

Book Marketing for Authors

Sue Ellson

GK BBus MPC PCDAAs ASA WV MEdPlus AWS

Independent LinkedIn Specialist

Author, Educator, Practitioner, Poet

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<https://www.linkedin.com/in/sueellson>



Welcome

- ✓ specific tips
- ✓ relevant examples
- ✓ pick your 3 things to do in 3 hours from now



Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

What to do and why!

✓ Search

- Google
- Bing

✓ Social Media

- YouTube
- Facebook
- LinkedIn

Others

- depends audience

✓ Generative AI

- ChatGPT
- Microsoft Copilot
- Google Gemini

Others

- Claude
- Perplexity

Case Study



AI Top 10 LinkedIn Specialists, Consultants and Trainers

Collated by John Espirian 11 October 2024



<https://sueellson.com/blog/artificial-intelligence-ai-branding-and-linkedin-top-10>

What to do and why!

Have you created a book – and had it independently or traditionally published?

Are you now wondering how to market your book online?

With a website.

With social media.

With AI chat.

Do you know where to start?

What you can do?

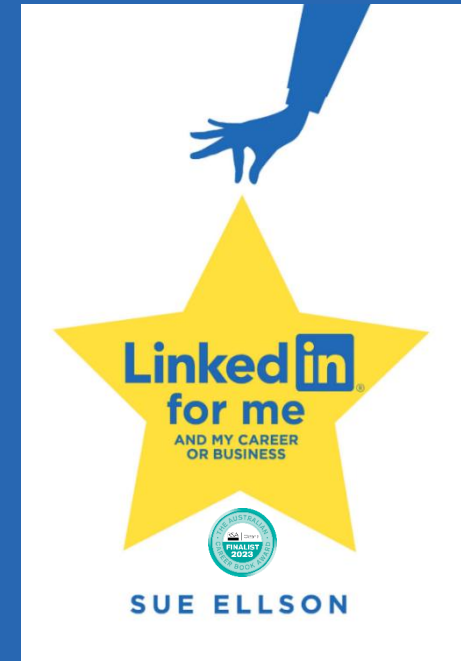
Are you aware of the essentials that you 'must' do?

This workshop will explain these items in detail and will cover:

- website essentials
- recommended social media (and why)
- recommended digital locations (and why)

Book Marketing for Authors

1. ISBN
2. Google Account
3. Microsoft Account
4. Own Name Website
5. Essential Social Media
6. Other Social Media
7. Directories
8. Professional Associations
9. Book Locations
10. Book Distribution Platforms
11. Other Book Platforms
12. Other Publishing Platforms
13. Your Audience Channels
14. Media and Publicity
15. Everything else



Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Friday 3 January and Saturday 11 January 2025 9:30am – 12:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



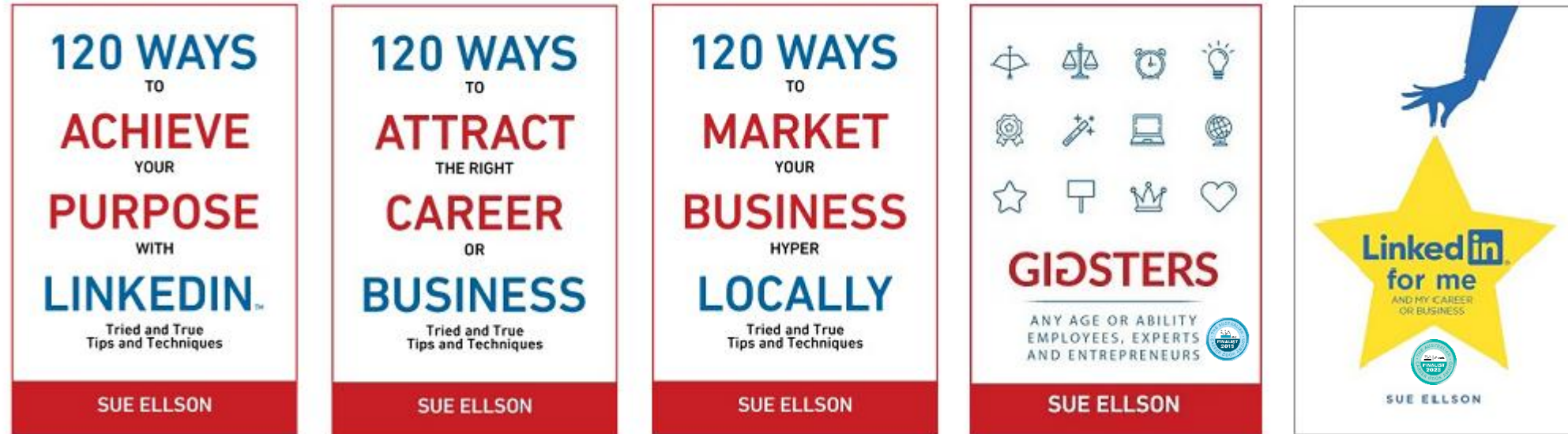
Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,657 Connections, 29,663 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (682 Subscribers, 177 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (947 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (265 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (437 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (454 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (67 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (21 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,294 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (352 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Ellson Email Newsletter (413 Subscribers)** <https://sueellson.com/newsletters>



Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

First four at <https://www.researchgate.net/profile/Sue-Ellson>

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please **add any questions you have in the Chat** – and make notes – this is like a dream, forget when you wake up!
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you **what has been most helpful** to you at the end (feedback for me)
- ✓ if you are watching this after the event, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
 - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



Book Marketing for Authors

What stage of the author process are you at?

- 1 – want to write a book
- 2 – have written one or more books and want to publish it independently (self publish)
- 3 – have written one or more books and want to publish it traditionally (trad publish)
- 4 – have independently published one or more books
- 5 – have traditionally published one or more books
- 6 – help other people publish their books
- 7 – other (please describe)

Please add a number that relates to your MAIN focus in the chat



Book Marketing for Authors

What is your main goal as a result of writing and publishing a book/s?

- A – have my book/s read by as many people as possible
- B – have my book/s independently published
- C – have my book/s traditionally published
- D – sell as many of my books as possible
- E – help me attract better gigs because I have published a book/s
- F – have my book/s accessible to as many people as possible
- G – leave a legacy for my family or a wider audience
- H – other (please describe)



Please add a letter that relates to your MAIN focus in the chat

Book Marketing for Authors

Up until now, who has been mostly responsible for marketing your past or future books?

- 1 – me
- 2 – a traditional publisher
- 3 – online platforms
- 4 – marketing services
- 5 – publicity services
- 6 – other (please describe)

