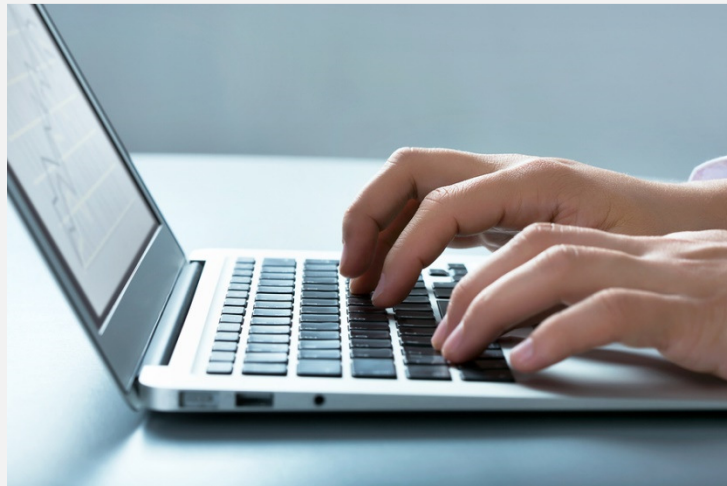


BOOK MARKETING 101

The First Steps in Creating Your Online Platform



Create a Quality Product And, Book Marketing Basics

By Karen Cioffi

BOOK MARKETING 101

The First Step

Create a Quality Product (Your book) And, Book Marketing Basics

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Revised May 2016

Article Writing Doctor
<http://articlewritingdoctor.com> (content writing and marketing tips)

Writing for Children
<http://karencioffiwritingforchildren.com> (writing and book marketing tips)

Award-Winning Author, Professional Writer, Inbound Marketing Instructor

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Please note: I do not endorse any products within this course, unless specifically stated.

The Book Marketing Foundation

The Foundation

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The Foundation

Every author has thought it, said it, and heard it: promotion is the roll-up-your-sleeves and dig-in part of writing. It's the much more difficult and time consuming aspect of writing that every author needs to become involved with . . . if he wants to sell his books.

But . . .

To actually sell a book, you need to create a quality product. This is the bare-bottom, first rung of book promotion . . . the foundation.

Being a Writer

Learn the Craft of Writing

In the June 2010 issue of *The Writer*, author Jane Yolen discussed the need to learn the craft of writing in an article titled, *Dedicate Yourself to a Writing Apprenticeship*. She explained that the process is slow and long, but is necessary to **being a writer**, to learn the **craft of writing**.

If you're wondering what the **craft of writing** is, it's proper writing technique, grammar, and style. These writing elements include structure, formatting, clarity, and in fiction writing, plot, character development, point of view, and dialogue. Even knowing the particulars in the genre you write is important.

So, what exactly is the meaning of the word 'craft'?

Wikipedia's definition is, "A craft is a branch of a profession that requires some particular kind of skilled work."

Merriam-Webster refers to 'craft' as an occupation requiring "artistic skill."

And, TheFreeDictionary.com mentions membership in a guild.

Between all three definitions we know that a 'craft' is a branch of a professional group or guild. It is a career or occupation, not simply a hobby.

Interestingly, there are various avenues that can be taken to become an accomplished or professional writer, but each one has the need for learning, practice, time, and commitment. Some writers may go to school and get degrees, others may learn from a coach or mentor, others from trial and error, failures and successes. But, whichever path is taken, there is a lot of work that goes into becoming experienced and knowledgeable, in being a writer. As the saying goes, practice makes perfect.

But today, with the easy-to-do-it-yourself self-publishing explosion, writers may not be viewed as professionals. Certainly, most people have read a self-published book or e-book that lacks proper grammar, structure, and even clarity. These products are easy to spot, but yet they're available for sale, and the authors consider themselves writers.

While it's great that those who want to write have a vehicle to publish their own work, especially in this overwhelmed publishing market, those who don't take the time to learn the craft of writing do themselves and others an injustice. They make the self-publishing book market murky and the label of 'writer' less professional.

