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Authors, Agents, and Publishers on Fauzia Burke

Authors

“I’ve known Fauzia for over twenty years, and I can honestly say that no one knows more about the ins and outs of online marketing for books. Fauzia gives authors the practical advice they need to find as wide an audience as possible for their books.”

—**R. J. Palacio, author of the *New York Times* bestseller *Wonder***

“Fauzia Burke is intelligent, well connected, and effective. She knows how to reach the parts of the media that conventional PR either doesn’t understand or wrongly ignores.”

—**Charles Spencer, author of *Killers of the King***

“In these days, an author needs a steady, capable guide to navigate the many difficulties of getting books seen and heard. Fauzia’s approach works, and the steps she has outlined in her book will help any author build a base of readers. She’s simply the best.”

—**Jan Jarboe Russell, author of the *New York Times* bestseller *The Train to Crystal City***

“Fauzia’s creativity and diligent commitment to online publicity and social media are unsurpassed. Unequivocally, she is the premier go-to online marketer.”

—**Bill Bradley, former US Senator and author of *We Can All Do Better***

“What author isn’t intimidated by the complexities and nuances of online marketing? Anyone who has worked with Fauzia Burke! This book reflects the wisdom gained from years of painstakingly navigating the digital labyrinth on behalf of her clients.”

—**Larry J. Sabato, Director, University of Virginia Center for Politics, and author of *The Kennedy Half Century***

Publishers

“Fauzia Burke was talking about online marketing years before the rest of us even knew what that meant, and she continues to lead the way. We should consider ourselves lucky that she is as generous in sharing her hard-won knowledge as she is ahead of the curve in gaining it.”

—**Bob Miller, President and Publisher, Flatiron Books/Macmillan**

“Always innovative and effective. I have no reservations in recommending Fauzia Burke.”

—**Judith Curr, President and Publisher, Atria Publishing Group/Simon & Schuster**

“Fauzia Burke knows better than anyone how to utilize the broad and sometimes confusing array of digital marketing tools on behalf of books.”

—**Walter Weintz, former Chief Marketing and Sales Officer, Workman Publishing**

“Fauzia Burke is one of the most innovative marketing experts in the publishing industry. She brings positive, pragmatic, and powerful expertise to any author’s table.”

—**Kate Rados, Director, Community Development, The Crown Publishing Group, Penguin Random House**

Agents

“When it comes to publicizing a book on the web, nobody has the range and expertise of Fauzia Burke.”

—**Larry J. Kirshbaum, literary agent, Waxman Leavell Literary Agency**

“Fauzia Burke is an industry leader in the world of online publicity and marketing. I have recommended Fauzia to many clients, with total confidence, and they have all been thrilled with the results.”

—**Wendy Sherman, literary agent and founder of Wendy Sherman Associates**

“Armed with years of experience, Fauzia has been successfully pioneering the world of online marketing to help authors connect with their readers and produce terrific, long-lasting results.”

—**Amy Hughes, literary agent, Dunow, Carlson & Lerner Literary Agency**

**Fauzia Burke has promoted the books of the following authors,
among many others:**

Alan Alda	LL Cool J
Arianna Huffington	Lord Charles Spencer
Arthur Agatston, M.D.	Mallika Chopra
Atul Gawande	Maria Shriver
Barbara Delinsky	Marina Keegan
Barbara Ehrenreich	Marlo Thomas
Brian Tracy	Masaru Emoto
Carmine Gallo	Mayo Clinic
Claire Shipman	Melissa Francis
Daniel G. Amen, M.D.	Mika Brzezinski
Daniel Silva	Mohsin Hamid
Darren Hardy	Mollie Katzen
Dean Koontz	Reza Aslan
Deepak Chopra, M.D.	Richard A. Clarke
Doug Stanton	Rick Atkinson
Dr. Larry J. Sabato	Ron Clark
Elizabeth Edwards	Rory Stewart
Evan Handler	S. C. Gwynne
Frances Mayes	Salman Rushdie
Greg Behrendt	Sandra Lee
Jacqueline Winspear	Scott Turow
Jan Jarboe Russell	Seth Godin
Jeffrey Archer	Sue Grafton
Joe Pantoliano	Tana French
Kathy Freston	Ted Kerasote
Katty Kay	Temple Grandin
Kim Edwards	Tom Brokaw
Lee and Bob Woodruff	Tom Wolfe
Lidia Bastianich	Tosca Reno
Lisa Bloom	Tracy Chevalier
Liz Vaccariello	Vincent Bugliosi

