



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, list.	skip the	e next few questions. And add getting a website to you	ur to-do
How well is your website w	orking	for your goals?	
knowledge. If not, we will c	over it	ur site, write down your answers to the best of your in the website chapter.	
Which pages do they visit:			

How do they find you:	
How long to they stay? more than a few seconds, then something needs to	If people aren't staying on your website for change.
Mailing List Do you have email addresses of you readers?	Yes No
Do you have a method for collecting emails in on popular list hosting sites.) Yes No	e place? (MailChimp or Constant Contact are
Having a mailing list is an important part of your collecting names, add that to your to-do list.	strategy, so if you are not actively using and
If you have a list, how often to you communicate schedule is less then ideal, add "communicate mo	with them? If your ore with subscribers" on your to-do list.
Blogging is the foundation for content on your we and a content strategy. More on that later, but for	
Are you currently writing a blog? Yes No	
Which blog topics are most popular?	
What are the three topics you want to write about	?

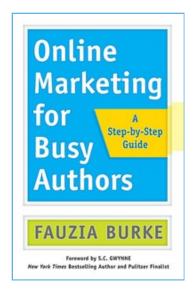
Social Media

gy or money do you h	ave to devote to your digital
, you also need to be	
	bsite from social med develop content and k from a family memb

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	
□ C	reate a website
☐ In	nprove your website
☐ Fi	gure out how much traffic you are getting to your site
Mailing 1	list
_	ild a mailing list
	gn up for email software
	ld a way for people to sign up on my mailing list
-	ommunicate more with subscribers
$\vec{\Pi}^{\circ}$	
_ H_	
· _	
Blog	
_	rite blogs a couple of times a month or more
	ecide on the content
_	ake a list of sites where you can guest blog (hint: where your readers hang out)
\vec{n}^-	
Social No	etworking
☐ Fi	gure out a content plan
☐ Pe	ost daily or several times a week
\square L	earn to design graphics and/or record video
	gn up for two or three social networks
\square M	ake sure the profiles are as completely filled as possible
□R€	each out to your network and start linking with people
	art helping others
\Box _	



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

By Fauzia Burke

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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 <u>Online Marketing for Busy Authors</u> (Berrett-Koehler Publishers, April 2016) and the founder and president of <u>FSB Associates</u>, 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 (<u>@FauziaBurke</u>) and Facebook (<u>Fauzia S. Burke</u>). For more information on the book and her company, please visit: <u>www.FauziaBurke.com</u>.