This shouldn't be the case.

Think of a professional musician. Imagine him playing an amazing piece, smooth, fluid, and beautiful – every note is perfect. Now imagine another musician; this one isn't in tune, can't read the music, misses notes, and sounds awful. Which musician do you want to be?

You should want to be the professional; the one who offers polished and experienced work; the one who earns a reputation for quality.

According to WritersHelper.com, it doesn't matter what your experience level is, there is always room for improvement. Writers should strive to “study ways to improve their craft.” While this may take time and work, it is easy to find the needed help and resources.

To begin, do a search for online writing instruction; try the keyword “learn to write.” You can also check your local schools for adult education classes, or take some college writing courses. There is an abundance of writing information available, much of it free or very inexpensive; take advantage of it.

Being a writer means you need to **learn the craft of writing** and continue honing your skills.

Create a Quality Product

The very first step in book promotion is to **create a quality product**. Hopefully, you noticed I said create a *quality product*, not just a good story or content. What this means is that all aspects of your book need to be top notch.

1. The Story

In regard to writing fiction: To start at the very beginning, the first factor to be dealt with is to be sure your story has all the essential elements. According to Yale-New Haven Teachers Institute, there are five major elements of a story: characters, setting, plot, point of view, and theme.

All the elements of a story should complement each other, should move each other forward, draw the reader in, and end with a satisfying conclusion. They should work together to create a story that will be remembered.

Suppose your story is action packed and plot driven, but it lacks believable and sympathetic characters, it will fall short. The same holds true if you have a believable and sympathetic character, but the story lacks movement. Again, it will be lacking. As with all things in life balance is necessary, the same holds true when writing a story.

If you're writing nonfiction, your content needs to be written in an engaging manner. It also needs to be easily understandable and leave the reader satisfied. Along with this, your information needs to be accurate. Check all your sources for validity.

Here are three tips to get you started in learning how to write a quality book:

The #1 tip: read the classics and the current best sellers in your genre.

Go to your local library and ask the librarian to point you in the right direction. S/he'll know exactly what to give you.

Once you have an arm load of books, read each one carefully . . . analyze them . . . what's working, why is it engaging, look at every nook and cranny.

The #2 tip: Next, take one you feel is the best and copy it word for word. This is a writing exercise that new copywriters use to train the brain to write good copy.

But, PLEASE UNDERSTAND THAT THIS IS ONLY FOR A WRITING EXERCISE - copying and using someone else's work is plagiarism.

The #3 tip: Learn the craft of writing through instruction, whether online courses, an adult education program, college courses, writing conferences . . . find a place where you can learn how to write.

Even if you're low on funds, there are a number of free writing conferences where you can take writing and marketing workshops. There are also writers who offer free webinar instruction. Do an online search. I typed in "free writing instruction online" and it came up with plenty of sources to check out.

See the end of this section for article links on writing fiction.

2. Join a Critique Group

Yes, this is part of creating a *quality story*. Even experienced authors depend on the unique perspective and extra eyes that each critique member provides. They will help find: grammatical errors, holes in your story, unclear sentences and paragraphs, overuse of particular words, and weak verbs, among other elements.

They will also provide guidance and suggestions.

Check out this article for more information about joining a critique group:

Critiques are Essential

<http://karencioffifreelancewriter.com/critiques-are-essential/>

3. Editing

Yes, again, this is a necessary step to take to ensure your manuscript is in the best shape possible before it becomes a book. Look for an experienced and qualified editor to help tweak your manuscript. But, before you send it off to be edited, self-edit it first. There are a number of articles out there in cyberspace on self-editing. Take the time and read a few, then go over your manuscript.

This is just as true, if not more so, for self-publishing fiction and nonfiction books or ebooks. Anything you publish is a reflection of your writing skills. This means your content needs to be skillfully edited.

Part Two provides in depth tips for self-editing your manuscripts or articles.