Online Marketing for Busy Authors

Online Marketing for Busy Authors

A Step-by-Step Guide

Fauzia Burke



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a BK Life book

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Dedicated to my mother, Nuzhat Subhani,
for her unyielding support and her
unconditional love

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Foreword

by S.C. Gwynne

I come from the old world of publishing, a place where it is considered smart marketing to send an author on a tour to a chain bookstore in Kansas City, where he sits in a corner and signs a few books for passersby. A world where publicity consists of sending review copies of your book to newspaper editors, where they take their place among the 200 other books that hit the editor's desk that week. Maybe those editors get a follow-up call. Maybe they don't.

I lived in this world for a long time. Like so many other authors, I found myself in a sort of prison of limited access. The world was a very big place, but the opportunities to promote your book were severely limited. There was nothing you could do. Everyone complained about it.

Then I met Fauzia Burke and everything changed. At the time I was not completely naïve about things digital. I maintained a website, used the Internet in my own work, and had a

Facebook page. What I did not have was any understanding of how to promote my books online.

When I published my most recent book, *Rebel Yell: The Violence, Passion, and Redemption of Stonewall Jackson*, I engaged her company, FSB Associates, to help me in three areas: building a website, marketing my book through social media, and doing online publicity. The first thing FSB did was to establish a close link with my publisher, Scribner. From then on they worked closely to balance Scribner's more traditional marketing with their online efforts. From my point of view, it was as though Scribner had just acquired an online arm. My publicists at Scribner saw it that way, too. They loved working with FSB.

What FSB did, very quickly and very thoroughly, was a steep dive into the digital world. As it turned out, they knew this world very well, the product of many years of working with online editors. They solicited, and got, dozens of reviews on blogs and websites, many of them extremely prominent ones. They pitched each editor individually: no shotgun blasts. They solicited, and got, writing contracts for me, actual writing gigs at various blogs. They got me speaking engagements. They pushed very hard. One of their "target" lists alone had more than 100 websites—and they were the right ones, too. They sent me regular updates showing me what they had done. It was amazing to watch it all unfold.

So instead of sitting in that Kansas City Barnes & Noble cooling my heels, I was being reviewed in the Huffington Post, The Daily Beast, and the Washington Independent Review of Books. I was writing columns for the History News Network and *The American Legion*. I was suddenly living in this other

world. That world also included Facebook and Twitter, where FSB took me from a passive bystander to an active participant. All of what they did was quantified and delivered in precise metrics in regular reports. I always knew exactly what they were doing and how well it was working. Behind it all stood my glittering new website, a place to drive traffic and build audience.

Fauzia's work had a lot to do with making *Rebel Yell* a *New York Times* national bestseller. She opened the door to this new world for me. And, as I tell my author friends, once you have seen that world you are never going back. The book that follows is a wonderful distillation of all the knowledge she has gained while revolutionizing the field of online literary marketing. I recommend it!

S.C. Gwynne
Author of two *New York Times* bestsellers,
Empire of the Summer Moon and *Rebel Yell*

Introduction

In my twenty years of promoting books online, I have worked with bestselling authors, celebrity authors, longtime authors, first-time authors, and some self-published authors. While the challenges may differ from book to book, all authors have a similar concern: how to spend their time effectively promoting their book and expanding their brands online while writing the best book possible. Whether you're writing your first book or you write three books a year, you are probably very busy and you must make every minute count.

