The Latest in Social Networking

**Gary**: Our program tonight is the Latest in Social Networking, with Steven Sanchez, who’s been a frequent contributor to PALA and the Independent Writers of Southern California. He’s an Amazon bestselling author. He’s been a consultant on all things Internet for—since it started.

**Steve**: Twenty-four years.

**Gary:** Twenty-four years. He’s really on top of everything. With Steve is Brenda Avadian, also a longtime PALA member and IBPA board member, which is no small thing. She has operated North Star Books these many years. A micropublisher, although you don’t look so micro to me, for twenty-four years also. And she’s also the author of nine books. Put your hands together for these wonderful people.

**Steve**: Thank you, everybody. Talking about social media is a little bit like saying, “We’re going to talk about the entire world of advertising in an hour, including TV, broadcast, cable, radio, newsprint, books.” We’re going to go through a lot of stuff tonight. I’ve got 50 sites to show you. So if you do have questions that are relevant, we’re going to try to take some of them in between, but we’re really trying to move through and give you kind of a bird’s eye view of a lot of things. Rather than have you frantically try to write everything down, which is almost impossible to do, we’ve got our contact information up there. If you will simply e-mail me your e-mail address, I won’t put you on a big list or anything. But I will basically e-mail you a copy of the notes tonight, which includes all the links and all that, so you can go back through it yourself. I really want you to let it wash over you. We’ll talk about several different things.

We’re going to talk about ten primary social media areas tonight and show you several different things that are going on there and how they relate to writers, and how you can take advantage of these different social media networks. We have some examples of some of the best in the writing space. A lot of them are Brenda’s; I think she is phenomenal at what she does. I’m going to show you some of what she’s doing. If you feel intimidated by that, I have another person, Leighann Dobbs, who has also done it very, very well, just on a little smaller scale. And then I’ve got various other different things to show you as we go along.

So if you have questions of a more general nature or you’re missing something, let us know and we’ll try to take it real quick. If it’s very specific, like, “Well, how do I get the plug-in to tie my Amazon account to my blog?” and all that, we’re not going to get to that level of detail, otherwise we won’t cover what we want to cover. Fair enough? Does that work?

I like to kind of tailor when we do a presentation to the crowd, so how many of you are publishing fiction—or trying to? Raise your hands. How many of you are publishing nonfiction? A lot more. How many of you are using social media currently, for your publishing? How many are on Facebook? Twitter? LinkedIn? YouTube? Pinterest?

Okay, that gives us a good start, an idea. This is a crowd that knows something.

Let me just go over some general stats here for you, and the reason why social media’s so good for you as writers. It used to be that you had to buy ads in papers or magazines or whatnot. You wouldn’t know the performance of them or all the rest of that. Just last year, first quarter, Facebook had 1.44 billion people on it, using it on a monthly basis. That’s a lot of people that could potentially buy your books. For the same timeframe, Google + reaches 540 million people every month, LinkedIn reaches 364 million. Twitter has 236 million users. Pinterest reaches 78 million people every month. So these are large audiences.

There are small little niches as well, where you can get involved in social media. There are websites that will allow you to socialize with both writers and authors. We’re going to focus on the bigger ones right now because once you find your little group in your area, you can have a lot of performance with that.

We’re going to cover, like I said, ten different areas tonight. Some of them will be longer than others. Thanks to Brenda, you have a handout. It doesn’t include all the websites but it will let you know what areas we’re going to talk about. And for each of the ten I’ve given a word that lets you know what the main idea behind that site is about.

Think of it like a smorgasbord. We’re going to show you ten different things tonight. When you go to a buffet, you don’t eat everything, right? You find what you like, you take a little bit of this, a little bit of that, you skip that one. That’s really the way you need to think of social media.

For those of you that are intimidated, that think you’ve got to do everything—you don’t. For every person that says, “Twitter is the only thing that authors can use,” I can show you five other people that will tell you, “No, no, no. Twitter is dead. You’ve got to all be on Facebook.”

It’s whatever works for you. We’ll tell some stories along the way about different people’s successes. But basically, think of a smorgasbord. Learn about different ones, see what’s right for you, and then go from there.

Now, the one exception to that will be the first category, and that is having a blog or a website. We have that as “your place.” You need to have an authoritative place on the Internet for one very important reason: everybody eventually will want to find out where you are, find out more about you. If you, for example, had all your information on MySpace, well, that’s kind of going the way of the dodo bird. All that effort there would be lost.

By having a site that you control, that you can be authoritative on, that everything else points back to, it gives you a place that you can control and deliver from.

We’re going to start off with Brenda’s site here. Her site is [TheCaregiversVoice.com](http://thecaregiversvoice.com/). I just want to show you a little bit about what a good blog or a good website is. You’ll notice on here that she has all of her different social media links. They’re on the side: Facebook, Google +, LinkedIn, an RSS feed.

The point being that she’s got the social media here on the edge that she links to: her Facebook page, her Google +, LinkedIn, RSS feed, Twitter, YouTube. It lets people know that if they’re into one particular social media, she’s got a presence there as well.

Several sites I’ll show you tonight are Brenda’s. Probably, in my opinion, the most important thing that Brenda has is a sign up for her newsletter, because you want to capture people’s e-mail addresses so that you can push to them. Now that may not be social media to a lot of you, but she can basically push the things that she’s doing on social media through e-mail. In terms of selling books, that’s really the goal for all of us in using social media—we want to sell more books, we want to connect with our audience and eventually get them to interact with us and eventually buy our books. An e-mail is the best way to do that still, even with all the social media that people are involved in. E-mail still outperforms all of them in terms of sales. Because whenever you have something you want to sell, you can basically push it out to those people.

**Brenda**: We’ll talk about the newsletter toward the end of the ten points that we’re going to talk about. Do you want me to say a few things?

**Steve**: Sure.

**Brenda**: What you see here when you visit the site is the home page. You won’t see that right sidebar with the call for the newsletter, and I’m having the web folks that I work with design a little banner to have people sign up for the newsletter. This is a rotating banner.

I’ve been doing this since 1998. I started out with an AOL member site, then I went to my own site where it required me to write HTML code to marry the photos to the text on two different servers and then bring them together. Today we’re in the 8th, 9th generation of ability, with templates and themes and WordPress. You’ve probably heard of Joomla! as well. Of these kinds of things, WordPress seems to be the most popular for basing our site on.

So it makes it very easy. It’s WYSIWYG, what you see is what you get. I primarily do content. That’s my purpose. And when I mentioned this to Steven he said this might intimidate people. I’ve never considered myself a writer. I’ve just been growing and growing and growing as a writer. And as Gary said in the intro, I’ve written nine books. But I have now moved up to writing over 100 articles every year for various websites, including *US News Health*, *The Caregiver’s Voice,* and quarterly publications for long term care, or in-home care, and different things.

The key thing I think we’re going to share this evening, and if you have any specific questions about this you can ask, but this is niche-related, this is a specific topic, the caregiving for people with dementia. But we have to do a lot of things, and what Steven will be sharing, what he’s constructed for us this evening, is the ten different ways that we can reach our audiences. We have to just keep up in the ones that mean something to us. I don’t participate in all of these, all of the ten that we’re going to cover. But we need to cover these and get our fingers out there and reach people, because we never know how the people that matter, that can help take us to the next level or take us closer to our goals, will find us. We don’t know on what platform they’ll find us. So this is my process.

**Steve**: Okay, we’ll move on now because we want to move through these in about ten minutes per network if we can.

This is the website of [Leighann Dobbs.](http://www.leighanndobbs.com/) Leighann started about three years ago. She is a USA bestselling author. This is a WordPress website. She’s got her books on here. At the top, she’s got her links for Facebook, Twitter, and Google +, which she doesn’t have. She has a link to it, so that’s broken. And the RSS. She doesn’t have YouTube here, she doesn’t have any of that. But she’s got some good things in terms of her books.