4. Cover and Design

This step pertains to those who decide to self-publish, whether in an ebook format, using a Print-on-Demand (POD), or other publishing format.

The cover is the first impression a reader will usually have of your book. I'm sure you're familiar with the expression that you only get one shot at making a good first impression. Well, you can relate that to your book cover.

Next is the interior design. These aspects are just as important as the story itself.

Don't skimp on time, effort, or money when coming up with your book's cover and design.

Having said that, don't overpay for illustrations or a cover. Look for someone who does it as a side job or an illustrator just starting out. You can inquire in your local colleges for art students. You can also look on [fiverr.com](https://www.fiverr.com).

Tip: If you are writing a children's book, do not do your own illustrations unless you're a professional illustrator.

Tip2: If you're writing a nonfiction book, you might try your hand at creating a cover. Check out Logo Creator at <http://jvz9.com/c/5144/8013>

I'm an affiliate for the product because it's soooo good. I make just about all my own images with it. And, it's only around \$45 . . . so worth the cost.

But, again, if you don't think you created a quality cover, then hire a cover designer to create it for you. You can find very reasonable ones at [Fiverr.com](https://www.fiverr.com)

2 Pages of Great Article Links on Writing

Theme and Your Story

<http://karencioffiwritingforchildren.com/2015/02/22/theme-and-your-story/>

Imagery and Your Story

<http://karencioffiwritingforchildren.com/2015/02/22/imagery-and-your-story/>

Writing with Clarity

<http://www.karencioffiwritingandmarketing.com/2010/11/writing-with-clarity.html>

Creating and Beefing Up Conflict in Your Story

<http://karencioffiwritingforchildren.com/2015/02/22/creating-conflict-in-your-story/>

Character Sheets: Adding Dimension to Your Characters

<http://karencioffiwritingforchildren.com/2015/02/22/character-sheets-adding-dimension-to-your-protagonist/>

Adding More Dimension to Your Protagonist

<http://karencioffiwritingforchildren.com/2015/02/22/adding-more-dimension-to-your-storys-characters/>

Writing Children's Books - Genre Differences

<http://karencioffiwritingforchildren.com/2013/07/21/writing-childrens-books-genre-differences/>

Writing a Fiction Story - Walking Through Walls Backstory

<http://karencioffiwritingforchildren.com/2015/01/21/writing-a-fiction-story-walking-through-walls-backstory/>

Is Your Manuscript Ready for Submission?

<http://karencioffiwritingforchildren.com/2015/02/22/is-your-manuscript-ready-for-submission/>

6 Tips to Make the Most out of Writing Workshops Part 1

<http://www.karencioffiwritingandmarketing.com/2012/02/6-tips-to-make-most-out-of-writing.html>

Pros and Cons of Outlining Your Novel

<http://www.writersonthemove.com/2016/04/pros-and-cons-of-outlining-your-novel.html>

The ABCs of Writing - Tips for New Writers

<http://www.writersonthemove.com/2016/02/the-abcs-of-writing-tips-for-new-writers.html>

Self-Publishing – 3 Tips to Help You Avoid the ‘I Want It Now Syndrome’

<http://www.writersonthemove.com/2016/02/self-publishing-3-tips-to-help-you.html>

3 Tips to Help New Writers Build Confidence

<http://www.writersonthemove.com/2016/01/3-tips-to-help-new-writers-build.html>

Writing Critique Groups Dos and Don'ts

<http://www.writersonthemove.com/2015/11/critique-groups-dos-and-donts.html>

Writing Mistakes to Avoid When Writing Your Novel

<http://www.writersonthemove.com/2015/11/5-writing-mistakes-to-avoid-in-your.html>

10 Bad Writing Habits to Break

<http://www.writersonthemove.com/2015/08/10-bad-writing-habits-to-break.html>

Setting – It's Not Just Background

<http://www.writersonthemove.com/2015/06/setting-its-not-just-background.html>

Tips from C.S. Lakin on Cinematic Techniques

<http://www.writersonthemove.com/2015/05/tips-from-cs-lakin-on-cinematic.html>

Had a Children's Book Ghostwritten? Now What?