Together, we will figure out the best use of your time and the best way to engage with your specific readers. I hope to make the marketing process meaningful and fun for you. I am not going to tell you that if you follow my advice, your book will be #1 on Amazon (that would be a great sales pitch, though), but what I can tell you is that if you follow my advice, you will create meaningful interactions with your readers and build a

long-term, successful personal brand online. Having visibility online is not just about selling a book, it's about building a career.

I have written this book to help you do just that. I think it would be helpful for you to read this book once in its entirety before doing the actual worksheets. It will give you the big picture before you take the deep dive. This is an introductory book with a strategic look at online marketing for authors. There is a lot of information to absorb here, so I have made the book interactive. You'll find worksheets and checklists, as well as bulleted lists, tips, quotes, and advice from book publishing professionals, throughout the book.

Some of the information in the book is available on the web and even in my own blogs, but I find that having a clear road map is really important so you don't spend a lot of time chasing down information without having a plan to implement the ideas. I've organized the book in three phases to help you digest a process that feels overwhelming to most authors. In the first phase, we dig right into understanding what personal branding is and why it is important for you. We work on your motivations, dreams, and goals, and on understanding your readers. This is an important step, because it will help you make choices about where to spend your valuable time. We end with a priority list in chapter 6. This list does not have the coolest options (such as the newest video creation tool), but it does have the options that have produced the best results for my clients.

In phase 2 of the book, we'll focus on turning your priorities into action. Because it can take a couple of years to see the fruits of your labor, we work on creating a sustainable online

marketing plan. I offer advice on designing a successful website, on building a mailing list of Super Fans, on blogging, and on creating an engagement strategy for social media. I also cover DIY online publicity tips and ideas you can use to create visibility for your book. All of these activities will help you establish a strong digital footprint and online brand.

Phase 3 is called *Staying the Course* and offers tips and ideas to continue this work without feeling the burnout experienced by many authors. One of the key concerns that my clients share is what to post on social media. By the end of the book you should not only know what to post but when and where as well.

The old saying that you can't be all things to all people is more true today than ever. Be a specialist as you build your community. There is only one *you!* Your online brand will serve you in everything you do, and it will help you in magical ways by opening doors to unexpected opportunities. It has done that for me, and for many of my clients. I can't wait to hear how this work helps you.

Phase 1

Getting Organized

Chapter 1

Personal Branding 101

All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc.

Tom Peters

When I ask authors how they feel about online marketing, the answer I get most often is, “I feel overwhelmed.” I understand that feeling, but it doesn’t have to be that way.

There has never been a better time to be an author, because for the first time authors have direct access to their readers. While there is more competition in the marketplace, there is also more opportunity.

The biggest challenge for most of my clients is finding the time to build their brands and market their books while writing the best book possible. To thrive in today’s competitive markets, personal branding is more important than ever. Your ability to successfully execute your online marketing plan will help you capture and hold your reader’s attention.

By reading this book you will have already taken the first step toward accepting your role as the marketing director of your career. You can begin your online marketing work as soon as you have an idea for your book. You will find that it is easier to get an agent and/or a publisher and certainly easier to build your audience if you have already built a personal brand online.

When readers identify with you and your brand, they feel loyal and connected to you. It is important to respect this loyalty and make sure you are providing the best information possible. For every author, building a relationship with readers should be a top goal (after making sure the book is the best that it can be). By identifying your ideal audience and reaching out to them, you will be building connections with your readers. As marketing expert and author Seth Godin says, “Make a dent in the conversation among your chosen audience. As more people talk about your book, the more people will be buying your book.” He’s got that right.

With social media, readers and authors can connect like never before. Google searches, micro-communities, and niche marketing give authors unprecedented access to their readers. There was a time when authors could only guess about the people who read their books. Today, authors can not only know their readers, they can be friends with them.