Please add a number that relates to your MAIN focus in the chat



Writing a Book



Given Birth

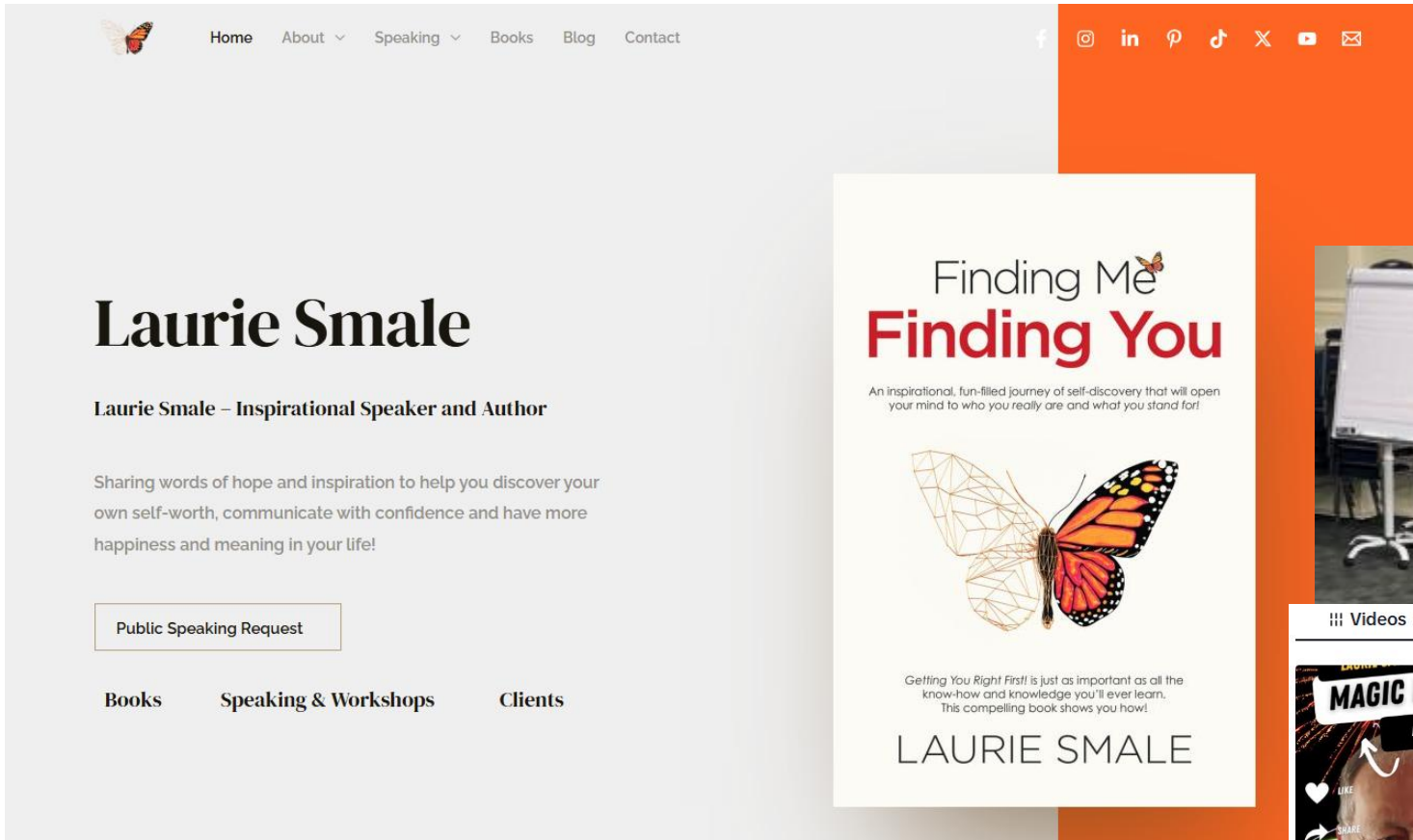


Transformed



Exhausted!

I Can Help!



Home About Speaking Books Blog Contact

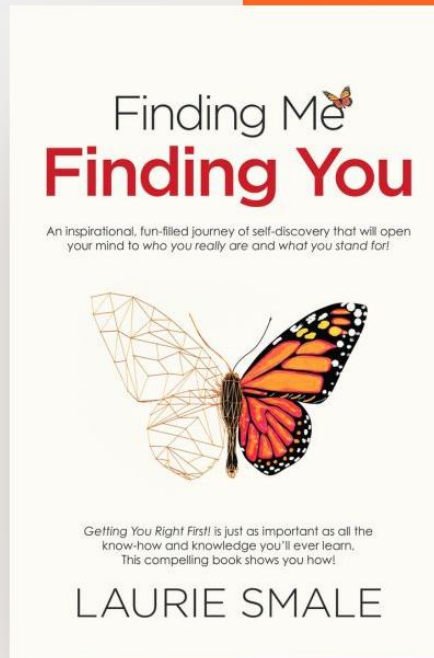
Laurie Smale

Laurie Smale – Inspirational Speaker and Author

Sharing words of hope and inspiration to help you discover your own self-worth, communicate with confidence and have more happiness and meaning in your life!


Public Speaking Request

Books Speaking & Workshops Clients



Finding Me
Finding You

An inspirational, fun-filled journey of self-discovery that will open your mind to who you really are and what you stand for!



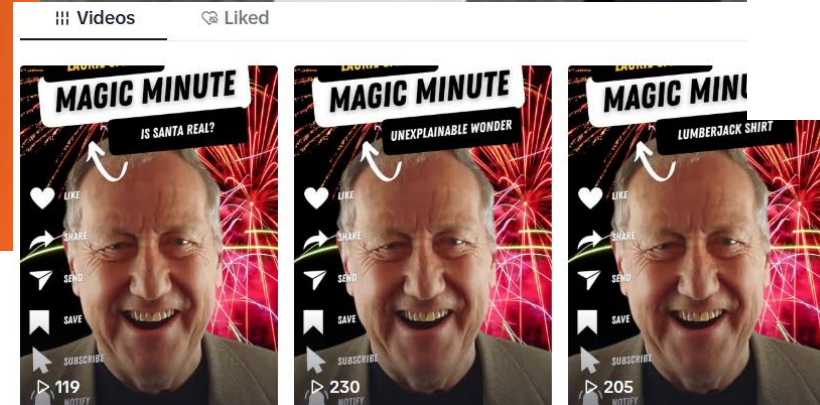
Getting You Right First! is just as important as all the know-how and knowledge you'll ever learn. This compelling book shows you how!