<http://karencioffiwritingforchildren.com/2016/03/27/had-a-childrens-book-ghostwritten-now-what/>

8 Top Fiction Writing Mistakes to Avoid

<http://karencioffiwritingforchildren.com/2016/03/20/8-top-fiction-writing-mistakes-to-avoid/>

Point of View and Children's Storytelling

<http://karencioffiwritingforchildren.com/2016/03/13/point-of-view-and-childrens-storytelling/>

Storytelling – Don't Let the Reader Become Disengaged

<http://karencioffiwritingforchildren.com/2016/03/06/storytelling-do-not-let-the-reader-become-disengaged/>

Critiques are Essential

Having been a moderator of a children's writing critique group and a reviewer for multiple genres, as well as being an editor, I read a number of manuscripts and books.

Reading both well written books and books that lack polish, it's easy to tell which authors haven't bothered to have their work critiqued or edited.

Seeing the unnecessary and unprofessional mistakes of writers publishing unpolished work, I always include the importance of belonging to a critique group in articles or e-books I write about writing. Even experienced authors depend on the unique perspective and extra eyes that each critique member provides.

The critique group can catch a number of potential problems with your manuscript, such as:

- Grammatical errors
- Holes in your story
- Unclear sentences, paragraphs, or dialogue
- The forward movement of the story
- Overuse of a particular word, adjectives, and adverbs
- Unnecessary words to eliminate for a tight story

The list goes on and on. And, there are even more potential problems to be watched out for when writing for children. It's near impossible for even an experienced writer to catch all of his or her own errors.

Your critique partners will also provide suggestions and guidance. Note here, it is up to you whether to heed those suggestion and comments, but if all the members of your group suggest you rewrite a particular sentence for clarity, hopefully a light will go off and you'll pay attention.

Along with having those extras sets of eyes to help you along, you will begin to see your own writing improve. You will also be able to find your own errors and those of others much quicker. This will help you become a better and more confident writer.

Now, while the critique group does not take the place of an editor, they do help you get to the point where you think you're ready for submission. At this point, it is always advisable to seek an editor to catch what you and your critique group missed. And, believe me, there will be something in your manuscript that wasn't picked up on.

When looking into joining a critique group, be sure the group has both new and experienced writers. The experienced writers will help you hone your craft through their critiques of your work.

If you haven't already, join a critique group today.

The Elevator Pitch for Your Manuscript

Your elevator pitch, or simply your pitch, is a very condensed, yet concise description of your story. It can be one to several sentences long; the idea is to grab the publisher, editor, or agent's attention and interest with the core of your story in the span of under 3 minutes.

The marketing arena's idea of the pitch is a one sentence calling card – you're unique selling proposal or proposition.

The idea behind the elevator pitch is to imagine that you get on an elevator and surprisingly you're there with a potential client, or in the case of writing for children or writing in general, a publisher or agent. You are given just the time for the elevator ride, which was approximated at 3 minutes, to pitch your story. That's the elevator pitch.

It may also happen that the time you have to pitch your manuscript may be under a minute. Suppose you're at a conference and happen to get on the elevator at the end of the day with a frazzled publisher or agent. You want that very short span of pitching time to be as effective as you can make it, without annoying or further frazzling your target. It may be the only opportunity you'll have for a direct, although very brief, uninterrupted pitch.

The one sentence pitch, also known as a logline, takes time, effort, and a lot of practice. You need to condense your entire manuscript into one sentence. Within that sentence you need to harness the *soul* of your story in a simple, concise, and hooking pitch.

The general writing consensus is to do your best and create one sentence that tells what your story is about. Once you have it nailed, expand it into a few more sentences, adding only the most important aspects of the story to create a three minute pitch. This is excellent practice for tight writing.

