

## Social Media Workshop for Authors – Course Outline

- 1) How Social Media can propel your book to a Bestseller.
- 2) Real life examples of Bestsellers born with social media marketing
- 3) How to be 'Found' among the 50 Billion pages that make up the World Wide Web - Crash Course in Search Engine Optimization (SEO)
- 4) A social Media Marketing Plan – 7 Action Steps

### ACTION STEP #1 – Buy your Domain Name and Hosting

Purchase your domain name and hosting for your brand

Domains:

[godaddy.com](http://godaddy.com)

Hosting:

[Hostgator.com](http://Hostgator.com)

The best domain name would be “www.yourname.com”. When I went to get my name, ‘daveeaton.com’ was not available but ‘wdaveeaton.com’ was. If your name isn’t available in a dot.com, the alternative is to choose “.org” or “.net”. If none of these are available then add “iam”, or “im” in front of your name or ‘yournamesblog.com’.

If your name is available in a dot.com, that’s the only one you will really need.

A domain will cost about \$10/per year. Hosting will cost about \$50.00/year

## ACTION STEP #2 – Build a Wordpress Blog

Install a wordpress blog on your domain

Or, just set up a blog at one of the following sites. No domain or hosting necessary:

[Blogspot.com](http://Blogspot.com)

[wordpress.com](http://wordpress.com)

[blogger.com](http://blogger.com)

[typepad.com](http://typepad.com)

## ACTION STEP #3 – Set Up Social Media Accounts

Setting up a Facebook FanPage requires setting up a Facebook profile, which don't ever have to use. It is only used to create a fanpage for your brand.

Set up a Twitter Account

Setup a Google+ account. (You already have one if you have gmail)

Setup a LinkedIn Account

Link all account profiles to your blog.

## ACTION STEP #4 – Define Your Targets

Describe your reader in detail (demographic)(Target – 1)

What other authors are reaching your audience (your competition)(Target – 2)

How big is your audience? If there is no one selling books then maybe there is no one to buy them

## ACTION STEP #5 – Find the Conversation

Go to "[Blogsearch.Google.com](http://Blogsearch.Google.com)" to search for blogs writing about your interested topics

Look for writers forums that are on topic by searching Google for "forums + keyword".

Get a gmail email address and set up Google reader to monitor topics and people that you have an interest in. Collect interesting bits of information for you to:

## ACTION STEP #6 – Contribute to the Conversation

Blog about

Comment about (on other blogs)

Write articles about

Tweet

Always add value to the conversation with thoughtful comments

ACTION STEP #7 - Publish

[Kindle Self-Publishing](#)

[E-Zine Articles](#)