

The Internet is a Writer's Best Friend!

As the Internet transforms the publishing industry, savvy writers will rule

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what happened that should matter to you?

- Company started in 1768 (244 yrs old)
- Published the work in 3 volumes
- In 2010, published the work in 32 volumes
- They printed 12,000 sets & 4,000 were unsold until March 13th.
- Encyclopedia Britannica is done with paper

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Britannica Vs Wikipedia

the changing publishing scene in a nutshell - 1

- Britannica has staff writers & editors
- Britannica hires expert consultants
- Together they produce/maintain ~66k articles
- Britannica has 2.92 errors per article (Nature)

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Britannica Vs Wikipedia

the changing publishing scene in a nutshell - 2

- Wikipedia is 11 years old
- Anyone who wants can write/edit Wikipedia (142,826 in the past 30 days)
- Wikipedia has 3,901,735 articles (66k)
- Wikipedia has 3.86 errors per article (2.92)
- THIS IS THE FUTURE (& it's 11 yrs old)

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Some background for motivation

- There is a new, growing economy online
- Kids have always known tech
- The world wants stuff on-demand & customized
- Traditional marketing is ineffective
- News, ideas, even musing can have instant distribution

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More background for motivation

Social media has made US powerful

- Mommy bloggers (Motrin)
- Cooks Source magazine (2010; 2 weeks)
 - Monica Gaudio
 - Judith Griggs
- Pink slime (8 days/225K sigs; 2 wks/NYC ban)
- Dog rescues
- Oak Park
 - Julie Bass
 - Planning and Technology director Kevin Rulkowski – “Suitable means ‘similar’”

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Where the world kills time

- All ABC, CBS, NBC = 24 days Youtube
- Students choose amateur over pro video
- ABC CBS NBC get 30 million hits/month
- Youtube: > 3 billion per day!
- Facebook: > 310mil daily visits from 845mil subscribers
 - Buries the US to 4th largest country!
 - Facebook vies with Google for most page views in a day
 - Social media is the biggest segment of Internet activity
 - Youtube 7 yrs ('05), Facebook 8 ('04), & Google 13 yrs ('98)

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Our attention has shifted

- Newspaper readers down 7mil in 25yrs
- Online newsreaders up 30 mil in 5yrs
- Trad ad dollars shift in Q1 2011:
 - Across the board increase of 5.4%
 - Newspaper down 10%
 - Instructive: Radio reports +3% with digital & off-air being 1/3 of that!

HOWEVER

- Mobile ads up 65% for 2011
- Web ads up 20%

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Publishers and booksellers...

...are simply going away

- Do you remember...
 - Crown Books?
 - Encore?
 - B Dalton?
 - Waldenbooks?
 - Borders?
- 3 of 5 publishers gone '07 to '10
- Hardcover sales are off 40% from 2010
- Ebook sales are up 158%

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With a top-2 manuscript...

...a coin-toss does not decide

- How good was your submission?
 - Killer cover letter?
 - Gripping synopsis?
 - Astonishing sample chapter?
 - Page-turner manuscript?
- What if you “tie” with another submission?
 - Yep: Google

**WHAT DOES GOOGLE TELL
AN AGENT ABOUT YOU?**

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Your new business card

How do you learn about an author?

- Consumers begin 65% or more of search for products & services with Google
- > 3 billion daily searches

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Internet presence is critical

How awesome is yours?

- Have you ever Googled your own name?
 - How many pages? 10? 100? 1,000? More?
- Do you blog?
 - How many page views? 100/month? 1,000? 10,000? More?
- From where do your readers come?
 - Search engines? Links from other sites? Recommendations?
- How many social media friends/followers?
 - 10? 100? 1,000? 10,000?
- It can all be a bit confusing... maybe panicking

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Where the panicked turn

You're not the only one!

- Publishers & editors online
- Established writers have no need
- Aspiring writers are there!