This way you'll have two different versions of a micro pitch. It's important to always be prepared – you never know when or where you may come upon an unsuspecting publisher or agent . . . maybe you'll have a few seconds, maybe you'll have 3 minutes.

Here is an example of a one sentence pitch from RockWayPress.com:

Two brothers and their female cousin decide to track down a serial killer themselves, not realizing that one of them may be the very killer they seek.

Here's another one from the blog at Buried in the Slush Pile:

The Emerald Tablet -- In this midgrade science fiction novel, a telepathic boy discovers that he is not really human but a whole different species and that he must save a sunken continent hidden under the ocean.

And, here's my own 28 word, one sentence pitch for my children's fantasy chapter book (the 99 word version hooked a contract with a publisher):

Children 7-10 love fantasy and magic and Walking Through Walls has just that; twelve-year-old Wang decides he'll be rich and powerful if he can become a mystical Eternal.

Obviously, if you have a scheduled pitch you will need to adhere to the publisher or agent's rules. You may be able to provide a pitch with 100-200 words. But, it's a good idea to have that one sentence pitch on hand for that you-never-know moment.



Basics of Book Marketing

Building an Author Platform

The first rung on your marketing ladder is to create a quality product (your book), as mentioned in Part One. You need to create an engaging story, be part of a critique group, make sure the manuscript gets edited, and have a knock-out cover.

Creating the book might be considered Research and Development under the Marketing umbrella, and the foundation of a marketing strategy.

The second step or rung on the marketing ladder is the actual book promotion: creating a platform and brand for you and your book. This is accomplished through visibility.

You may be shaking your head and thinking you don't have an area of expertise, well this is how you begin to establish it.

Building an Author Platform

Marketing your book is the roll-up-your-sleeves part of a writing career. It's the ongoing job of creating and building your online presence, your author platform. And, the rules and tricks of the game are in constant motion, always changing.

While many of the rules may change, there is one constant in your author platform, and that's visibility.

It should be noted that the definition of an author platform encompasses multiple genres and freelance writers, and even marketers who create and sell information products, so it may vary, depending on who is providing the definition. But, in regard to your author platform, web editor for the Virginia Quarterly Review Jane Friedman notes that editors and agents are "looking for someone with visibility and authority who has proven reach to a target audience."

So, the bare-bottom basics of an author platform are: visibility, authority, and proven reach.

Breaking Down the Three Basic Elements of an Author Platform

1. Visibility

This is the promotional aspect of marketing. It's the element of becoming known in your particular niche and building on that presence.

With online marketing strategies and Google's updates always on the move, the face of creating visibility has changed. Today, visibility is created through ongoing connections and relationships with your target market, your audience, through blogging.

2. Authority

Authority is built through ongoing communication. As an author/writer you need to provide valuable (helpful) information to your readers. Providing this information on a regular basis establishes you as an authority in your niche.

3. Your Reach

Elements one and two of your author platform help take care of number three, your reach. By using effective marketing strategies to create an online presence, such as building a website and creating your authority through ongoing information/article marketing, your reach is automatically broadened.

Other strategies you can use to further broaden your reach include:

- Guest blogging
- Article marketing (using other publishing avenues)
- Presenting webinars
- Creating video and getting them up on YouTube

Today, your author platform is about what you can offer your audience. It's not about what you're selling.

Providing ongoing 'wanted or needed' information builds a relationship. In the marketing arena a general rule of thumb is to offer 85 percent free, valuable information and 15 percent promotion.

It's this ongoing author/reader relationship that will build your author platform and help sell your books, other products, and services.

Create a Website/Blog

Creating a website is an absolute must in book marketing. In fact, it's a must in any type of marketing.

While creating a website can seem insurmountable, if you do it in simple steps it's not so overwhelming.

I've broken it down into four basic steps.

1. Your Domain Name

Choose a domain name carefully and think ahead. Marketing experts always advise using 'your name' for your domain name. You can always create sites that are specific to each of your books or a particular niche, but your *name* should be your main or central site, your main author site.

