

MARKETING YOUR BOOK ON THE INTERNET with Denise Cassino

Day One - Creating and Optimizing Your Website and Blog

How to Build a Website

There are many ways and platforms for building a website. Keep it simple, functional and purposeful.

How and Why to Build a Blog

A blog is not about what you're doing or thinking or for idle thoughts. It is a marketing tool to be used accordingly.

What About Opt-In Pages

An Opt-in Page gathers email addresses for you. You have to give something free in return. What can you give?

Day Two - Writing and Distributing Press Releases

The Purpose of a Press Release

A press release is just that - notification to the press that an event has occurred. It's up to you to make it juicy enough for someone to read it and pursue a story.

The Format of a Press Release

The Internet Press Release sites expect a certain format - use it and you'll save time and create effective Press Releases.

Where to Post a Press Release

There are many press release sites. Finding one that suits your needs is the key.

Linking - Its Importance

Without links, the search engines don't know you exist!

Day Three - Social Networking and Bookmarking Sites

What's a Social Network

A social network is a place to connect with others to reach your goals - it's a marketing tool - only join the ones that are easy to use and offer effective ways to spread news.

How to Use a Social Network

Many social networking sites offer groups, discussions, blogs, event postings and easy way to add "friends".

What are Bookmarking Sites? Which Ones are Most Effective

Bookmarking Sites are means of distributing information on the Internet - think Digg!

Day Four - Creating Your Press Kit

What's a Press Kit and How Do I Use It?

A Press Kit is a summary of your book information, a bio on you, reviews, sample chapters and purchase info. We'll create one.

Getting Your Press Kit out to the World

This is your pdf attachment to every contact you make requesting any interview, a spot for your virtual book tour or a radio spot – you'll get a list of radio show hosts to contact.

Day Five - Virtual Book Tours

What is it and How Can I Use It?

It's like a book signing tour only on the Internet.

Setting It Up

Here we set up a group, a schedule and an info distribution plan.

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