Position Yourself as an Author - Here's Your Checklist

What can you do now, before your book is published? Get ready! Build your Web assets and your Web equity.

Set up the following; then nurture them along.

- ❑ Website: Get yours up, with a blog attached; make sure you can manage it and make changes to it yourself (has a CMS, Content Management System such as WordPress)
- ❑ Facebook personal page
- ❑ Facebook public (like) page, with feed onto your Website
- ❑ LinkedIn, with blogfeed in
- ❑ Twitter, with feeds to reduce workload
- ❑ Feeds in general: explore all the ways you want your status and comments to flow; look into your favorite options to help: Socialoomph, Tweetdeck, Hootsuite. And get those feeds going.
- ❑ Google Profile
- ❑ Organizations: Join appropriate ones, set up profiles, with links to your Website.
- ❑ Your target readership: Explore who will be reading, who will be buying, your book. This info determines much of what you'll be doing to promote your book.
- ❑ Amazon: Set up account, review books, give out stars as you see fit.
- ❑ Goodreads: Set up a profile, explore. This may work for you. (Also, explore genre-specific sites.)
- ❑ Register your blog in online blog directories.
- ❑ YouTube: Set up your account. Got a video already? Upload and embed on your site
- ❑ Flickr: Still viable if you are photo-rich, for SEO-building.
- ❑ Press Kit: Get started and fill in as you go. (Yes, this is old school stuff, but it's still part of today's promotional mix.)
- ❑ Visit blogs, comment and delve into building relations in all social media.
- ❑ Build a database for any possible e-mailings you may have.

With these assets and track record in place, you'll be ready for the next phase of promoting your book: getting book reviews, virtual book tours, readings, media exposure, and - well, that's another blog, another day.

There's more. And lots of it - you'll have to trust me on this - is fun!