

# Showing Up Author's Social Media Campaign

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## **Creating Calm Network Publishing Group - Author's Social Media Promotion**

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**Please contact us if you want a Word Document of this document so you can fill it out as you go and use it like a worksheet.**

NOTE: This document is full of possibilities. You may not want to take advantage of all of them but they are here to explore. Special Prices good through Feb 15, 2014.

The Creating Calm Network Publishing Group has a wide range of services available to coach you through the publishing and marketing process, set up interviews and radio shows, publish your eBook or soft cover book and then make sure you show up online and in your local community.

We can coach you through the publishing and marketing process as you do it yourself or we can do the set up and marketing for you.

Contact us today.

We are here to make 2014 the best year ever.

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## Amazon Author's Template

### Your Amazon Page via Author's Central

Any author of a hard cover book, soft cover book, audiobook, anthology or book contributor is entitled to a free Amazon author's page, which is valuable online real estate.

You can have five different Amazon pages

Amazon US Website Link: <https://authorcentral.amazon.com>

Amazon France Website <https://authorcentral.amazon.fr>

Amazon Germany Website: <https://authorcentral.amazon.de>

Amazon England Website <https://authorcentral.amazon.co.uk>

Amazon Japan Website <https://authorcentral.amazon.co.jp>

What you need to create an Amazon author's page is:

1. Amazon account (regular for purchasing books) and password

Optional but recommended

2. Twitter account and password
3. Blog RRS feed from your own website or one that is relevant to your author's page.
4. Eight pictures of you, book covers, favorite quotes,
5. Three 10 minute videos of you teaching something, giving a presentation, telling a story, etc.
6. Bio up to about 4000 words (about 6 word document pages).

### Amazon Author's Bio

140 character bio

Summary - one or two paragraphs about why someone should be interested in you or read your books.

Book title and publication information. List of authors, contributors, publishers,

Do this for each book.

Longer bio information about what you are doing, work, contribution to the world, adventures, etc.

Favorite books.

Other information you want to share with the world.

For Example when you Google "Kimberly Burnham" or "Ann White" our Amazon Author's pages come up at the top or towards the top of the first page. Along with GooglePlus social media pages, it is amazing online real estate.

Kimberly Burnham <http://www.amazon.com/Kimberly-Burnham/e/B0054RZ4A0>

Ann White <http://www.amazon.com/Ann-White/e/B006ROXPZ0>

## **Goodreads Account**

<http://www.goodreads.com/author/program>

## **Power Points, Word Documents and PDF Files**

[www.slideshare.net](http://www.slideshare.net)

## **Pictures**

Take pictures of the cover, of people reading the book of quotes images from the book, of the authors and post on social media.

Facebook

LinkedIn

Twitter

Google Plus

Pinterest (set up a Pinterest board with the book title)

Geospike (locate the book where you are or where the person reading it is)

LiveMapp (locate the book where you are or where the person reading it is)

## **Blogs**

Write your own blog about the book on a Wordpress and or Tumblr site or some other blogsite.

Approach readers and reviews about doing a guest blog about the book or them writing a review

The RSS Feed from blogs can also go on your Amazon Author's page, so your blogs show up on Amazon.

## **Radio Shows**

Creating Calm Network has a book review show

Many book reviewers and radio shows are listed on LinkedIn

Let us help you connect to radio show hosts.

## Poets

Join the Inner Child Press Ning site and contribute poetry to their anthologies.

Join the Wiser Earth Poetry group

## Video

Set up a YouTube account with videos from book readings, you reading a section of your book, you doing something interesting

Three 10 minute videos and book trailers can be shown on your Amazon author's page

Those same videos can be on YouTube.

Links for your Amazon author's page and YouTube videos with a brief description can be posted on all your social media, especially LinkedIn, Google and Pinterest.

Examples of Creating Calm Publishing Group book trailers:

To promote A Walk to Paradise Garden by John B. Campbell:

<http://www.youtube.com/watch?v=CCHAIhnrFTY>

To promote We are with you always...with love by Nadya Rubin Schubert

<http://www.youtube.com/watch?v=YQwM6TZmkr8>

## Let us know which of these possibilities we can help you with:

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## Book Trailer (value \$500) See how a book trailer can built your platform, promote your work and sell your book.

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To promote We are with you always...with love by Nadya Rubin Schubert

<http://www.youtube.com/watch?v=YQwM6TZmkr8>

## **Radio Hosting**

\*\*Want to be a radio host on the Creating Calm Network? Contact us for more individualized information

## **Creating Calm Network Marketing Blast**

\*\*Need a Dedicated Creating Calm Network Marketing Blast? Contact us for more individualized information.

## **We are here to make 2014 the best year ever.**

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