



[www.FauziaBurke.com](http://www.FauziaBurke.com)

## Assess Your Current Situation.

Maybe you are just starting out and you don't have a website up yet. Or maybe you have a website and a few social media platforms in place but you haven't devoted time to managing your social media pages yet. Take some time to assess your situation. This first step is perhaps the most important. Before you can commit to doing more digital branding, you need to assess where you are today, and know what's working and what's not. Take a snapshot of where you stand by asking yourself the following questions: (If the answer is no or you know you need to do more work in the area, add it to your to-do list provided at the end of the chapter.)

It's okay to start from scratch—or to ramp up what you've already got in place. There are no wrong answers here; it's just an exercise to gauge where you are in the process and what steps to take next.

*Tip for #BusyAuthor: Answering these questions will help you identify your current online marketing status and help you decide where to focus and begin.*

### Website

Do you have a website?      Yes      No

If you don't have a website, skip the next few questions. And add getting a website to your to-do list.

How well is your website working for your goals?

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If you pay attention to traffic on your site, write down your answers to the best of your knowledge. If not, we will cover it in the website chapter.

How many people come to your site: \_\_\_\_\_

Which pages do they visit: \_\_\_\_\_

How do they find you: \_\_\_\_\_

How long to they stay? \_\_\_\_\_ If people aren't staying on your website for more than a few seconds, then something needs to change.

### **Mailing List**

Do you have email addresses of you readers?      Yes      No

Do you have a method for collecting emails in one place? (MailChimp or Constant Contact are popular list hosting sites.)      Yes      No

Having a mailing list is an important part of your strategy, so if you are not actively using and collecting names, add that to your to-do list.

If you have a list, how often to you communicate with them? \_\_\_\_\_ If your schedule is less then ideal, add “communicate more with subscribers” on your to-do list.

### **Blog**

Blogging is the foundation for content on your website so it is important to figure out a schedule and a content strategy. More on that later, but for now just put down where you stand today.

Are you currently writing a blog?      Yes      No

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Which blog topics are most popular?

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What are the three topics you want to write about?

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**Social Media**

Social Network	Yes or No	Number of Fans/Followers
LinkedIn		
Facebook		
Twitter		
Goodreads		
Instagram		
Pinterest		
Tumblr		
YouTube		
Snapchat		

Are you directing followers to your website from social media?    Yes    No

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**Content**

Do you have the resources in place to develop content and keep your online conversation going? The resources here can be time or help from a family member or an intern or an assistant.

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How much time, knowledge, technology or money do you have to devote to your digital branding effort?

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For your digital strategy to be effective, you also need to be a storyteller, marketer and brand evangelist. It's important for you to decide how much time you can dedicate to crafting your story and message, writing blogs and reaching out to your target audience. If you don't have the time (an hour or two a day) to devote to these efforts, you may need to figure out how to get some help. Make a plan to set aside several hours a week. I know, I know, you're busy, but being organized will help you make the most out of that time.

How much time can you commit to your online marketing?

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Without setting realistic goals and timelines you will not know when you are making progress, achieving success or missing the mark. Depending on your answers to the above, some realistic goals could be some of the following.

Use the following **To-Do list** to get organized about the things you need to do next. Check all that apply to you:

**Website**

- Create a website
- Improve your website
- Figure out how much traffic you are getting to your site
- \_\_\_\_\_
- \_\_\_\_\_

**Mailing list**

- Build a mailing list
- Sign up for email software
- Add a way for people to sign up on my mailing list
- Communicate more with subscribers
- \_\_\_\_\_
- \_\_\_\_\_

**Blog**

- Write blogs a couple of times a month or more
- Decide on the content
- Make a list of sites where you can guest blog (hint: where your readers hang out)
- \_\_\_\_\_
- \_\_\_\_\_

**Social Networking**

- Figure out a content plan
- Post daily or several times a week
- Learn to design graphics and/or record video
- Sign up for two or three social networks
- Make sure the profiles are as completely filled as possible
- Reach out to your network and start linking with people
- Start helping others
- \_\_\_\_\_
- \_\_\_\_\_



***Online Marketing for Busy Authors: A Step-by-Step Guide***

By Fauzia Burke

Foreword by S.C. Gwynne, *New York Times* bestselling author

Published by Berrett-Koehler Publishers

Paperback: 144 pages

April 19, 2016; \$16.95; 9781626567856

Fauzia Burke, a digital book marketing pioneer and friend of overwhelmed writers everywhere, not only makes the job of building your online brand doable, but she proves that it can be fun and fulfilling, too.

Burke takes authors step by step through the process of identifying their unique personal brand, defining their audience, clarifying their aspirations and goals, and setting priorities. Once that foundation is established, she walks you through the process of developing a personalized, sustainable long-term online marketing plan. She offers advice on designing a successful website, building a mailing list of super fans, blogging, creating an engagement strategy for social media, and more.



**Fauzia Burke** is the the author of [Online Marketing for Busy Authors](#) (Berrett-Koehler Publishers, April 2016) and the founder and president of [FSB Associates](#), the premier online publicity, marketing and branding firm for books and authors. Since the inception of the company in 1995, FSB has been a trendsetter in developing integrated online marketing campaigns that include web design, social media strategy, and online publicity.

Fauzia has promoted the books of authors such as Alan Alda, Arianna Huffington, Deepak Chopra, Melissa Francis, S. C. Gwynne, Mika Brzezinski, Charles Spencer and many more. A nationally recognized speaker and online branding expert, Fauzia writes for the Huffington Post, and many other online publications.

For online marketing, book publishing and social media advice, follow Fauzia on Twitter ([@FauziaBurke](#)) and Facebook ([Fauzia S. Burke](#)). For more information on the book and her company, please visit: [www.FauziaBurke.com](http://www.FauziaBurke.com).