On the other hand, if you write in a specific genre, you should include that in your domain name. If you're a children's writer, maybe: Children's Books by Your Name, or Picture Books by Your Name. The more specific you make your domain name the more likely those searching for that genre will find you.

Simply put: If you sell shoes and your domain name is John Smith, how will those searching for shoes ever find you?

And, be sure to use appropriate keywords in the subtitle of your site.

2. Choose a Website

As mentioned, there's no way around this one – you must create a web presence. The first tool in your visibility toolbox is a website, and it should be created before your book is published. You can choose a paid-hosting website or free one from sites such as Wordpress.com or Blogger.com.

If you find the thought of having to create a website daunting, go for Blogger.com; it's very user friendly and good for beginners. And with its updates, it has a number of features much like a website. But, keep in mind that it doesn't have 'real' growing capability.

One of the drawbacks to Blogger though is you cannot upload ebooks or PDFs to link to in order to offer them for free or sale, so if this is something you'll be doing, you will have to find a hosting site like WordPress.

To further clarify this, when you create an ebook to offer on your site, you need to have a hosting place for the ebook; you would upload it onto a page in your media library. Then, you can link to it from anywhere with that page's URL.

Blogger and other free website services do not offer this feature.

So, in this aspect, you may be better off with a website like Wordpress, Yola, or Weebly; just make sure the one you choose has a blog feature.

BUT, keep in mind that 'free' websites have limitations.

3. Simple is a Better Strategy

Marketing expert Mike Volpe of Hubspot.com points out that it's more important to spend time, and money if necessary, on content rather than a flashy website design; simple works. In fact, simpler usually leads to a higher conversion rate. The conversion rate is the ratio of visitors who buy your book, product, or service.

Volpe also stresses that you should have control over your site. This means you should be able to manage it. You don't want to run to a web designer for every little change you want to make to your site, or to do something as simple as adding content.

To reinforce this '*simple is better* strategy,' Google says that milliseconds count in regard to your page load time. If your page is slow to load, you'll get a poorer score with Google.

Tip: Should you decide you do need help to create a site, don't hire an expensive web designer. Look for someone who wants to establish themselves as a website creator, or someone who does it in his spare time, you will pay much less. And, try to make arrangements that will include the designer teach you how to manage your own site. This will make updates, changes, and posting much easier, and less expensive.

4. Make Your Site Optimized for the Search Engines

If you choose a WordPress site, go through the dashboard and sections carefully, and fill in how you want your site to work. There are also a number of plugins for WordPress that will help your site get noticed and indexed by the search engines. If you're not sure how to do this, it would probably be worth the investment to hire someone to do basic search engine optimization (SEO) for your site.

It's not uncommon for writers to need help with websites and SEO, it's impossible to be proficient at everything. Thankfully, there are those who know the ins and outs of optimizing websites. If needed, take advantage of them.

See the Resource Pages for a GREAT tool!

Two Powerhouse Marketing Strategies

Blogging

Providing information has long been the most effective means of creating visibility. Knowledge is Power and people want it. This makes content the king of the visibility jungle

There are a number of means you can use to showcase your content; the most basic is through your blog.

Provide valuable information (content) on a regular basis and share (promote) it to your social networks.

This is a MUST strategy for initiating and enhancing your visibility and platform. It's the first step in drawing traffic back to your site, thereby building your audience, building authority, and boosting sales.

Social Networking

This aspect of promotion should also be initiated prior to your book's publication.

Join the Biggies

It's important to become active on sites such as Twitter, Facebook, Author's Den, and JacketFlap. Twitter and Facebook are two of the most powerful social networks available.

You will need to post links to these sites regularly to draw attention and build on your visibility and expertise. You can also retweet other tweeters' posts that you find of interest or value. Those who follow you will appreciate the effort.

Resource and Tools



To Get You Where You're Going

Bonus Resources

Writing and Editing Articles:

Should You Hire a Professional Editor?