**DO YOU UNDERSTAND
WHY THIS MATTERS?**

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Why it Matters

What publishers may assume - 1

- Book publishers
 - **books sold** = size of fan base
- Magazine publishers
 - Gauge from # & tone of letters from readers
 - # of inquiries for speakers
 - Market research – questionnaires & focus groups
 - Emails & other ONLINE communications

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Why it Matters

What publishers may assume - 2

- Any publisher / buyer must understand
 - For an Internet personality, **followers** = size of fan base
- Followers =
 - blog traffic & blog comments
 - Facebook friends
 - Facebook page fans (likers)
 - Twitter followers
 - maybe LinkedIn connections
 - And (ugh) Klout score
- Aspiring writers are already successful
 - Fern Richardson 10K readers/day
 - Just published 1st book: Small-Space Container Gardens

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Rapidity of change

- @ first it was “get attention from publishers”
- One year later it is “learn to be the publisher”
- Eventual relationship = writer / fans
 - Randolph LaLonde > gave away his 1st ebook
 - Joe Konrath > well over \$620 per day on ebooks!
 - Amanda Hocking > 1 mil / yr
- It's not “overnight success”

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Where we're going to land

- Many emerging models exploit writers
 - Pay-to-publish (hundreds to thousands of \$)
 - Pay-to-design
 - Pay-to-promote (may help them more than you)
- Ideal publishing model = pays to publish you
 - www.createspace.com
 - www.amazon.com
- Rethink your definition of “successful writer”

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Successful writers online

- Answer the question: What is success?
- Blogging
- Ebooks
- Niche marketing
- Print on demand
- Social media consulting
- Web presence management
- Video production
- Podcasting
- Web content
- Ad & Catalog copy
- Emagazines
- Forum hosts
- Web Comics
- <http://jakonrath.blogspot.com/2010/12/konrath-self-pubbed-sales.html>

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The New Model – 1

Don't bring old models to the Internet

- Michael Smerconish
 - Kids today will never know...
 - He never mentions sadness about his horsies
- Look! A magazine is a broken ipad!
 - Coming generations will NOT miss books & magazines
- Mourn loss of trad publishing for you, only
- The “online magazine” is a joke
 - It kind of makes us old people comfortable
 - It's horribly inefficient
 - It's like insisting on building a horse into your car

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The New Model – 2

I've never shared this holy grail of publishing

- Online publishing = Information Product
- May require many people to produce
- Contains some or all of the following:
 - Blogs
 - Videos
 - Photos
 - Special reports
 - eBooks
 - Podcasts
 - Webinars
 - Peer forums
 - Access to authors
 - Coaching
 - Consulting
 - Merchandising
 - Advertising
 - Utilities
 - MEMBERSHIP!

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The New Model – 3

This is well-understood; tools exist!

- **Truths for transparency:**
 - I didn't make this up
 - The Internet itself is exactly this!
 - There are hundreds of thousands of smaller examples
 - If you can't create and own one, you'll work for one

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I HOPE YOU'RE CONVINCED the INTERNET MATTERS

- **One more for motivation:**
 - Robert LaGasse observed at GWA Symposium
 - If you weren't doing digital, you weren't selling photos
- **Whatever path you follow...**
 - Success depends on the size and quality of your Internet presence

GOOD SPOT FOR A BREAK

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Components of a winning footprint

- Tactic 1: Identify an online niche you can win
- Tactic 2: “Stalk” players in your niche
- Tactic 3: Blog with sound SEO
- Tactic 4: Connect with customers on social networks
- Tactic 5: Grow your site’s authority through link-building
- Tactic 6: Focus your content
- Tactic 7: Build your authority through social networking

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Components of a winning footprint

- We’re going to become familiar with all these things
- STARTING WITH BLOGS

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Before you get started...

information management

- I still use a notebook
- Consolidate account user names & passwords
- Write a decent 200 word bio
- Get a square digital photo of your face
- Distinguish: You aren't your business

You Aren't Your Business

A Nod to the Bad Stuff

- EVERYTHING you put on the Internet is PUBLIC
 - Blog posts
 - Tweets (not even copyrightable)
 - Facebook profile stuff
 - EVEN eMails!
- Be TRANSPARENT
- Be Helpful
- Be Nice
- Be personal; business personal
 - But don't be afraid to make friends
 - Social media is the greatest friend-finder

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You Aren't Your Business

A Nod to the Bad Stuff

- What do you have to hide?
 - DON'T PUT IT OUT THERE!
 - Author would grant an interview on The Daily Show, if asked
- Sadly, your celebrity matters even for ghost writing and business writing
 - Shark Tank business idea: \$80K per book
 - And they even throw in a few printed copies
 - The AUTHOR was the business but didn't know it
 - The venture capitalists also didn't know it
 - It was an idea years behind its time
- My favorite bloggers are very raw
- I find revealing, raw FB & Twitter posts tedious

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The Point of Blogging

YES! It's social media!