Just to let you know in terms of where she fits into the spectrum of this. Two years ago, she said that she was making $700 per day from Kindle—that’s all she publishes are Kindle books—which is basically $20,000 a month. She has 1,500 Facebook followers and an e-mail list. She’s got about 1,200 people that buy whenever she launches, out of that 1,500. So she’s built that loyalty and that following through her social media. She’s really not sure whether it’s Facebook or her e-mail list that works better, she hasn’t done a real good job of testing that. But I think you could say that if you’re making $20,000 a month selling Kindle books, you’re doing alright. Her husband was able to retire and they were able to pay off the mortgage on their house, all on her publishing. So pretty successful there. That’s Leighann’s.

[Jane Friedman](https://janefriedman.com/) is another one that we’ll talk about tonight. Again, you can see a very simple white blog here. She’s got her blog, a list of her books. She teaches online classes—she’s got her testimonials here, where she’s showing, and some resources she has for writers. At the top here, if you want to work with her she’s got a link. She’s got “Contact Jane,” and then she’s got all of her blog posts here.

Now notice with the blog post she’s using a picture, what they call a featured image. In social media, it used to be some were text heavy, some were graphics heavy, some were video heavy. All of them now are photo heavy. Even the text ones have a photo element to them. So you need to start thinking, whatever you get involved in, you’re going to need pictures. We’ll talk about that a little bit when we get into some of the more photo-specific social media things. But I wanted to show you what people are doing on their blogs and how having just a list of articles and things that you may want to see is not as significant as being able to have a beautiful picture. They perform much, much better for you.

Moving on: John Locke, a person who wrote a book. He was the eighth Amazon seller and the first Kindle seller to sell one million e-books in five months. That was a few years ago. He wrote a book on how he did it, so you can find that on Amazon. His website is [JohnLockeAuthor.WordPress.com](https://johnlockeauthor.wordpress.com/). And surprisingly enough, this guy blogs once a month, only once a month, tweets about it, and then he engages his followers in the comments area. That is how he builds loyalty.

So if any of you are worried about “Well, how often do I blog?” and whatnot, we have various things for what you want to do. I think you should blog a few times a week if you can, at least once a week. Brenda probably blogs more than that.

**Brenda**: I blog twice a week. One thing I wanted to say about John Locke, because we wanted to keep this earthy—he was a known entity before he did the Kindle success, so it may not appeal to or match a lot of our needs that we have here, in the sense that he was already a known entity and a bestselling author before he did the Kindle thing. So just do your due diligence. Put his name in and search and read articles about him if you’re curious about what he did.

**Steve**: One of the things that he’s done here, and I’ll point this out as well, his last blog post is from August of 2012. If you go to his website you’re going to think, “Okay, he’s abandoned his website. He’s not using it, so I’m probably not going to be able to get much of a dialogue with him. The last time he touched this was three years ago.”

That’s kind of the kiss of death. If you’re going to do a blog you’re going to want to be at least somewhat regular. Even if it’s once a month, at least be posting there. I’m not sure if this is a mistake on his part, because he was doing it monthly,

**Brenda**: I want to ask our attendees one question. Before you decided to invest your time in coming here this evening, how many of you went online and looked up Steven Sanchez or me? Just one person. That tells us something, though. Because we need to figure out who are the people who are presenting to and teaching us, a little about them.

**Steve**: Okay. This is the site [Medium.com](https://medium.com/). If you don’t have your blog up yet, if you’re struggling with how to do that, you’ve played with WordPress but you’re overwhelmed by it, you just don’t know what to do, but you want to start writing and getting your stuff out there, Medium is a great place to do it. It’s a place where you can publish your articles, start building your reputation and your name. You don’t have to have a website. When you do have a website, you can put that information into your signature file here and pull people back. It’s a very high-traffic website, getting more and more, so if you’re not quite ready with your blog yet, don’t feel intimidated by that. You can start blogging today by just publishing blogs or posts on Medium. Start building your reputation.

**Brenda:**; And one little thing I’ll say about Medium is that I would subscribe to it to read the articles because they’re interesting pieces. Unbeknownst to me, somehow or other, I started getting e-mails from people who are following me on Medium, and I have no clue where I am on Medium. So when somebody finds me on Medium, send me the link. Because I don’t know.

But that’s the whole point of what we’re talking about this evening, is getting our tentacles out there, in as many places as possible, so people can start having access to us.

**Steve:** Let me just wrap up on Medium. You see over here, you’ve got tags. This is where, whenever you publish, you want to tie it to either current events or subjects that you’re writing about, so people that are searching can know that this is what links to what they’re interested in, and ties it to you and whatnot. If you write an article, it will have tags. Here we’ve got 2016 election, privacy, Yelp, mass shootings, Hillary Clinton, Apple, Donald Trump, Tesla, Ted Cruz. So you can see that a lot of the politics things are trending right now. If you wanted to click on things (this is dangerous to do) you can click on the election tag, and then all the articles that have to do with that are listed here.

Now, notice: you see how all of these articles have a picture? If they don’t have a picture, you’re not as likely to be drawn to it. Your eyes are just drawn to the pictures. So this is what everyone is doing. It’s called a featured image. Usually you want to have at least one picture, sometimes more, when you write articles or blogs.

If blogging is number 1—that’s your sense of place, your authoritative place—the number 2 most important social media to be involved in is on [Amazon](https://www.amazon.com/), surprisingly enough. Not usually considered a social media network. But Amazon has realized that this is a place where people don’t just go to socialize and talk—they go to buy. And since authors want to sell books, this is a good place to steer their social media. So Amazon has realized, “Okay, we need to make it possible for our authors to connect with their people and their social media.”

So this is Brenda’s Amazon page, her [Author Central](https://authorcentral.amazon.com/) page.

**Brenda**: And while he’s pulling that up, I’ll say one thing. Again, get your message out there in as many channels that mean something to you, and Amazon certainly should mean something to all of us as publishers. One of the things that happened is we released *STUFFology 101*, which became a bestseller. Over Labor Day weekend this past year, it sold 7,000 copies in one day. It even beat Marie Kondo’s *Magic of Tidying Up.* What happened was, we exhibited with IBPA at the Frankfurt Book Fair. Frankfurt Book Fair is where you sell your international rights, etc. I got more responses from them than I’ve ever gotten before in all the years I’ve been doing this.

But we really didn’t do a deal from any of those responses. Then a large South Korean agency contacted me, they’d been in business for a long time, and they said that there’s a publisher who is just looking on Amazon for books like *STUFFology*. They wanted to consider buying the rights. So we sent them an e-copy, and they found it on Amazon. Not through the traditional channels, but by searching Amazon. So that’s another reason. Here’s the South Korean edition.

**Steve**: Okay, so on Brenda’s page, then, she has her books listed here. She also has her author updates, and this is where she’s pulled in, as you can see, a blog post. So she can click here and you can see three days ago, six days ago, one week ago. Anyone who comes here is going to see that she’s current, that she is actively involved here. She’s got a nice little bio here on the side. And if you want to follow her, sounds like Facebook and all that, if you’re familiar with that, you can do that on here with your Amazon account. And then all of her books are listed here. So that’s Brenda’s page.

I mentioned Leighann earlier. This is Leighann Dobbs’s page. They’re very similar. You’ll notice here, Leighann has a video in her social media. So this a YouTube video; it’ll pop up if you go on Amazon. This is showing her book trailer. I looked for this to find out how she did this. This is something she did on [Animoto.com](https://animoto.com/), so it cost her practically nothing, if not nothing, to do. Animoto will just take static pictures and, see, they’re kind of moving in and out. It allows you to tell the story like a movie trailer. The same thing with her book. It doesn’t cost thousands of dollars to have a custom trailer made for your book, and it doesn’t necessarily conflict with the experience by saying, “Well, it’s all about video, and video isn’t really the experience of a book.” People are used to seeing movie trailers, so now they’re putting them into books. They perform very, very well. So she’s included that, as well as her blog posts and whatnot.

Unfortunately, just showing you on Leighann’s here, 11 months ago was the top blog post. That tells me that she’s really not active on her blog. So if I wanted to socialize, wanted to get to know her, I might look for something else because I realize her blog is not really where she’s spending a lot of time. So that’s Leighann’s.

