<u>Establishing a Web Presence:</u>

<u>Age Group</u>: graduate, community audience
<u>Materials</u>: "Open Secrets: The Ultimate Guide to Marketing Your Book", computer with Internet Access. ***other material vary by lesson
<u>Time</u>: 45 - 60 minutes per subject area
<u>Medium:</u> in person or virtual

Lesson Overview: the following is a series of workshops/practicorumss to work alongside the MARKETING BOOK. With each workshop it is expected that the students read the assigned reading prior to class. The aim of each lesson is to provide a scaffolded starting point for the subject matter so writers can leave the space with the knowledge to market their own book(s).

The Lesson

<u>Pre-Work</u>: Come to class having read chapter 2: Author's Image (11pg. - 30 pg.)

<u>Objectives:</u> Learning how to set up an effective website, social media and social media account

<u>Gathering Materials:</u> Spend some time collecting/making the following items that will be used on for the website/social media

1. The Bio
   a. List the book publication, title, and press
   b. List any relevant publications and/or awards
   c. Keep it professional! Think of this as a mini resume
   d. Consider linking social media accounts
      i. Examples of strong bios from Tupelo Authors
         1. Chloe Honum
         2. Landon Godfrey

2. The (Ever-Daunting) Author Photo
   a. The photo does NOT have to be professionally done!
      i. If possible aim for a headshot to waist up image
      ii. Natural lighting, or front lit lighting

3. List + Links to Publications
   a. If applicable create a list of publications
      i. Digital publications preferred (easier access on the webpage
      ii. **If you have the rights consider getting PDF copies of print publications

<u>The Website:</u>

Discussion: As a group , discuss what makes a good author website? What elements/pages need to be present? What kind of information is unhelpful or distracting?

As a group brainstorm a list of 3-4 of your favorite authors and locate their websites? What is working well? What isn't? Are there any elements that could be added to strengthen the website? Describe the aesthetic of the website?

Gathering Materials

The following is a checklist and resource list to get started on your website.

1. The website
    a. There are many great website hosting services that require limited/no coding knowledge
        i. Consider Wordpress, Square Space, or Weebly
2. The Pages
    a. Once you have a website set up consider having the following pages
        i. Opening page/about
            1. List bio + author picture, or photo of book
        ii. Publication page
            1. List links to relevant publications
        iii. Book(s) page
            1. Have a separate page for your book
                a. Have book cover photo
                b. Links to purchase
                c. Blurbs
        iv. Contact me page
            1. Consider having the following items
                a. List relevant social media handles
                b. email address
                c. Contact form
        v. Other pages to consider
            1. CV or Resume
                a. This is especially important for academics, or those offering relevant writing services
            2. Events page
                a. If you have doing any readings, interviews etc, consider having an events page

3. Examples:
    a. Listed below are a few strong examples of websites. Note that although they are varied in terms of organization and information, they all contain the elements mentioned above and are easy to navigate
        i. [Iliana Rocha](#)
        ii. [Lisa Hiton](#)

<u>Twitter:</u> Although there are many social media options for writers to use. Twitter has become the most common space for writers to interact. The following will help you set up an effective Twitter page, and help start to build your network

Discussion: As a group , discuss what the goals for your Twitter space are? What makes an effective Twitter page? What types of different social media presences stick out to you and why?

As a group brainstorm a list of 3-4 of your favorite authors and locate their Twitter spaces. How would you describe the social media voice of the author's? What do you believe the authors' goal(s) for their page are and are they accomplishing these well? What types of accounts are they frequently interacting with? How might that shape their audience and reach?

Gathering Materials

1. The Author Photo + Background Photo
   a. Upload your author photo to your page
   b. Upload a background photo
      i. This will be at the top of your profile page
         1. Book Covers are great
         2. Landscape photos work as well

2. The bio
   a. With limitations of space this can be challenging to navigate but consider at minimum having the following
      i. Link to your website or book sales page
      ii. A few word descriptor of yourself… you can have some fun with this one
         1. Author of X
         2. Dog parent of 3
            a. Some strong examples of Twitter author Twitter pages
               i. [Sean Singer](#)
               ii. [Ilya Kaminsky](#)
3. Building a Network
   a. The following is a good starting point to start building a network
      i. Follow at least 4-5 presses you love
      ii. Follow 4-5 literary journals you love
      iii. Follow 4-5 writers whose work you admire
4. Spend some time on the space
   a. Spend time navigating Twitter, it can be a daunting space, but overtime you will gain more familiarity with it. Soon enough you'll gain an understanding of the image you

want to portray on the space, ways Twitter can help market your book, and hopefully gain some awesome new writer friends along the way!