works. Widget code is created by the software used and is immediately ready for embedding into your website.



**Why:** The drawing factor--and in a way, the purpose--of widgets is their convenience. Widgets are thus invaluable to the author, as they can speak quickly to the potential buyer without demanding much attention. With the linking capabilities of widgets, it's no surprise that many authors use the widget to link their readers to a purchase site that has been set up on some affiliate program or their own website. Likewise, the widget can offer a short synopsis, but end with a link to the author's site, where the reader can continue to explore if initially intrigued. The code created for your widget will be small and easily implanted into any website, blog, social profile, etc. What's almost as awesome is the ability for anyone to grab the widget code and place it on their desktop or spread it elsewhere on the web. It's a great promotional tool simply because of its "copy and paste" nature, which is convenient to the author and the readership.

**How:** Creating a widget will take much less time to setup than almost any other widespread promotional tool you'll use:

- Start with a widget creating service like [AdaptiveBlue](#) or [Good Widgets](#). Others include Google [Gadgets](#) and [WigetBox](#). The ease of creation allows for lots of experimentation, so feel free to browse around and create a couple different versions.

- Set up the interface you want to create by working with the widget templates available. They are heavily customizable, so find a style that you're happy with and go for it.

- Most widgets offer the option to show links to your website, purchase sites, social network profiles, etc., so have in mind what links you want to provide to your readers.

- You'll end up putting information into the widget, but it's most likely on hand. Information such as book marketing copy and author blurbs go here.

- Load it on your website or through the website that your widget application was created on.

-Spread it around! Put it on your profiles and websites and allow others to link to it from your emails.

**How Much:** Mostly free, if not cheap. Services like [AdaptiveBlue](#) offer awesome building services that seem like they would cost, but with a website to host on and some time to spend, you can build your widgets for free.

**Help:** The most informative sites are usually the widget application sites themselves, but here are also some site to help emphasize the value of widgets:

- (1) Wiki article on [Web Widgets](#), brief and informative
- (2) [Good Widgets are Great for Business](#), an article that touches on creation and promotion
- (3) [AdaptiveBlue's site](#), gives an idea about what Book widgets have to offer



## Buzz Marketing

Noticing the buzz around viral marketing? Get viral marketing to work for you!

**What:** Utilize the curious and sharing natural of the online community to create buzz around your books. Popular Buzz marketing services like [StumbleUpon](#), [del.icio.us](#), [Digg.com](#) and [Furl.net](#) make use of the highly valued Word-of-Mouth Marketing (WOMM) element. These sites allow users to bookmark and share interesting links to web pages everywhere on the web. Each community has its own ranking/rating system and general web-surfing flow, but encourage users to find interest groups or topics that appeal to their online curiosity. Other offline and online hybrids such as [BzzAgent](#) allow you to sign up scores of people in your targeted customer demographic to test your product and provide reviews.



**Why:** The beauty of the internet is evident in both the ease and speed at which interesting information spreads. Most of the time, viral communities create a healthy relationship with their users--including you--in cultivating a share-and-discover component of the online experience. Becoming a user of these sites serves a dual purpose: you, as an author, market your sites, blogs and interests, and simultaneously, you are a member of the community, discovering sites that may serve to inspire you to market in different arenas, broaden your own interests, and seek out similar communities in other sites. In a general sense, buzz marketing services will help you easily generate traffic and get feedback on anything you post, be they author videos, blogs, or podcasts.



**How:** Each site has its own feel, so the best method to get started is jumping right into a service of your choice. We mentioned some earlier, but based on popularity and ease of use, Digg.com is a great place to begin your buzz marketing excursion.

-At the homepage of most services, find the option to join and create a user profile. This shouldn't take to much time, so keep your profile simple. After all, you can provide you website for further information.

-Discover sites and posts that you like and create a personality for yourself by rating them. This will allow others with similar interests to start linking you and your submissions



will become more visible.

-Start posting and submitting links. Generating some link heat isn't too hard, especially if you're participating in community forums, posting submissions, and performing your own searches.

-"Linkroll" (collaborative web bookmarks) on your profiles, blogs, and websites. Be tasteful about it, because it will attract more hits to your site and help you plug your voice into the online community.

**How Much:** Completely free. Although these services can quickly eat up your time, joining the communities is free of any charge.

**Help:** Each site has comprehensive FAQs and "Getting Started" guides full of all kinds of buzz-building wisdom:

- (1) [Digg.com](http://Digg.com), "How Digg Works"
- (2) [del.icio.us](http://del.icio.us), "What is [del.icio.us](http://del.icio.us)"
- (3) [StumbleUpon](http://StumbleUpon), Product Demo Video
- (4) [Furl.com](http://Furl.com), FAQs

## Media-Rich Books

### *Looking to keep readers' attention? Try simultaneous innovation at multiple levels!*

**What:** Create media-rich books that utilize different forms of media design. Multimedia design typically exists with a combination of text, audio, video, animation, interactivity and sharing. Books essentially become programs, capable of interacting with readers in ways any single use of media is limited. Multimedia applications have become widespread and can be found in many other areas, such as performance art interacting with its audience, computer-based training courses that present and demonstrate topics, or company PowerPoint slides that use other forms of media in addition to text. For books, this can expand into an audio-CD series to follow along with, pictures to accompany pages, selection of choices that influence the flow of the book or measure comprehension, or even sharing capabilities that link other readers together.