[Penny Sansevieri](https://www.amazon.com/Penny-C.-Sansevieri/e/B000APPXOS/ref%3Dsr_tc_2_0?qid=1493523778&sr=1-2-ent). I believe some of you know Penny. She’s a popular speaker in Southern California. She’s a book marketing expert. She’s written *Red Hot Internet Publicity.* A good person that you want to know. If you are in nonfiction, she’s got a video here as well. Rather than a book trailer, she’s put in a little video ad. It’s one minute, 54 seconds. She has a little commercial here for her business. She basically is something of an agent in helping people in terms of how to do their marketing. So she’s put together a little commercial here, and she’s linked that to her Amazon page.

All right? So you don’t have to do book trailers. You can do several things. She’s got her blog posts—12 hours ago, three days ago, one week ago, plus all the books that she’s done, so you can see that she’s active here on Amazon as well.

[James Scott Bell](https://www.amazon.com/James-Scott-Bell/e/B000APSY8A/ref%3Dsr_ntt_srch_lnk_1?qid=1493524237&sr=1-1) is another Southern California writer. He writes fiction as well as writing for writers. I brought up his page because I want to show you some different things that he’s done. You can see he’s got several videos, including the ones that I tend to like when I want to get to know a little bit about an author. He’s got a little interview on here. So he’s talking about writing, so he gives a short minute-and-a-half video of him talking about his writing process. If you’re reading his books about writing and say, “I want to know a little bit about the person behind the pages,” you can come here and view that. He’s also got trailers and different things on here. I won’t spend time going through all those, we have a lot to see tonight.

He also has all of his books and his bio on here. Amazon is incredible about cross-referencing, so if you like his books, basically it’ll link to other people that are like him. So when you build your Author Central page on Amazon, if there are other writers that are like you, you want to be associated with them. So if there’s somebody who’s in your niche or genre, even much greater than you or much more published than you, when you tie your wagon to theirs, this shows up on Amazon. So once you have the traffic, you’ll get those links crossed back and forth. You can also see who some of your competitors are, who some of your affiliates are, people that you might want to do something with—it gives you that. Amazon does all that automatically, based on who’s buying books.

[Dan Poynter](https://www.amazon.com/Dan-Poynter/e/B000AQTRJE), probably the biggest man in self-publishing there is. He’s no longer with us, unfortunately, but as you can see, Dan’s marketing is still working. His estate is still getting money from Amazon. He’s got a video up here. So if you didn’t know that Dan had passed away, he’s got the little video here of him talking, a minute and 43 seconds, showing all the different books. Interestingly enough, he also has pictures. If you know anything about Dan, he’s also into parachuting and whatnot. So by coming through and just looking at his author page, without going to anything else about him, you’d get to know a little bit about him and see skydiving and some things. Might want to find out a little bit more about that. I can click and find out a little bit about him. He’s got his information here in the bio, in terms of his website and things, and the people that are related to him in terms of publishers.

So—your blog, your Amazon page. Now, because Amazon bought Goodreads, I wanted to include that on here.

[Goodreads.com](https://www.goodreads.com/) is a site where basically you create a profile. You put in all the books that you bought, all the books that you’re reading. You can review books, you can present specials to sell books for discounts. The social media element of this is just kind of exploding. A lot of people don’t know about this. You can see here I’ve got updates (this is my Goodreads account). Different books that I have put in, different people that have written blog posts tied to or related to what I’m interested in. People that I’m following show up here.

**Audience**: Could you tell me the connection again between Amazon and Goodreads?

**Steve**: Connection between Amazon and Goodreads. Goodreads was a book review website originally, built enough of a following that Amazon said, “You know, that’s a really good thing. We could just put that on our website, or *we could just buy their website.*” So Amazon acquired them in the same way that Google acquired YouTube. So if you ever wondered why in a Google listing you see little videos highly rated, that’s because there’s a little nepotism going on there.

**Audience**: Have you heard anything about what Amazon intends to do with its Shelfari brand, which was its brand of Goodreads before they bought ‘em?

**Steve**: No. And like Google, Amazon sometimes will have acquisitions that they will shelve for awhile. If any of you worked with Amazon closely for a while, you know that it’s very very frustrating that they won’t allow you to do some things that you really want to do. They kind of know what they’re doing and sometimes you have to follow through and just accept it. Like their lending book program, Kindle Unlimited. If you basically borrow a book, they would pay the author for the book. They changed their policy last year and they’ll only pay you for as much as that book was actually read. So they’re trying to figure out what’s working and what’s not.

They’re still the 800-pound gorilla in the book publishing space. They’re testing constantly. If you go to the Amazon page, they will constantly be changing the home page because they’re testing out different things to see what you’ll actually click on. Shelfari, I didn’t spend time on that, but that’s good to note. That was Amazon’s site before this. Goodreads was just getting a lot more traction so they wound up acquiring Goodreads.

**Brenda**: Check *Publishers Weekly*. I think they wrote something about what Amazon’s plan was. If you just do a search for *Publishers Weekly* online to see.

**Audience**: There were certain aspects of that where they say, “Go to Shelfari to complete this.” That link is still there.

**Steve**: Right, the links to Shelfari are still there, and so there’s some crossover back and forth as they slowly move things out. Let’s just move on at this point.

Within Goodreads is something called Listopia. As you create lists of things that you like, same thing here. You can put books and things into featured lists. Just like Amazon—remember the old days of Amazon when you could find lists along the sides? And it would tell you, “These are books you might also be interested in?” You could take the top five books in a category and your own, and make a list? And if people liked the other four, they might pick up yours as well? So that was a strategy that people did on Amazon for awhile. Same kind of thing here in Listopia. You can basically feature your books along with other books that are in your genre. It connects you to those authors.

So Goodreads. The word I have for that is the *plug*. This is really where you want to plug your book and promote it.

Moving right along, we’re talking about [Facebook](https://www.facebook.com/). Brenda has a Facebook page—in fact, Brenda has three Facebook pages.

**Brenda**: Yes. I have a personal page, I have a private group, and I also have a page page that people follow.

This is the personal page where I keep things pretty informal, and if you scroll down, I posted a series of 13 photos of a hike that I did yesterday. And it’s pretty easy. You take them with your camera. As Steven said, and he said he’ll talk about this later as well, photos are very important. Because of the longevity of our website, the Caregivers Voice, I have people that are constantly wanting to write posts, to put them on our website. We have guidelines for people who want to write posts on our website. I always tell people, “Take pictures.” You can easily do it with your camera. I don’t publish any stock photos because of legal issues, so I say just use your camera to take pictures and just post them on your site because pictures are key.

So this one, yesterday, I was on a hike. If you scroll down there you’ll just see the 13 photos. Some people picked it up. If you scroll down further, you’ll see there’s a lot of commentary. But it’s a way that people engage with you. And then if you want to look at the other website—

**Steve**: Let me just say on your profile, when you add something to a friend, as a friend on Facebook, you’re only allowed 5,000 people. I’m assuming as an author, you want more than 5,000 people to buy your books. So this is where you want to get into having a page. With a page you can have an unlimited number of people that are following your page. For example, my Facebook profile, I use this for family and very very close friends. None of you would be interested in my Facebook profile. But you would be interested in a page if it was related to the subject that you’re interested in.

So in this case, this is her personal page.

**Audience**: I have a question. Brenda, you said you had a personal page—what about the other two, and the difference?

**Brenda**: Click on the Caregivers Voice. So this is the actual page that is the professional page, and you see the branding is pretty similar. So if you scroll down here you’ll see, and I’ll post other things, this is a *U.S. News* piece I did, so I helped promote it and posted it there. And then I have a private group, which Steven doesn’t have access to because he’s not a member of the private group. That is for all the people who are STUFFologists. It’s our STUFFologist group and we have interactions there.

So this is the one where I engage with people most frequently, this Caregivers Voice that you see up here. People will oftentimes post their articles on here. The key thing is, again, engagement. It’s just a different way of keeping people connected. I have to say, we’re sitting here in front of you, and mine looks like I’m doing a lot of things here, but this has taken years and it slowly evolves and develops. We take one step at a time.