LAURIE SMALE



"By accepting yourself and your room for improvement, you'll thwart imposter syndrome from getting in the way for you'll always be growing"

Laurie Smale
Author - Finding Me,
Finding You



lauriesmale.com

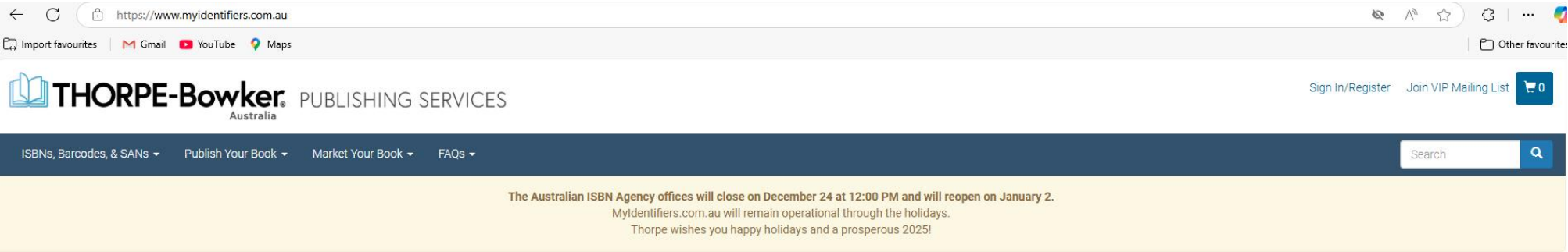
Book Marketing for Authors

1. ISBN
2. Google Account
3. Microsoft Account
4. Own Name Website
5. Essential Social Media
6. Other Social Media
7. Directories
8. Professional Associations
9. Book Locations
10. Book Distribution Platforms
11. Other Book Platforms
12. Other Publishing Platforms
13. Your Audience Channels
14. Media and Publicity
15. Everything else

