Online Resources

Help me improve the workshop:

Take this quick anonymous survey: https://forms.gle/y7raRSTrp8PqLJqP8

Helpful Online Tools

These are the 3 I pay for:

BookFunnel (newsletter magnet delivery & author collaborations) https://bookfunnel.com/

Canva (images, memes, etc) www.canva.com (there's a free version of Canva. I just like the pieces available only to Pro).

FloDesk (Mail delivery. one month free & 50% discount: https://flodesk.com/c/8E71LZ)

Social Media Websites

Book specific

BookBub: sends emails to followers when your books release & any digital format deals. Also notifies their subscribers of deals in their selected categories. Getting a BookBub deal will move a serious number of books. They're hard to get though. There are also ads available.

GoodReads: informs anyone who adds your book to their "Want to Read" shelf when your book has released. Is the go-to place for readers to track their reads and likes. You can buy ads on the website, but those aren't super effective. What IS effective is the giveaways—especially when it's done pre-release. Entering requires a reader to mark the book want to read, which triggers an email upon release.

General

Instagram (Bookstagram): 2 billon people (doubled in 3 years). ~40% of adult American.sDistribution 18-29 (33%). 30-39 (31%). 40-49 (20%). 50-64 (16%) Carousels are, at the moment, the preferred format for the algorithm. Then reels. This is a place for pretty pictures and book gushes. Can schedule in meta's business app.

Facebook: 2.91 billon monthly. ~69% of adult Americans. Distribution 18-29 (21). 30-39 (28). 40-49 (22). 50-64 (29). Can schedule in meta's business app.

TikTok: 1 billon people monthly. ~21% of Adult Americans. Distribution 18-29 (39) 30-39 (30). 40-49 (18). 50-64 (12). Can't schedule.

Pinterest: 431 monthly. ~31% of Americans. 18-29 (27). 30-39 (26). 40-49 (21). 50-64 (25). Predominantly female. Can schedule a few weeks out natively.

YouTube: 2+ billion monthly. ~81% of Americans. 18-29 (28). 30-39 (27). 40-49 (20). 50-64 (25)

LinkedIn: 810 million monthly. ~28% Americans. Distribution 18-29 (18). 30-39 (31). 40-49 (24). 50-64 (27). High number of B2B interactions. Great for making connections with other authors. Massive international reach (only 25% from the states)

Twitter: 211 million DAILY. ~23% Americans. Distribution 18-29 (30). 30-39 (31). 40-49 (21). 50-64 (18) 1/3 are college-educated. Great for making connections with other authors.

Reddit:

Education

Pinterest Course: https://mommyonpurpose.com/subscriber-blog-income-reports/?fbclid=IwAR2R5yGyc1bOKBfj7LKp7owh8loCYF1uTJM-CUq1zfnjHZvlhov4V8s3y8w (this is geared toward bloggers, but there's some REALLY good info about SEO and using Pinterest to increase website/blog traffic. If you have a blog or newsletter with a lot of good information, there's great ways to push traffic to your blog).

Megan Ericson's Social Media Weekly Update: https://www.meganericson.com/ (this is where I get a log of my information about changes in social media & algorithms.

Instagram hints & Tips:

https://www.instagram.com/mixtusmedia/

https://www.instagram.com/zoeleawriter (Zoe is great on TikTok too. She has a paid newsletter if you're interested in digging into TikTok)

General Editorial Help and Community

https://www.facebook.com/groups/EditingInsiders