**Steve**: Things to point out here that she’s doing very, very well—these buttons. She has a nice graphic up here, “Can I survive as a caregiver?” For what she does, that is the question that her audience is going to be responding to. If you want to talk to her, Book Now, click on that, and that takes you back to her speaker page on her website where you can find more about having her come and speak or engaging her as a speaker. If you like that page, and you want to give a little love that way, you can click the Like button, and that will go out to *my* people. So now that gets a little bit of love for her. If I want to send her a message and just talk to her, I can click on Message and go from here. She also has a sign-up for her newsletter.

So she’s using a lot of different things here, and they’re all kind of cross-pollinating one another. So I assume this goes to your standard newsletter, so it’s all one newsletter. She’s not creating five different newsletters. She pulls from her website, from her Facebook page, wherever you happen to interact with her, it pulls you into her funnel. Now she can somewhat guide the discussion and the relationship to what she wants to talk to you about.

If that’s intimidating to you, let me show you Leighann’s. This is the one who’s making $20,000 a month with Kindle. She’s got a Shop Now button where you can look for her books; again, the Like; and if you want to send her a message. Not as much going on here, but again, little pictures.

This is a closed group she has, a thriller-suspense-mystery readership that she has started. If I wanted to join that, I’d click the Join Group button, and then I could become a member of her inner circle. Some people sell access to that! But if I click that, she will then get an e-mail that I want to join her group. I mean, she can engage me. She can say, “Well, this is closed—it’s only for people who bought this one program,” and steer me toward that program. Or she can just add me into that group if she’s not charging for that, depending upon what she wants to do with that.

Let me move on here. This is Jeff Goins. He is a writer that I’ve been following recently. He has his newsletter sign-up, Like again, whatnot, you’ve got his picture here. This lets me know that he’s obviously a public speaker, so I could either hear him or I could get him to speak to my group if I wanted. If I go down, I see there’s a little video here. I want to find out he’s the bestselling author of four books, including *The Art of Work.* Speaker, dad, husband, and guacamole connoisseur*.* My kind of guy.

He has a conference call, the Tribe Conference, about how you build your tribe. Here are all the different people that he has at that: Ray Edwards, Asha Dornfest, Chris Drucker, Jeff Brown, Michael Port—a lot of people that I might recognize or know or want to get to know.

This is his page where he’s got different articles that he’s posted. For example, this one right here, on his Facebook page, is “How One Unassuming Parenting Blog Reached a Million People.” Interesting idea. You notice here, [GoinsWriter](https://goinswriter.com/). This is a blog post that leads back to his website. So he’s taking people that are on Facebook, that are spending all their time on Facebook, and the average person spends between 45 minutes to an hour a day on Facebook. I don’t, but the average person who uses Facebook, that’s how much time they spend on Facebook. They may not want to leave Facebook, so they can read the article here. But if they want to find out more about Jeff, they’ll follow the breadcrumbs and end up back at his website, where he can add them to his newsletter or get them into his funnel.

Another thing you can do with a Facebook page is you can actually create a page for your book. So this is [*Jacob Wonderbar and the Cosmic Space Kapow*](https://www.facebook.com/JacobWonderbarAndTheCosmicSpaceKapow/). It’s a book website and it says that very clearly here. What this author has done, only 190 people like this, so it’s not hugely popular, but he’s got a little bit of love here for people who have bought the book and want to either participate or find out more and extend beyond the book.

So we’ve talked about blogging and we’ve talked about Amazon, and we’ve talked a little bit about Facebook. We’ve talked about Medium as well. Let’s talk about Twitter. Guess what? Brenda has a Twitter page. Okay?

[Twitter](https://twitter.com/?lang=en) is really about perceptions. It’s about trying to understand who this person is. Years ago when Twitter got popular, most celebrities wound up firing their public relations people and started tweeting directly because it enabled them to go directly to their fans. If Twitter were a country, it would be the 12th largest in the world. That is how popular Twitter is. Upscale users—30% of them have incomes north of $100,000. They have more monthly search queries than Bing and Yahoo search engines combined—24 billion a month. And you can sell to your followers through Twitter.

So you want to include keywords or expressions that you want to be discovered as you blog. You use hashtags. Let’s go through some of the Twitter pages we have here. You can see the same look and feel of the Caregivers Voice here. She’s done 4,000 tweets, she’s following 2,000 people, and she’s got a little over 2300 followers. If I wanted to follow her I can click here and see what she has to say. Similar to her website, you can see that she’s got information here all linking to the keywords caregivers, dementia; a link to her newsletter; a link to her being a speaker and an author; where she lives. And again, you can see here, even though Twitter is, what, 140 characters, including spaces, you can see here that she's got pictures associated with it.

**Brenda**: And it’s good to tag people with that app, so if you’re taking something off of somebody—like I said, I wrote that article for *U.S. News* but I still tagged them if you look, you’ve got to scroll back up but you’ll see I tagged them. They saw that and then a day later they went ahead and retweeted that tagged post to their megafollowers. I probably have above-average in the Twitter universe among all the Twitter users, but I don’t have a lot. There are people in the tens of thousands, hundreds of thousands, celebrities who have millions.

But I go through a weekly and a semi-weekly, or biweekly, exercise of deleting followers that might affect my reputation. Because you’ve got people who can indiscriminately follow you. And if they’re selling followers for $49, 50,000 followers for $49 so you can bump up your thing, it’s not such a good thing.

**Steve**: It’s worth going through a little bit of this. Was there a question?

**Dave**: Just a comment. There is a little fly in the ointment. Wall Street is very unhappy because they’re not making any money. So there’s choppy water.

**Brenda**: Yes. There is some concern with that, discussion on the financial side if it’s just going to go under. But I can’t imagine, because there’s so many people internationally who will tweet about it, but their CEO operates both Square and Twitter, so there’s issues, as David was saying.

**Steve**: So the question for the tape was the fact that Twitter might be going under and some concerns on Wall Street or whatnot. I would be *stunned* if Twitter goes under. There will be people lined up to buy it if it decides to go under, so Twitter’s not going away any time soon. Yes?

**Audience**: Brenda, why do unwanted followers hurt you?

**Brenda**: Types of people will try to follow you, and then if you scroll down their page—because I’ll go through and look at everybody who wants to follow me to see if I want to follow them back—a lot of times, if you scroll down enough you’ll see they have advertisements. So they have some decent-looking posts but then they’ll have an advertisement that says for $49 or $29 buy 5,000 or 50,000 followers. And that tells me that they’re robots created overseas that come out here with personas and all that, virtual personas, to get all these followers.

Truth be told, celebrities use these to ramp up so they get the million followers. If you get a lot of followers, my first reaction when I see people follow me who have 100,000 followers, I go, “Wow! I’m hittin’ the big leagues!” But the truth of the matter is I don’t know how they got those. Everything I do is organic, which is slower than a snail. But it’s organic.

**Steve**: Let’s talk a little bit about Twitter here. Think of Twitter like text messages, but to groups instead of just one on one. That’s the way I tend to think of it. So you’re not going to write a long article. You’re just going to send a quick little message back and forth. And this is where some people will try to sell advertising or whatnot, which is why she’s cleaning that out of her list. A good reason to do that is that the people who are following her don’t want to read all that garbage. So as she cleans that out, the people that are following her appreciate the fact that she’s keeping the feed nice and clean and relevant to what they want.

A good rule of thumb is, I would say, for every ten tweets, nine of them should be about something other than just your own stuff. Maybe out of every five or four if you really want to cheat it a little bit. But if they see you just pushing your book, pushing your book, pushing your book, they’re going to drop you pretty quick. But if they see that this is a way to engage and have a conversation with you as an author, then they’re interested. So let’s talk a little bit about what Brenda is doing here, because it’s good practice here. She’s been doing it for a while.

