

Resource Pack

You're doing great! Here are the links and resources for week 2.

Week 2

12. Blogging further

Blog carnivals. Find a list here: <http://blogcarnival.com>

Reddit: <http://www.reddit.com/> (Find a sub-reddit that fits your topic)

Digg: <http://digg.com/>

Tweet Old Post: <http://wordpress.org/extend/plugins/tweet-old-post/> (WordPress.org - Twitter plugin)

List of blog tours: <http://www.theindieexchange.com/for-writers/>

13. Video interview with Kimanzi Constable on his guest posting success:

http://www.youtube.com/watch?v=vu0n_UlJBzc

14. Ethical bribe

<http://www.30daybooks.com/8-actionable-ways-to-grow-your-emailnewsletter-subscribers-by-optimizing-your-author-website-more/>

15. Power of local - Patch.com

16. Holiday websites: <http://holidayinsights.com/>

<http://www.daysoftheyear.com/days/2013/04/>

17. Use Google forms or Survey Monkey to collect responses:

Google forms: <http://www.google.com/drive/start/apps.html>

Survey Monkey: <http://www.google.com/drive/start/apps.html>

Quora.com: <https://www.quora.com/>

18. Examples of great author taglines:

The point of a tagline is to show people what your stories are about in an instant. You want to be memorable. Help them categorize you and give them a "get it" feeling. A YES or NO reaction. Some examples:

"Heart, Humor, and a Happily Ever After" Heather Thurmeier

"Spicy Romance with a Dash of Humor" Jenny Gilliam

"I'm the Author Your Mother Warned You About" Shelli Stevens

"Sassy Fiction for Today's Christian Woman" Deb Kinnard

19. Twitter:

<http://www.30daybooks.com/how-can-i-use-twitter-to-market-my-book-twitter-for-authors-who-dont-get-it/>

<http://www.30daybooks.com/avoid-the-twitter-timesuck-twitter-in-less-than-10-minutes-a-day/>

20. Paid ads -

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[Ereader News Today](#) Need at least 10 reviews, 4.0 rating, price \$.99 or lower (but not free). Cost is 25% of earnings.

[BookBub Advertising](#) Prices vary according to genre. Very popular and effective.

[Pixel of Ink](#) (\$0.99 and lower)

[FKBooksandtips.com](#) Prices vary

<http://www.shelfmediagroup.com/>