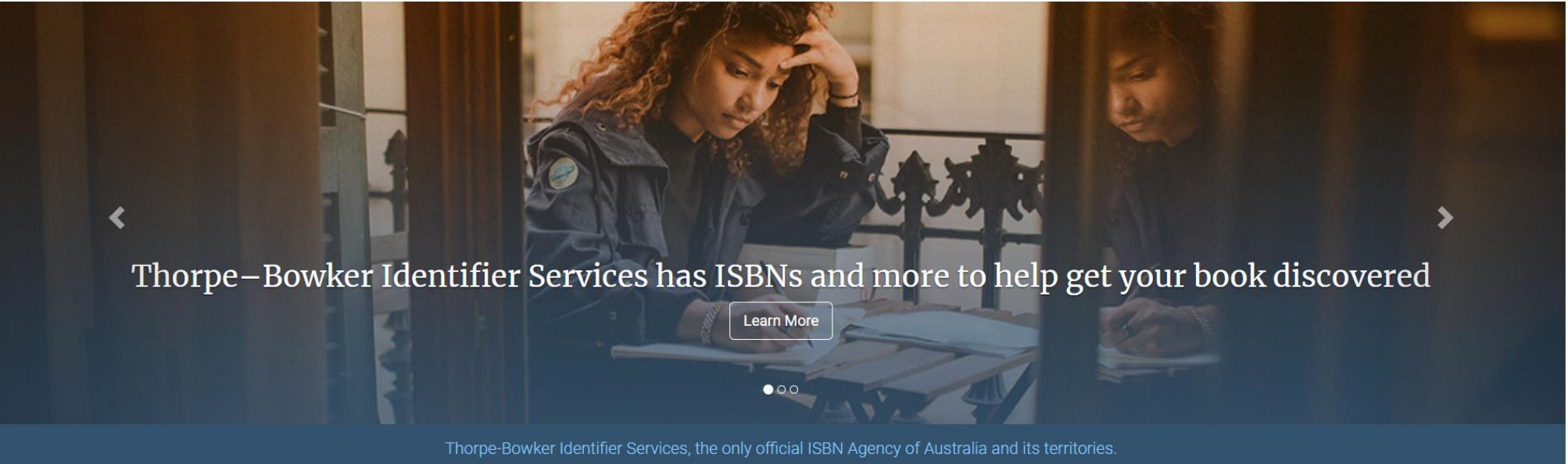


Book Marketing for Authors

1. ISBN - myidentifiers.com.au – automatically published



The screenshot shows the homepage of myidentifiers.com.au. At the top, there is a browser address bar with the URL https://www.myidentifiers.com.au. Below the browser bar, the Thorpe-Bowker Australia logo is displayed on the left, and navigation links for 'Sign In/Register', 'Join VIP Mailing List', and a shopping cart icon are on the right. A dark blue navigation bar contains menu items: 'ISBNs, Barcodes, & SANS', 'Publish Your Book', 'Market Your Book', and 'FAQs'. A search bar is located on the right side of this bar. A yellow banner in the center of the page contains the following text: 'The Australian ISBN Agency offices will close on December 24 at 12:00 PM and will reopen on January 2. MyIdentifiers.com.au will remain operational through the holidays. Thorpe wishes you happy holidays and a prosperous 2025!'.



The banner features a background image of two women sitting at a desk, looking at books. The text 'Thorpe-Bowker Identifier Services has ISBNs and more to help get your book discovered' is centered in white. Below the text is a 'Learn More' button. At the bottom of the banner, there are three small circles, with the first one filled, indicating the current slide in a sequence. A dark blue footer at the bottom of the banner contains the text: 'Thorpe-Bowker Identifier Services, the only official ISBN Agency of Australia and its territories.'

Book Marketing for Authors

2. Google Account

- Can be created with your own email address
- Automatically created with a Gmail email address
- Claim Author Page / Knowledge Panel
- Fill in <https://aboutme.google.com>
- Create Business Profile <https://business.google.com> for Google Reviews
- Create Scholar Profile <https://scholar.google.com>
- Create Google Play Partner Account for Google Books <https://play.google.com/books/publish>
- Set up Google Alerts <https://www.google.com/alerts>
- Set up Google Analytics (website) <https://analytics.google.com/analytics/web>
- Set up Google Search Console <https://search.google.com/search-console/about>
- <https://sueellson.com/blog/boost-your-author-profile-with-google-for-australian-society-of-authors>

The screenshot shows a Google search for "sue ellson author". The search results include a knowledge panel for Sue Ellson, an author. The panel features a large profile picture of Sue Ellson, a smaller photo of her speaking at a conference, and a video thumbnail titled "10 Ways To Improve Your LinkedIn Job Search with Sue Ellson, Author". Below the main image, there are two columns of text: "Sue Ellson LinkedIn Specialist, Author, Educator, Practitioner" and "Sue Ellson About - Sue Ellson Sue Ellson is an Independent LinkedIn...". To the right, there are social media icons for LinkedIn, Facebook, YouTube, and X (Twitter). The search bar at the top shows "sue ellson author" and navigation options like "All", "Images", "News", "Videos", "Shopping", "Web", "Books", and "More".

Book Marketing for Authors

3. Microsoft Account

- Can be created with your own email address
<https://account.microsoft.com>
- Create a Bingplaces Profile
<https://www.bingplaces.com>
- Do NOT let Microsoft use your Google information as it will allow them to delete your Google information
- You will need a Facebook Page for online reviews to appear in Bing / MS Edge search results

The screenshot shows the Bing Places for Business dashboard. At the top, it says "Bing places for business" and "Home". On the left, there is a "Contact information" section with an "EDIT" link. The contact details are: Contact: Sue Ellson, Phone: +61 402 243 271, Email: sueellson@sueellson.com. Below this are three buttons: "Manage chain businesses", "Add new business", and "Register a chain business". There is also a "Get Started" button with an illustration of three people and the text "Drive more visitors to your site using Bing data and tools." On the right, there is a "Verification" section with a form to "Enter postal PIN here" and a "Verify" button. Below that is a "LISTING SUMMARY" section with four statistics: 3 TOTAL LISTINGS, 3 PUBLISHED, 0 IN REVIEW, and 0 SUSPENDED. At the bottom, there is a table of listings with columns for Name and Address, Phone and Website, Status, and Action. The table contains three entries, all with a status of "Published".