- Google loves a blog
 - Fresh, focused content – not static; not abandoned
 - Keyword-rich
 - Easy to navigate
- A blog showcases authority
- A blog creates a focal point for interaction
- A blog provides WW visibility you can leverage into local noteriety
- A blog extends traditional marketing

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Focal Point for Interaction

- Don't tout, don't sell
- Converse
- Provide value (keep 'em coming back)
 - Tips
 - How-to
 - Contests
 - Surveys
 - Announcements (training, meetings)
 - Promotions (giveaways)
 - Awards
- Invite interaction
- Above all: Make it good!

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Demonstrate Authority

- Express a mission
- Demonstrate your passion
- Reveal your relationships
- Tell what you do
- Tell how you do it
- Share your history
- Summarize industry info
- Report trends
- Celebrate your audience
- Show how awesome you and your writing are

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Help with SEO

- Include targeted phrases in text
- Include targeted phrases in titles & subtitles
- Promote entries through Twitter & Facebook
- Bookmark your blog posts
- Visit & comment on other blogs
- Build other supporting web properties

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SEO Disclaimer

- Effective blogging as I teach it
- Effective blogging without SEO

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Find your niche; find your audience

What is your market?

- Sources for ideas (magazines, markets, blogs)
- Where are your prospects online? (forums, groups, websites, blog rolls, lists)
- What search phrases do people use? (Google Adwords Tool, Market Samurai)
- Prepare to meet your prospects (Google, Twitter, Facebook)

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Tactic 2: “Stalk” players in your niche

And so we must Tweet...

- Twitter (tweets, clients, searches, lists, hash tags, chats)
- Google (alerts, reader)
- Facebook (profiles, pages, updates, search, groups, lists)

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Start Your Blog

- **Blogger**
 - Simple, free, limited
- **Wordpress hosted**
 - Simple, free, limited
- **Wordpress on your domain**
 - Registrars
 - Webhosting services
 - Managing your domain

Keyphrase

- **Build it into your URL**
- **Buy a URL (use whois & registry rocket)**
- **Sign up with a hosting service**
- **Point the URL home**
- **Install your blog**
 - Wordpress Direct
 - Wordpress.com

Post an Entry

- Copy and paste the text
- Heads: h1, h2, and h3 tags
- Bolding & italicizing key phrases
- Image titles

Tactic 5: Link to build your site's authority Hardcore SEO

- Blog comments
- Directory listings (blogcatalog.com)
- RSS aggregators
- Social bookmarking (stumbleupon, digg, reddit, delicious)
- Micropublishing (squidoo, hubpages, weebly, ezinearticles)
- Forums/Groups (yahoo, google)
- Imaging (Youtube, Flickr)
- Pinterest

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Promote the post

- Tell your social networks you posted
- Traffic comes from those sites
- Google considers social network mentions
 - Social bookmarking: DIGG www.digg.com
 - Delicious www.delicious.com
 - www.stumbleupon.com
 - Twitter
 - Pinterest

Focus your content

Performance metrics

- Count & track visitors (statcounter, Google analytics)
- Tailor your content

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Social networking strategies

Work it all together

- Be Nice; Be Helpful; Be Honest
- Post, Tweet, Update, Link
- Answer questions
- Cross-promote your blog, tweets, facebook, youtube channel, flickr, podcasts, Pinterest
- Organize the conversation
- Bring other authorities to the conversation

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Internet Meme

- **But honestly Monica, the web is considered 'public domain' and you should be happy we just didn't 'lift' your whole article and put someone else's name on it! It happens a lot, clearly more than you are aware of, especially on college campuses, and the workplace. If you took offence and are unhappy, I am sorry, but you as a professional should know that the article we used written by you was in very bad need of editing, and is much better now than was originally. Now it will work well for your portfolio. For that reason, I have a bit of a difficult time with your requests for monetary gain, albeit for such a fine (and very wealthy!) institution. We put some time into rewrites, you should compensate me! I never charge young writers for advice or rewriting poorly written pieces, and have many who write for me... ALWAYS for free!**