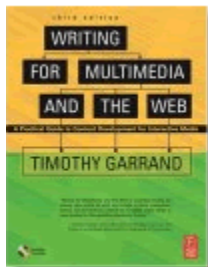
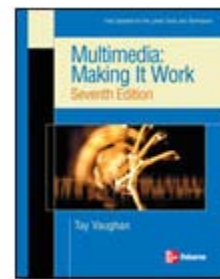


**Why:** Media-rich books are an important frontier for the future of literature and education. Readerships are demanding presentation information that offers more than simple text. With all forms and combinations of media available, the creation of unique programs becomes largely exciting by creating a greater, more memorable impact on your audience.

**How:** Creating your own multimedia presentation may be a daunting tasking purely because of the limitless nature of media combinations. Starting with an organized program to guide your initial creation process will prove very helpful. One recommendation is Tay Vaughan's *Multimedia: Making It Work (7th Edition)*

From an Amazon Editorial Review:

"Learn the fundamental concepts and essential skills required for a successful career in multimedia from this bestselling guide. [\*Multimedia: Making It Work, Seventh Edition\*](#) shows you how to use text, images, sound, and video to deliver compelling messages and content in meaningful ways. You will learn to design, organize, and produce multimedia projects such as CD-ROMs, DVDs, and professional web sites."



Also, check out this novel and content-focused approach to creating interactive media, Timothy Garrard's [\*Writing for Multimedia and the Web, Third Edition: A Practical Guide to Content Development for Interactive Media\*](#)

"Writing for Multimedia and the Web is the most comprehensive guide

available for interactive writing. It covers web sites, computer games, e-learning courses, training programs, immersive exhibits, and much more. Earlier editions have garnered rave reviews as a writing handbook for multimedia and web professionals, as well as a classroom text for interactive writing and design."



**How Much:** Creating everything from scratch is free if you already have the software you may have use to create earlier marketing projects, such as video/audio editing software, web design software and the photo editing applications therein, or text-editing programs. Purchasing a multimedia creation guide may get pricey, but usually falls in the range of 30-60\$.

**Help:** To read up on the surge of interactive media interest and how to approach multimedia creation, check these sites:

- (1) Excerpt from [Multimedia: Making It Work](#)
- (2) Excerpt from [Writing For Multimedia and the Web](#)
- (3) [Wiki Entry](#) on Multimedia, for context

## Audience as Authors: Creating, Managing, and Sustaining a Community of Collaborators

*Searching for an unconventional fountain of creativity? Try "crowdsourcing" some development!*

**What:** Utilize your "audience as authors" and invite your readership to develop your story. Utilizing this avant-garde method definitely has a wide variety of approaches and mixed results. A current and presently-developing example is the "LiveBook", which is written entirely by its community. After signing in through either FaceBook or Bebo, each user has the liberty to submit an idea for the course of events in the plot. The Community votes "for" or "against" the proposal, and if enough votes are garnered, a sentence is written and the process repeats for the next sentence. Tedious, huh? Maybe, but other collaborative writing applications are springing up in cyberspace. Penguin Publishing and De Montfort University teamed up to allow the crowd to write a novel through a wiki. The [results](#) were oddly interesting and may encourage greater endeavors in future.



**Why:** Projects like these will not only help you find or maintain an interested readership, but also provide--most of the time--insight into what types of stories your customers are interested in. You may find that you can branch off into other ideas or storylines that you previously thought would not fly. Collaborative efforts may also lead you to befriend intriguing personalities, broadening your network and exposure. Think of BK Business books whereby the key concept such as appreciative inquiry is expressed by the subject-matter expert, and then your readers build and test a workshop engine to hone their skills in your subject.

**How:** A crowdsourcing project can take many shapes, so a bit of investigation and creative thought could lead to something noteworthy. Look at [Penguin](#)--all they did was allow a wiki entry to be edited freely, with each author holding the ability to edit, alter or remove parts of the collabo-novel. You could very well do the exact same thing with a self-created wiki article or open up a blog and build it with blog posts. You could also have your IT guy build a post application within your website, allowing people to post sentences and have a community vote on its placement--the methods are limitless. Just make sure you build the buzz on your own sites, pages and profiles.

**How Much:** Using wiki articles or blogs are free, and so is access to most social networks. Building code like LiveBook could take some time--or money if you hire someone to build the application for you. If you're just getting started, go the cost-free route and use the networking sites. It's easy to find a crowd and use their applications.



**Help:** Check out some of these sites for some background on "Crowdsourcing", and you may

find some inspiration, too:

- (1) [Wiki Crowdsourcing](#) article
- (2) [Penguin Publishing's blurb](#) about Crowdsourcing
- (3) Small bit from Derek Powazek about ["Audience as Authors"](#)



That's it for this half of the month. We'll see you again in two weeks. In the meantime, if you have any questions, please email them to David Marshall at [dmarshall@bkpub.com](mailto:dmarshall@bkpub.com)