<http://writerunboxed.com/2010/03/19/should-you-hire-a-professional-editor/#more-2828>

Read the comments also

Some Rules on Grammar

<http://www.chompchomp.com/rules.htm>

Writing tips on sentences by Vivian Zabel

<http://4rvreading-writingnewsletter.blogspot.com/2011/03/writing-tips-sentences.html>

9 Forms of the Past Tense

<http://www.dailywritingtips.com/9-forms-of-the-past-tense/>

Parts of Speech

<http://www.uottawa.ca/academic/arts/writcent/hypergrammar/partsp.html>

Writing with Variety - Grammar

<http://4rvreading-writingnewsletter.blogspot.com/2011/03/apparently-no-new-article-today.html>

100 Most Often Misspelled Words in English

<http://www.yourdictionary.com/library/misspelled.html>

Microsoft's Word Writing and Editing Tools for Authors

<http://blog.publishedandprofitable.com/2009/12/microsoft-words-writing-editing-tools-for-authors/>

Writing and Editing Books

Chicago Manual of Style

The Essential Guide for Writers, Editors, and Publishers

Grammar Girl's Quick and Dirty Tips for Better Writing

by Mignon Fogart

The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success

by Carolyn Howard-Johnson

The Great Grammar Book

by Marsha Sramek

The Little, Brown Essential Handbook

by Jane E. Aaron

The Analogy Book of Related Words: Your Secret Shortcut to Power Writing

by Selma Glasser

Stephen King: On Writing

by Stephen King

Writing Resource Sites

EduFind.com Grammar Help

http://www.edufind.com/english/grammar/grammar_topics.php

Purdue University General Writing Resources

<http://owl.english.purdue.edu/owl/section/1/>

EduFind.com on English Verb Tenses

http://www.edufind.com/english/grammar/summary_of_verb_tenses.php

Purdue Online Writing Lab on English Verb Tenses

<http://owl.english.purdue.edu/owl/resource/601/01/>

Writers on the Move

<http://writersonthemove.com>

3 Great Tools to Help You Get Where You're Heading

Need help with your children's story?

Writing for Children

<http://karencioffiwritingforchildren>

*Ghostwriting, Rewriting, Editing
(Picture Books to Middle-Grade)*

Need help with your author/writer website?

Create Your WordPress Website Today

No code, no technical stuff, no fuss

This 5-day e-class through WOW! Women on Writing will show you, step-by-step, how to create your own WordPress Website. There's video instruction, one-on-one with the instructor, and lots and lots of information and guidance (plus hand-holding). Create it in ONE day or take the FIVE days!

CLICK HERE below for all the details

http://www.wow-womenonwriting.com/classroom/KarenCioffi_CreateYourWebsite.php

Need help with your author/writer online platform?

Give Your Author/Writer Business a Boost with Inbound Marketing

Basic Website Optimization, Blogging Smart, Email Marketing, and Social Media Marketing

It's 4 weeks, in-depth, and interactive. This e-class through WOW! Women on Writing will help you create and build your online platform, generate visibility, boost readership and authority, and increase sales.

CLICK THE LINK BELOW to check out all it includes:

http://wow-womenonwriting.com/classroom/KarenCioffi_WebsiteTrafficInboundMarketing.php

About the Author



Karen Cioffi is an award-winning author, ghostwriter, editor, and online marketing instructor. She is also the founder and manager of Writers on the Move (an online marketing group). Her memberships include: the Professional Writers Alliance, the National Association of Independent Writers and Editors, and the Freelancers Union.

You can connect with Karen at:

Facebook: <https://www.facebook.com/writingforchildrenwithkarencioffi/>

Linkedin: <http://www.linkedin.com/in/karencioffiventrice>

Twitter: <http://twitter.com/KarenCV>

Facebook: <http://www.facebook.com/pages/Karen-Cioffi-Ventrice/>

GooglePlus: <https://plus.google.com/107054879622971281466/posts>

Pinterest: <http://pinterest.com/karencioffi/>

Remember: Nothing Ventured, Nothing Gained!