Type:	Status:	Download	Search by business name	
All	All			
<input type="checkbox"/>	Name and Address	Phone and Website	Status	Action
<input type="checkbox"/>	120 Ways Publishing Canterbury, VIC, AU, 3126	+61 402 243 271 https://120wayspublishing.com	✓ Published	
<input type="checkbox"/>	Newcomers Network Canterbury, VIC, AU, 3126	+61 402 243 271 https://newcomersnetwork.com	✓ Published	
<input type="checkbox"/>	Sue Ellson Canterbury, VIC, AU, 3126	+61 402 243 271 https://sueellson.com	✓ Published	

Book Marketing for Authors

4. Own Name Website

- most authors write more than one book
- recommend pages for About, Contact, Privacy Policy
- provide a high-resolution photo for download
- recommend regular updates in a blog section
- recommend a Media Kit
- recommend adding all books (each with own page)
- recommend adding all social media links
- recommend linking to all of your online content

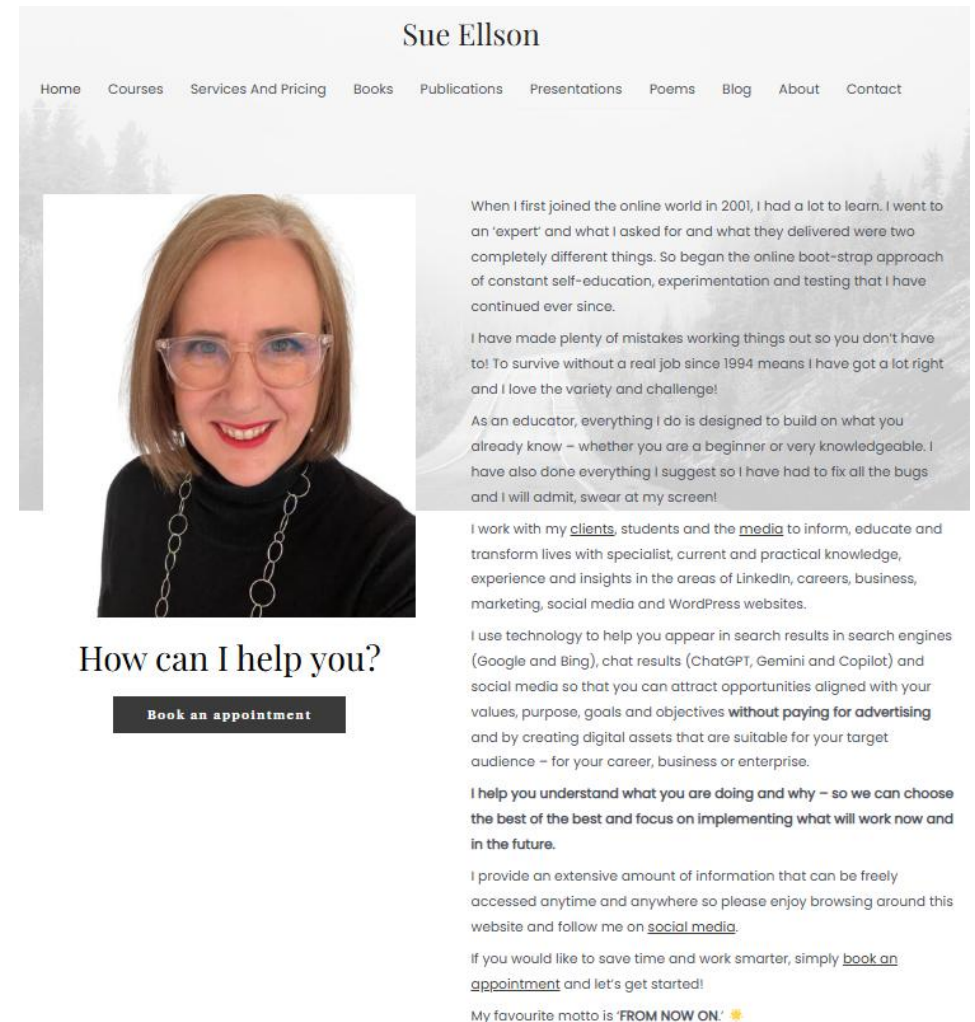
Review

<https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

<https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>

<https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>

Register <https://ownnamewebsite.eventbrite.com.au> 8 January 2025 12pm UTC+11 \$0