**Brenda**: I like this critique and I thank you. I hope I don’t get your bill any time soon. One thing I will say, what he said about pushing your book– when I do, all the tweets are about content. Either my content or content that’s posted on the website. I do very few, and I need to do more, retweets.

**Steve**: Let’s show some of this because it’s on her page right now.

She’s got a hashtag here, #caregiver, which is a word that she is trying to own. And then “Support groups can be your life support in these four ways,” that leads to an article. So if I’m interested in that or if I’ve done a search on Twitter for the word *caregiver*, I’m going to find this article. She’s linked that article, so I know that this isn’t just a quick little, you know, throw me up. Someone’s actually put some thought and effort into this article. So I might be interested in this.

Here is somebody who retweeted something that she did, so she’s got in here, “Thanks for the retweet,” and then she’s credited the person who’s done it. And if I want to follow this person then I can follow this person, see what she has tweeted, whatnot.

Moving on down here, “Making Life Better for People Living with Dementia.” Seven-minute video, Person-Centered Matters. Then a short link to that. So if I’m reading through that in very condensed form, I can say, “Oh! Seven-minute video about dementia.” If that hits any of my buttons, I’m going to click on that link. If it doesn’t, it’s just going to float on by.

Again, here: “Thanks for sharing this *U.S. News* help article about the value of support groups.” She credits the person and shares a valuable resource. So this is how you have a conversation on Twitter. People that are following can engage in that conversation. It brings that relationship with you. Yes?

**Brenda**: I wanted to just throw something in before you ask a question, Robin, or make a comment. When you tag somebody with that app for Twitter, don’t put it at the beginning, because then that’s like a direct message. It doesn’t go out onto the whole site. So either put a period, if you’re going to put their @ name first, or put it as you see here, somewhere in the middle of your writing so that everybody can see it and they get some juice off of it. Robin?

**Robin**: I have a question—the difference between your own tweets where people follow you, and your feed?

**Steve**: Okay, the difference between your own tweets and the feed. The feed is the conversation that you’re having with people. You can see there’s a link here: View the Conversation. So I can see if there’s a subject that I’m interested in and I can either participate or at least lurk and read along with that. As I search for Brenda, now I’m on Brenda’s page here, so these are all hers. So I’m able to see—

**Robin**: If I follow people, other people that are following me don’t get to see who I follow, do they?

**Brenda**: The initial question that you asked, the distinction is when you click on your Home tab, that’s your feed. When you click on your Profile, that’s your you. So there’s two different things. The feed continues with all the people you follow. It’s their posts. That’s your feed.

**Robin**: Right. So the people that follow me just get my tweets, right? They don’t get my feed.

**Brenda**: Correct. They just get your—

**Steve**: The people that follow you, the question was the people that follow you just get your feed. Yes.

**Robin**: Because someone sent me a tweet today that they liked my feed.

**Steve**: That means they went to your site and they wanted to read all the different things you’ve been tweeting about. So that’s how that works.

Another thing I want to point out on Brenda’s site here is she has this “Making Life Better for People Living with Dementia,” then a link. “The 7-minute video was inspiring. Please retweet.” So she’s gone to the effort to point out this 7-minute inspirational video that is hosted on YouTube, and she wants people to retweet that. So that’s how you build these links. She’s doing a good job cross-referencing. Yes, question in the back?

**Audience**: How did you do that, Brenda? How did you get that on your tweet?

**Brenda**: How did I do that? Yeah. I just put in the URL for the YouTube video, and, boom, it populated it. Much to my surprise, too.

**Steve**: The advantage of Google and YouTube is they are incentivized to do all this. It drives traffic for them. So they’ve done all the work for you on all these technologies. So see, I was around in the days when you had to do all this stuff yourself. Nowadays you don’t have to do that. And frankly, anything you don’t know how to do, just go onto Google and type in, “How do I post a video on Twitter?” and there will be somebody that has videos on how to do it.

Okay. So that’s Brenda’s site. I’m going to pick on poor Leighann here as well. So again, not as many tweets.

**Brenda**: She makes 20 grand a month.

**Steve**: She makes 20 grand a month, so I’m not going to say bad things about her. Definitely. But you can see she’s done a lot of good things here. She’s got a picture of herself. Remember, she writes Kindle books. That’s all she does. Cat books, dog books. But here’s her page. She could have something nice in this big orange area. She hasn’t done the work to do that. She’s got just a few people following her. Here she is talking about her book: “Holy smokes! *Guilty Paws* made the finalist list of the M&M 2015 novel-writing contest.” Then she’s also tweeting book reviews and whatnot. So it’s a little self-serving, which is probably why she doesn’t have as many people following. Every once in a while she finds a good deal, she’ll tell people about it. So she’s trying to provide some value to the people that are following her. If you want e-books for free she’s got some places that she’s doing that. So March 9, February 10, February 7, most of these are about her own stuff. So if you love her and you want to know just about her, great! If you wanted to find out more about what’s going on in her space or her topics, not so good.

[Paulo Coelho](http://paulocoelhoblog.com/), wrote *The Alchemist*—quite a few more tweets. He’s only following 176 people and has almost 11 million followers. Okay? Doin’ it right! You can see he’s got his Instagram—we’ll talk about that towards the end. He’s got his blog, some things that are of interest to his people. I just wanted to include this so you could see what a kind of high-end author’s looks like. He’s got all of his books up here as his banner.

Probably you all know this woman, [Jackie Collins](https://jackiecollins.com/). 22,000 tweets, 169,000 followers, and I would bet money she doesn’t do this herself. The reason I say that is I’m looking at tweets: “Straight talkin’ #getyourJackieCollinson” and then a link to her Facebook page. Throwback Thursday, maybe a character based on a favorite late-night talk show host. This sounds like the kind of thing that a publicist would write. But that’s okay. People are following her. That’s how you can get closer to her and get into her world. She’s obviously got people, 169,000 people, that think it’s worth following.

If you’re not doing it right, they will drop you. I set up a Twitter page once and then didn’t do anything with it. I went back there, I had zero followers. And I’d followed 150 people. So all those people realized, “Well, you’re not doing anything so I’m not going to waste any time with you.”

So when you’re seeing the activity there, that lets you know that people are actually engaging and talking and communicating. Moving on—yes?

**Audience**: How do you get, “You may also like?” How do you get that so that you’re mentioned on the right?

**Steve**: Okay, this is Twitter. It’s the same thing that Amazon does, in terms of this “You may also like.” They’re saying, “Well, if you like this . . .” If you sign up for Twitter, they will immediately suggest several different things you might like depending on what things you say at the initial. So the more you let them know, the more they’re going to try to keep you to their space, their social media network. Just to show you, *Poets & Writers Magazine* has their Twitter feed as well, and they’ve got someone there who is promoting things in their magazine and whatnot.

Moving on to [Google +](https://plus.google.com/discover). I’m not going to take as much time with Google + because Google + is Google’s attempt to do Facebook. But Google + is really more about passions. What you’ll find on Google + is it tends to be a predominantly male majority audience there. So if that is your target audience, you might find them more on Google +. There’s been articles about the demise of Google +. Google will sometimes try something, if it doesn’t work they’ll kind of backburner it. That seems to be kind of what they were doing last year with Google +. But it still is very, very active. Do I have the numbers here? 625,000 new users added every day. 5 billion posts or shares every day. So it’s not going away with that kind of numbers.

So this is Brenda’s website, or rather her page, on Google +.

**Brenda**: It’s important for search and rankings.

**Steve**: Please don’t miss that. By participating in some of these things on Google and YouTube, if you want to have things found, people type your name or your book or whatever into Google, if you’ve got several of these things that are related to other Google properties, they’re going to be promoting your stuff as well.

So you can see here, one of the things that Google does, I think, better than Facebook, is do a better job visually of presenting this. Where Facebook has a little newsfeed and it’s very text heavy, you can see that Google does a really good job of making the pictures bigger. You can see Brenda has her little avatar, or picture of her here.

Then, remember this article that we saw in the other feed? Did you post that in two different places?