Readers today are tech savvy and resourceful. They know how to get the information they need, and they have high expectations from authors. They don’t just expect a new book, they expect a community along with their book. You’ll need to evolve your marketing to accommodate this new kind of reader: a reader whose loyalty you can have—once you have

earned it. Is that too much to expect? Perhaps. But this is your new reader, and she will stay with you if you stay with her.

Many successful authors have done an enviable job of branding themselves and their work and building reader communities around their books. Their brands are so commonly known they can be described in a word—marketing, vegan, wellness, yoga, entrepreneurship, leadership. You may not have read their books, but you know what they publish. Their communities trust them. People who share their point of view flock to their sites. If your audience can effectively describe you and your message in a word, you have established a clear, powerful brand.



Tip for #BusyAuthors

If you don't invest in your brand, no one else will either.

What is your online brand?

The best part about online marketing is that it levels the playing field. We are more connected than ever before so the author with the biggest marketing budget doesn't always win. Although establishing your brand takes time and consistent effort, the world of social media can speed up the process of creating connections. Yet with all this interconnectedness, how do you prevent your brand from getting lost in all the social media noise?

The answer: Be uniquely you. Aim for authenticity. Take some time to consider what you want people to think of when they think of you.

Every year I attend a branding conference at Columbia University called Brite. I love Brite because it gives me a chance to step outside the book publishing industry and hear success stories from other industries.

A couple of years ago, I heard a presentation from Mary Beech, chief marketing officer of Kate Spade. I was so impressed with their branding mission and how clearly they knew the “Kate Spade girl.” She said that “without a clear brand voice, social media can be paralyzing and downright detrimental.” I agree.

It is important to make your brand as clear and compelling as possible. If you had to go around a room and describe your brand to a group of people, could you do it in just a few sentences? You want people to gravitate toward you because they identify with your brand, so keep it impactful and interesting. Here are some questions that can help you think about your personal brand.



Tip for #BusyAuthors

A personal brand statement allows you to carve out your niche and helps you decide the content and tone of what you share.

Questions to help you identify your brand

As you answer these questions, remember that this is not an elevator pitch. You don't have to share these responses with anyone. It's just a way to get clear on your personal brand.

What skills do you possess that you can speak honestly and confidently about?

What do people say about you?

What is your greatest strength?

What type of information can you share to offer value?

What are your passions?

What type of personality do you have?

What are your natural or learned gifts?

What topics are you most often asked about?

What problems are you solving with your book?

What makes you stand out?

How do you differ from others in your same niche?

Here's a sample of my brand statement once I was done with this exercise:

I help authors and publishers promote their books online. I have 20 years of experience, which allows me to advise my clients and readers on the most effective and efficient methods for building their brand and promoting their books. I am enthusiastic and passionate about my work—some even call me a true believer. My curiosity and optimism has made me a natural risk-taker and has kept me ahead of the curve. My mission is to demystify online marketing and give practical, jargon-free advice.

In this brand statement are clues about the content I share on social media. I usually give advice about book marketing, share my enthusiasm for all things digital, express the joy (and hardship) of being an entrepreneur, and keep my tone upbeat and optimistic. I may mention other things, but I quickly come back to the content that builds my brand.

Now it's your turn: Write down your brand message and look for clues for your brand voice.

One more exercise: Looking at my brand message, I could share information about:

1. _____
2. _____
3. _____

My brand voice is: _____ and _____

Here are some examples of brand voice: *upbeat, optimistic, serious, creative, fun, hip, artsy, funny, silly, whimsical, personable, smart, educational, inspirational, helpful, trendy, classic, sassy*. Please stay away from *snarky*. It usually doesn't play well online.

Many people struggle with what to say and share on social media. These exercises should help you decide on your content and your voice. When in doubt, look at the list you've made and decide if the content you want to post fulfills your brand promise.

You've got a start on your personal brand. What should you think about next? Think big—explore your dreams for your book.

Thank You For Reading

Did you like this excerpt? Tell us your thoughts:
bkcommunity@bkpub.com

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