

# Go Viral: Marketing on the Social Networks

By W. Terry Whalin

## Why Be Social?

In general, writers are not social

The Statistics: More than 250 million active monthly users (Twitter November 2013)

More than 750 Million Facebook (November 2013)

More than 200 Million LinkedIn (November 2013)

There is a wrong way to use social media—some examples

There is a right way.

## Five Key Principles for Social Media

1. Be consistent in your message. To be consistent you need a plan and a brand and a direction.
2. Create an attractive environment that draws readers.
3. Craft your message. Include links from others. Don't just toot your own horn.
4. Be interesting and varied in your different messages within your brand
5. Interlink your tools and automate. Do not let it overwhelm your life because it can but should not.

Learn much more detail in *Jumpstart Your Publishing Dreams* by W. Terry Whalin available immediately as an Ebook or paperback: <http://www.jumpstartdreams.com> Get a sample of the book at: [www.terrylinks.com/jypd](http://www.terrylinks.com/jypd) Also check out Terry's Write A Book Proposal training [www.WriteABookProposal.com](http://www.WriteABookProposal.com) and download his free teleseminar & Ebook at: [www.askaboutproposals.com](http://www.askaboutproposals.com)

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## Twitter Basics

Why Twitter? Let's examine the Twitter numbers. (250 million as of November 2013)

Mastering Twitter in 10 Minutes or Less <http://terrylinks.com/mt>

How To Select Your Twitter Name (your personal name or the brand name)

Control Your Tweets – think of your target with each tweet.

Three Little Known Twitter Tips by Jeff Herring <http://bit.ly/awKMDp>

Keys to Starting Your Account

Include your photo and real name and bio – Tweeters like to deal with real people

Change the background to give it your look: <http://twitrounds.com/>

I have my settings set to receive an email notice if anyone follows me. Why?

To block the spammers, to block the porn (yes it's on twitter too), to look at the tweets and make sure they are in English (my own preference to have English on my Twitter stream). If pass those simple rules, then I follow them.

How I Use Direct Messages for List Building. Do you have a free Ebook? Here's my direct message: "Thanks for following me! As my gift, please download a free Ebook at: <http://straighttalkeditor.com>"

Use Hootsuite: <http://www.hootsuite.com> (to time your tweets—free)

Use Refollow to follow targeted people: <http://www.refollow.com> (\$20 per month)

Use Manage Flitter to unfollow people who do not follow you (after a period of time), delete fake accounts, and more—free: <http://manageflitter.com/>

Find Twitter Leaders: <http://www.twellow.com/>

Use TweetAdder to automate your twitter process of gaining followers:

<http://budurl.com/wtwadd> Get 20% off TweetAdder by using code disCouNt20

### Automate your content on Twitter using Google Alerts

1. Do you have a Gmail account? If not create one. While you are signed on to that Gmail account...
2. Go to Google Alerts
3. Select several phrases that you want to turn on alerts
4. Leave the Type as "comprehensive" or from anywhere on the web
5. Change How Often to "as-it-happens" because you want it throughout the day and fresh
6. Change Deliver to: and select "feed."
7. When you save it, you will see the feed in Google. Notice the orange icon or the word "feed." Right click on that and copy out the feed URL because you will need it for the next step.
8. Go to <http://twitterfeed.com> and log on to this application using your twitter username and password.
9. After you log on to Twitterfeed, you are creating a new Feed. Give your feed a title and paste the RSS feed URL from Google alerts into the feed spot.
10. Click the Advanced Settings. Change "Update Frequency" to every 30 minutes and post up to "3" new updates at a time.

It is critical to provide content, point to articles, give free resources and not to engage in hard selling (buy me, buy me). It's a soft sell approach that works on Twitter.

## **Facebook**

The average person has less than 400 Facebook friends. How can you increase your friends?

1. Slowly send friend invitations to others in your target market
2. Put good content on Facebook
3. Consistently grow your reach in this market

Grab this 82-page report from Marketing Guru John Kremer: **Facebook Marketing for Book Authors – Get More Fans and Book Sales, 108 Great Websites for Book Authors:** <http://terrylinks.com/JohnKremerFacebook>

## **LinkedIn**

Millions of people are on this important network. Establish yourself as an expert and build relationships and connections. Publishing people move a great deal—but I've found they take their LinkedIn accounts with them in their move. If you have a connection to them, you can always reach out to them and keep up.

Grab this 35-page report from John Kremer: **LinkedIn How to Use LinkedIn to Promote Yourself as an Author or Expert, Find Promotional Partners, and Build Long-Lasting and Useful Relationships:** <http://terrylinks.com/JohnKremerLinkedIn>

## **Pinterest**

One of the growing social networks is Pinterest. Grab this 70-page report from John Kremer: **Pinterest How to Use Pinterest to Promote Your Book (Product or Service), Supercharge Your Website, and Build More Traffic to Your Website:** <http://terrylinks.com/JohnKremerPinterest>