**Brenda**: What I do is I’ll take that same article that’s been written and I’ll spend time. It takes me sometimes an hour to just post these things across a day or two. I’ll take an article and I’ll write different introductory material to it, because you don’t want it to be exactly the same, and I’ll post it to the different social media. And I’ll try to jockey it across different days.

Different things get different reactions. If you scroll back up for just a moment, on the right side here, you’ll see this junky-looking box. This was the announcement that we just received. We just got these last week, the Korean editions of *STUFFology.* So I posted that. Facebook really resonated with them. They thought that was awesome and we got a lot of dialogue with that, probably like 50 people commented on it. Different platforms get different reactions.

**Steve**: So I don’t know if you saw there, I was clicking through. There’s a little album here. It says, “3 Photos, View Album.” I can click on that, and all of a sudden now I can see more things. So if you’ve got something that’s visual—we’ll talk about this on the next social media network that we go to, Pinterest—if you have bothered to put graphic quotes, inspirational things, from your books or your genre, these are the kind of things Google excels at showing people. Again, more visually oriented. At the risk of being sexist here, men tend to be more visually oriented. Women are more relationally oriented. So the pictures are bigger on Google +. I don’t know if that’s deliberate or not, but it seems to work well for them.

A couple more Google + sites to show you. This is Jenny Shapel’s site. She’s got a lot of books, so you can see what she did for her banner up here. Same kind of thing. She’s got some things that are not photographic, if you will. She’s got a hashtag here, pitched a publication. She’s got the same kind of thing that Brenda had, a picture associated with a blog post. All cross-pollinating the different things that she wants.

Not the most current, as you can see. Even some video playing in the window, something that you don’t normally see on Facebook. So your eye’s drawn to the movement. Moving on.

[Chris Guillebeau](https://chrisguillebeau.com/) is a travel writer. Think of people that are writing in a nonfiction genre. He posts travel pictures of places he goes and whatnot, along with his articles. Beautiful pictures. Google + is a wonderful website for showing beautiful, large pictures. Very, very visual.

Jeff Goins, who I showed you before, his Twitter feed. Here is his Google + page, and he’s got his videos linked in here. He’s got his articles from his website that he’s posted here. He can make them public or private. The advantage of Google + is that you can put people into categories, called circles. So you can decide, well, these are the people that are all related to this book, these are people that are related to a certain niche I have. You can segment them down much better than you could on Facebook.

So the idea behind Google + is really “pursuing your passions.” So if you have a nonfiction genre or a category, Google + is great for that.

Jane Friedman, who really works to help authors in terms of how to write and how to publish, she’s got a lot of her articles here. You can see these are very current, 12 hours ago, six days ago. She’s got “Pinterest for Authors: A Beginner’s Guide,” so if you want to know a little more about Pinterest, Jane has a guide book right here for you. I can click on this and it will take me to her website. So again, using social media to then link me back to a site that she controls, where she can either sell it from the website if she wants to sell it that way, or she can link me to a place where I can buy it. On her “Pinterest for Authors” guide here, she has a picture of the book here, including a little PinIt, and a whole little article here about why you should use Pinterest. I’m not seeing the link to buy the book—she blew it! She ought to have a little thing right here, it shouldn’t be *Publishing 101*. She’s talking about this book, there ought to be a link here to the book. Yes, question?

**Audience**: So what is the value of Pinterest? I see a bunch of pictures, and I don’t see—

**Steve**: We’ll get to that next. We’ll get there, and I’ll show you Pinterest. I have some very good things to say about Pinterest.

**Brenda**: I have a Pinterest site but it doesn’t seem to work for me.

**Steve**: We’ll talk about how to do Pinterest real well. I’ll give you something to follow that will show you how to do that. [Joanna Penn](https://www.thecreativepenn.com/) does thrillers, and she also teaches about the art of writing, from England. Here. This is her Google + page. She’s been published in so many different media and whatnot, so she’s linking to that. Again, you can see it’s visual—she’s taken just generic pictures and classed them up a little bit to do that well. She’s got a podcast. Joanna Penn is someone that you’ll want to follow. She does things really, really well.

John Kremer—now we’re on to [Pinterest](https://www.pinterest.com/).

Pinterest is all about pinning, or repinning, actually. This is where you can get the people who are following you to help spread the word about you. It’s all about beautiful images and finding great stuff. It drives more referral traffic than YouTube, Google +, and LinkedIn combined. Let me say that again—it drives more referral traffic than the YouTube video website, the Google + social media website, and LinkedIn, all combined. 1.3 million visitors a day, predominantly married women.

**Brenda**: But it’s visual!

**Steve**: It is visual.

**Brenda**: And men like pictures.

**Steve**: Men like pictures. Okay. Well, they don’t like pictures of bridal dresses as much, which there are lots of on Pinterest here.

**Audience**: What was it again? You said YouTube—what were the other two?

**Steve**: YouTube, Google +, and LinkedIn combined. It drives more traffic than those three social networks.

[John Kremer](http://www.bookmarket.com/), who wrote the book *1001* *Ways to Market Your Book—*if you’ve been around for a while and you’ve looked for how to market your book, you’ve probably picked up one of the editions of that. He is basically focusing on being a Pinterest expert. He’s done several teachings on that; I participated in a few of them. This is his book, *1001 Ways to Market Your Book.*  He says that Pinterest drives 30 to 50% of his traffic to his website.

So you put effort into one of these things and you go, “Okay, now I’ve built it. Will they come? How do I get them there?” The different social networks will drive the traffic, depending upon the audience you’re trying to reach.

Now, Pinterest is really about five things here. Let me put up a lot of light here. So there’s five F’s, and this is all in the notes you’re going to get, so don’t worry about writing this down. Basically, the things that do really well are pictures about food, family, fashions, funny pictures, and fitness. Those are the things that do really well.

What you do is create a board. Think of it as a big corkboard that you would put on a wall, with lots of different pictures pinned. That’s the idea behind Pinterest. So as you go out on the web, and you find a picture or an article or a funny thing that you like, you can pin that and then put that into a board. And the people that are following you will follow. You’ll see a little bit more about this as we go through some of the sites.

So John Kremer’s boards—he’s got a Fitness Matters board. Top 10 Tips to Lose Weight in Just Two Weeks. He’s got Book Marketing Tips, because he’s got some book marketing books out there. So if you want to know about the book marketing tips, you click on this. And now he’s got all of these things that are pictures, visuals, that will link back to websites, that will basically pull traffic in. They get repinned and shared with other people that are following him.

So he’s got Twitter marketing, a word-of-mouth marketing manifesto, these are all book marketing tips. So he’s got these graphics, “The 12 Commandments of Wealth,” pictures that he thinks would be interesting to people that are following this topic. So he finds these things on the web, he’s surfing the web and other social media sites, he finds something, takes the picture, pins it, immediately just puts it onto his board, and he’s good to go. It happens that quick.

**Brenda**: Now there’s one caveat with all that, and I’ve been reading about this—when people post other people’s pictures, there’s this copyright issue with that. You hear the voices rise with regard to that issue, and then they quiet down. So people work out how to use other people’s material.

**Steve**: Let me tell you the rule of thumb on that. I’m not a lawyer, I’ll put that out there. But I’ve dealt with very large companies in terms of building their websites and their graphics, and all the rest of that. Basically, if you are promoting their stuff in a positive, thoughtful way—unless they’re Disney and you’re trying to promote their stuff, Disney will stop you from doing that—but if you are a cruise line (which I’ve worked for), they’re basically like, “Well, we don’t want to know. If you ask, we’ll tell you no.” But if you do it, as long as it’s not offensive, they’re generally gonna let you do it. That’s what mostly goes on with Pinterest.

People post Pepsi and Coke, and you wonder, “Did they actually talk to Pepsi and Coke?” I guarantee you they didn’t. But as long as it’s positive, it’s not vulgar, Pepsi is not going to send them a cease and desist letter. They’re going to want those pictures on there.

That’s just my opinion on that. Like I said, I’m not a lawyer, so no lawsuits on that advice.

Moving on, where are we at? 8:30, I’ve got to move here. Just a couple of different boards here.

**Brenda**: One question.

**Audience**: For Brenda, do you have any idea why you don’t get traction on Pinterest with your subject matter?

**Brenda**: I do, but it’s just not enough. I think there’s John Kremer’s information there. I get retweets, I get followers. Maybe it’s just that I’m newer to that site and don’t understand it as much yet.

**Steve**. Real quick, just finishing up Pinterest here, this is an Interesting Authors board, done by Amanda Patterson. She’s got one and a half million pins, almost 14,000 followers. And you can see, for authors she’s got interesting authors here and she’s pinned their pictures. Not a bad way to do that.

This is Pens, Ink, and Notebooks, a small amount, only 48 pins, almost 2000 followers. She’s linked to different things related to pens, could be interesting to writers.

Here’s a How to Edit board, if any of you are editors out there and you want to drum up a little bit of business, this person, Jody Hedlin, has linked several different pictures she thought were related to people or the subject of editing. So she’s included “25 Editing Tips for Tightening Your Copy,” “How to Take Criticism Like a Champ,” things that you might be interested in, graphics—infographics are very, very big right now.

So if you can take a complicated subject and whittle it down to a nice short little list, it performs very, very well on Pinterest. “Get Help with Your Writing,” again, same kind of thing. I focused on the writing niche because we’re all writers here, but you can do this for whatever your genre is. Whatever you’re writing.

Cover Lover—this person has basically put book covers up. So if you want to get ideas for book covers, this author is basically linking covers, 220 of them and almost 17,000 people following it.

There’s even people that are basically doing book-oriented crafts. So if you like books and you want to sell items related to the idea of books and writing, this is a person who’s just put pictures on there. So again, if you’re interested in things, if you’re following a certain genre, you go from there.

Moving on—[LinkedIn](https://www.linkedin.com/). Let’s see if I can finish the last 3 here quickly.

Brenda has a LinkedIn page! Anybody surprised? She’s got 500 connections here.

**Brenda**: No, I’ve got 1300.

**Steve**: 1300, Okay. I will credit [Guy Kawasaki](https://guykawasaki.com/), who does social media phenomenally well. I have his book here called *The Art of Social Media.* Please don’t take it, this is borrowed from the library so I have to return it in about a week. But if you want to see it I brought it with me.

Guy basically says LinkedIn is all about pimping your site in a good way. My P word is *professionals*. The whole thing about LinkedIn is trying to present yourself as a serious professional. So you’re making connections with people. So here is her profile, Brenda’s. Expert speaker for dementia, caregivers; author; TheCaregiversVoice.com; STUFFologist; board of directors member. Very very clear who she’s about. If you’re interested in those kinds of things then you’re going to follow her. I don’t follow Brenda, so I don’t have access to her full profile, but it gives me enough to know that this is someone I might want to know.

If any of you know about the whole six degrees of separation thing, the whole thing about Kevin Bacon? There’ve been so many movies that you can follow six different people to get to anybody in Hollywood. Well, given the fact that there’s about 7, 7.5 billion people on the planet, they’ve been able to show that you can make six different relationship jumps and get to anybody on the planet. That really is true, they’ve demonstrated that several times.

So this is where the power of social media comes in. You get to make connections. This is what LinkedIn is really all about. You make connections with people and go, “Well, how do I get to so-and-so?” Well, so-and-so knows so-and-so, and they know that other person—that’s what LinkedIn is really all about.

Also, LinkedIn is about you giving your expertise, forming groups, sharing things. You want to talk a little bit about that? No? Okay, so basically, one of the ways you build your expertise on LinkedIn is by answering questions. You may form a group. Let’s say you—

**Brenda**: You’re moving so fast and I’m going, “Okay, I’ve got to speak quickly!” I’m a member of certain groups. Certain people form groups, and they invite me to be a member of their group. Again, with this one, people will want to connect, and I do due diligence with anybody who wants to connect with me. I’ll check them out. If you want to connect with me I’ll research who you are before I connect with you. As he was saying with the six degrees of separation, I try to protect my connections. If I bring somebody in who’s not going to be professional about it, who will be, as Guy Kawasaki says and Steven quotes him, pimping—I don’t want that in my world. I want all of us to collaborate and work together.

**Steve**: So if I found Brenda and I’m learning about Alzheimer’s and dementia, the LinkedIn website has let me know that people that have viewed her website have also viewed these people. This is a speaker, an Alzheimer’s Speaks radio host. This is an Alzheimer’s disease and dementia care specialist. This is a writer, author, and keynote speaker on Alzheimer’s. So if I’m researching Alzheimer’s, all of a sudden LinkedIn pushes me toward several different people that I would be interested in connecting to.

So again, more on the professional side, not so much on the fiction side, let me just say it that way. But on the fiction side, if you’re interested in that, basically if you’re writing a certain type of genre fiction, that’s where you would find some groups around, “How do I solve these problems?” or “How do I do this in my story?” You’ll find groups around that. As you become the expert and people hear, “Well here’s how I do it,” “Here’s the advice I found,” you become the expert, the go-to person. Then people follow you, they refer to you, and that’s how you build your connections and your profiles.

So that was Brenda’s. Other different groups they have on LinkedIn—this is a freelance writer group, so articles, experts, jobs, and more. So if you want a freelance writing job, you might want to follow this. This is LinkEds & Writers, it’s got 74,000 members, the biggest and best LinkedIn group for editors, proofreaders, and writers. So if you’re looking for an editor, a professional person, here’s a place where you would look for them. If you are one and you basically want to have your shingle out there, this is where you would want to post it as well. That’s where you would connect professionally.

Books and Writers, a promo cave—this is an author and publisher group to network, and I even have the affiliated authors, 11,000 authors here. This is for published authors, both traditional and self-published, who are interested in learning from others as well as helping others break into the world of being an author. So if you’re in that area and you want to talk about your expertise and share, if you want to be a public speaker or that kind of thing, this is a group you could be a part of.

We talked earlier about [YouTube](https://www.youtube.com/). For YouTube, the key word is *presentations*. It’s all about making a presentation to people, keeping them short. This is the woman that I spoke about earlier, Leighann Dobbs. This is her book trailer that was linked on her website. This is the YouTube page for it. Please notice, she did an Animoto video, so this is not her YouTube channel. I have no idea why it’s here. It doesn’t make any sense to me that it’s here. She’s only got 106 views on this book trailer, so if I actually drilled down to where that video was, there’s where I could get to it on that page. If she had a channel, I could see more.

**Brenda**: If I could just add one thing—he mentions Animoto, but YouTube also has a feature where you can load a bunch of pictures on it, on the YouTube channel of your YouTube account, and it gives you options to link all them together into a moving video. You can use YouTube to do that as well.

**Steve**: Okay. I mentioned Joanna Penn. This is Joanna Penn’s YouTube channel. You can see she has a little welcome video here where she explains what she’s doing. I can go full screen here if I want and see it. She’s got a little introduction here. She’s got several videos. Again, she’s talking about podcasts, so you can see her videos are unusual. They’re 36 minutes, 42 minutes, 40 minutes. These are interviews that she’s had. Four days ago, 155 views; one week ago, 406 views, so she’s doing well here. She’s been at it for a long time.

[Clive Cussler’s page](http://clive-cussler-books.com/). I like Clive and I like his writing and I like to show his YouTube page because he has short little 1 to 2 minute videos of him just talking about his process. So if I click on any of his videos, it’s just him, sitting in his office, talking about what he’s doing. So if you’re intimidated about “I’ve got to have a green screen,” or “I’ve got to have a certain dramatic backdrop,” or you have a face for radio, whatever—here’s Clive Cussler, talking about his process. That’s all he’s doing. It’s not even focused. But if I want to know more about him, I like him, he’s one of my guilty pleasures, you see this is his channel. He’s got videos about his writing, he’s got videos about books and characters, and travels and events. Plus some other things on here as well.

**Brenda**: Do you have a YouTube channel, Steve?

**Steve**: Do I? Yes, I do.

**Brenda**: You can set up playlists so that people can visit you. I have a YouTube channel too, but he didn’t capture that one. But you can set them and organize them, so I have things that cover caregiving, I have things that cover hiking and traveling, videos like that. I have a funny video about deep-frying a turkey. A whole series of 30 second videos, and that gets followers. Just all sorts of different things that bring pleasure to people.

**Steve**: So, Clive Cussler is a fiction novelist. He writes thrillers, basically, if you want to call them that. So he put together his videos organized into playlists, so if I just want to go through them, watch them, he’s got the one on writing, five videos here, and four videos on books and characters. You know, all his books feature exotic, fancy cars, so he talks about his hobby, he includes that. So if I look at that in his books and that’s what draws me to them, if I want to find out more about his passion for that, that’s in here. Again, Poynter would be all about jumping out of airplanes and parachuting. Also the exotic locations he goes to—he’s included all those in his playlist.

[Self-Publishing Roundtable](https://www.youtube.com/user/selfpubRT). This is another YouTube website, again, more of a podcast here, about an hour long. And you can see here the related channels. Once you go here, Google or YouTube will say, “If you like this, you’re also going to like this,” so a publisher, Joanna Penn’s YouTube page, a link here. And I can subscribe to all of these, just click on the subscribe button. Or I can go to them and check out the sites and see what they’re all about. One question, yes?

**Audience**: Going back to YouTube, do you have any advice on video and equipment?

**Steve**: Advice on video and equipment, yes. There’s a thing called a smart phone—they are phenomenal. They will do 4 K. One of my clients actually is a videographer for Hollywood, he does action sports. So he does very, very high end. He hates these things, because you can get a very good hi-definition video camera for about $700. You can also get it on this, and there are even rigs that will attach to your phone. You can do the whole selfie thing. And you can take very, very high-quality videos. In fact, I don’t know if it was on the Superbowl or not, but there was a recent video ad, I think it was Apple that did it, where they showed people that were doing hi-definition video from the phones, and they ran a hi-definition commercial. They bought space and showed the videos that people had done all on their phones. So you don’t need a $4,000 fancy Nikon camera. You can do it just with your smart phone.

**Brenda**: People don’t notice it, either. I mean they don’t have that eye anymore to see the difference.

**Audience**: You don’t want to do a really hi-definition thing for YouTube because it will take forever to—

**Steve**: Okay, let me address that. You did ask about equipment, so let me say in the area of video—people are very forgiving of poor video. They are *not* forgiving of poor audio. So if you’re going to do any kind of podcasting or you’re going to do any kind of video work, invest in a good microphone. If you really want to know about that, e-mail me and I can give you a list of some microphones to use and whatnot. There’s some very, very good ones for under $100, around $50 even, that are extremely high quality, that are just as good as the radio guys use. They’ll forgive bad video. They will not forgive bad audio. If your audio is terrible it doesn’t matter how hi-definition your video is. They will unsubscribe.

**Audience**: How do you publicize your YouTube channel?

**Steve**: You include it in your social media. The question was how do you publicize your videos. By tagging them correctly around your subject. By keeping your videos between one and two minutes long, so that way they’re on a single subject. Google will then sort them out and put them where they belong as people search for them. To find, do a search on a certain keyword—let’s see if I can do that real quick here. This is worth showing you and I didn’t have a page set up for it.

I’m going to go look at Brenda’s website here and see—doesn’t have it here. But Google will now organize her things, so it’s doing that. Here’s her Facebook, all of her other links. I looked for Caregivers Voice, it shows all of this and related topics. They’ve separated out videos now. It used to be that Google would include, in the top 2 or 3 links, videos for your search. So if you had a video they would get you a little bit higher—you wouldn’t be found on page 5 or 6 or whatever, you’d be on that first page. They wanted to promote YouTube, that little nepotism there. Now what they’ve done is they have this here, where if you go back, it gives the basic Google search, but then if there’s any news about Caregivers Voice it’ll be under here, if there’s any videos associated with it they’re here, and so on. I presume these are probably some of your videos here. Some of these are hers, the Caregivers Voice, so these are some of her videos that show up under the videos link. That’s how you get found, by correctly tagging and going from there.

I’m going to move on because I’m pretty much out of time. But I want to click on a few more things to show you. Aspiring Writers, this is a similar kind of website. Even the *Writer’s Digest Magazine* has a channel where they have put videos on different subjects.

The last one I want to show, number 10, is [Instagram](https://www.instagram.com/?hl=en), and that’s all about pictures. I included this because it is becoming much, much bigger with writers. So Instagram is the equivalent of taking my picture on my cell phone and throwing it up. Think of it like Twitter, but this is “I’m going to throw up my pictures and share it with the world.” Believe it or not, authors are really using it. I had a debate with my son, who’s a social media manager, about whether authors should be using Instagram. He said, “Ah, don’t bother!”

If you’re on your cell phone, this is getting to be very, very big. You’re an author, you’re out doing what you’re doing, you’re having tours, you’re doing book signings, where you write, your process. Stephanie Meyer, who wrote the terrible vampire books—*Twilight*, thank you—Amazon featured her talking about her process on their home page, so it was just her, talking about her process with the video here.

Same kind of thing with Instagram. You’re sharing your pictures about your process—where you do it, what you do. I was coming back on a train yesterday, so I had my laptop open. I was typing. I thought, “Oh, what the heck!” I took my picture out there. Put it there and took three or four different pictures of me typing away at my computer, you know, which you’ll eventually probably see in my social media somewhere. Just things with me and my process for people that want to follow me.

That’s Instagram. We’re basically out of time. Are there any final questions? I can only take one or two of them cause we’re almost out of time. Yes?

**Audience**: Is Hootsuite worth mentioning?

**Steve**: Yes. [Hootsuite](https://hootsuite.com/) is a tool that will allow you to manage a lot of this. People use Hootsuite to basically do all of it in one place. That is very, very useful for that. They also use Hootsuite for scheduling it all. Hootsuite is an app that you can use on your phone or your iPad or whatever. Generally, I’d recommend that you not schedule, because when you schedule your tweets you’re not being as personal or interactive with them. Some things you could schedule. I would say don’t avoid scheduling them. If there are certain things you know you want to talk about, articles you found or did some research on, you can put those out there. But make sure you intersperse those with live tweets.

**Audience**: I’d like to ask a question from a marketing perspective. I’ve heard of viral. Is something going viral what predicts what makes a movie a blockbuster? So I’m wondering, do you have any particular insight as to how something goes viral?

**Steve**: Okay. Viral. How to make something go viral. Obviously, that’s where it gets retweeted or repinned or reshown or whatever. This is like the five F’s on Pinterest: food, fashion, fun, family, fitness. If I wanted to take interesting quotes from my book, if they’re not about food or funny or whatever, if they’re just great quotes, I might get some love. I’ll get a lot more repins and retweets if they’re the kind of things people will want to share with their friends. “Hey look at this!” kind of things.

So the way you make things like that go viral is to find what are the things that are trending. Google even has a trending website. It’s [Google.com/trends](https://trends.google.com/trends/). And you can see what are current things that are trending. So you find things that are trending, and then you post things on your social media. One of the biggest ones I saw was when Michael Jackson died. People were writing posts, trying to tie in any way they could, what they did to Michael Jackson. And they got all kinds of traffic to their sites, their social media, just because they mentioned Michael Jackson in it.

John Locke talked about Penn State, the whole child abuse thing that went on there. He talked about the coach and how the coach was really inspirational to him in his formative years. Not the one that did the abusing, but Paterno. He wrote a whole post about how Joe Paterno changed his life. Very controversial at the time. So that started a conversation after the blog post of people saying “This guy should be in prison,” or “Yeah, I liked him too and it’s too bad that it happened under his watch,” whatnot. It just engaged his writers. That’s how things go viral. People take it up, they trend it. That’s why people would have been typing Joe Paterno into the search engines and they would have found his blog.

So that’s how you go viral. If you’re trying to create a viral video—good luck. There’s ad agencies that are ready to hire you if you know how to do that really, really well.