The screenshot shows the homepage of Sue Ellson's website. At the top, the name "Sue Ellson" is displayed in a large, dark font. Below the name is a navigation menu with links for Home, Courses, Services And Pricing, Books, Publications, Presentations, Poems, Blog, About, and Contact. A large, high-resolution portrait of Sue Ellson, a woman with blonde hair and glasses, is featured on the left side. To the right of the photo is a text block that reads: "When I first joined the online world in 2001, I had a lot to learn. I went to an 'expert' and what I asked for and what they delivered were two completely different things. So began the online boot-strap approach of constant self-education, experimentation and testing that I have continued ever since. I have made plenty of mistakes working things out so you don't have to! To survive without a real job since 1994 means I have got a lot right and I love the variety and challenge! As an educator, everything I do is designed to build on what you already know - whether you are a beginner or very knowledgeable. I have also done everything I suggest so I have had to fix all the bugs and I will admit, swear at my screen!" Below this text is another paragraph: "I work with my clients, students and the media to inform, educate and transform lives with specialist, current and practical knowledge, experience and insights in the areas of LinkedIn, careers, business, marketing, social media and WordPress websites. I use technology to help you appear in search results in search engines (Google and Bing), chat results (ChatGPT, Gemini and Copilot) and social media so that you can attract opportunities aligned with your values, purpose, goals and objectives without paying for advertising and by creating digital assets that are suitable for your target audience - for your career, business or enterprise. I help you understand what you are doing and why - so we can choose the best of the best and focus on implementing what will work now and in the future. I provide an extensive amount of information that can be freely accessed anytime and anywhere so please enjoy browsing around this website and follow me on social media. If you would like to save time and work smarter, simply book an appointment and let's get started! My favourite motto is 'FROM NOW ON!'". At the bottom of the page, there is a dark button with the text "Book an appointment".

How can I help you?

Book an appointment

Book Marketing for Authors

5. Essential Social Media

- LinkedIn Profile – add books in Publications section
- Facebook Page – add books in Shop Section (only paperbacks) and turn on Reviews
<https://business.facebook.com/commerce>
- YouTube – add one video to most pages of online content

Publications

LinkedIn for me and my career or business - Tried and True Tips and Techniques
120 Ways Publishing · Jan 23, 2023

Show publication ↗

'LinkedIn for me and my career or business' is ideal for people wanting to:
• work from home more often...

Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs
120 Ways Publishing · Apr 16, 2019

Show publication ↗

'Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs'

...

Show all 9 publications →

Choose your preferred option

<input checked="" type="radio"/>	Manual Fill in a form to manually add items to your catalogue. Recommended for a small inventory that rarely changes. Learn more
<input type="radio"/>	Data feed Use a spreadsheet or file to add and update your items automatically. Recommended if you manage inventory in a program such as Excel or Google Sheets. Learn more
<input type="radio"/>	Pixel Use your Meta pixel to automatically add items from your website. Recommended if you use a pixel for dynamic ads. Learn more

Cancel

Next

Book Marketing for Authors

6. Other Social Media

- Depends on your target audience
- Instagram – link to website with books
- Pinterest – helps images rank
- TikTok – repurpose video content across all platforms

The image shows a screenshot of an Instagram profile for 'darby_hudson'. The profile includes a circular profile picture of a man with a beard, a bio identifying him as a writer/artist, and statistics for posts, followers, and following. Below the bio are several story highlights with icons for 'New book', 'Q&A', 'Podcast', 'Life', 'Artists', 'Live show', and 'Happy Ppl'. The main content area shows three posts under the 'POSTS' tab. The first post is a video of the author with the text 'I ONCE HAD A PSYCHEDELIC VISION OF A CREATIONIST MYTH'. The second post is a photo of a book cover with the text 'YOU'RE GOING TO BE OK (BECAUSE YOU'RE FUCKED NO MATTER WHAT)'. The third post is a text-based image with a quote: 'I NEED A ROUTINE TO KEEP ME SANE. BUT TOO MUCH ROUTINE IS A SLOW DEATH. SO I NEED SOME CHAOS TO FEEL ALIVE BUT TOO MUCH OF THAT IS A FAST DEATH. SO IM ALWAYS WALKING A TIGHTROPE BETWEEN THE WALKING DEAD AND TOTAL INSANITY - A SLOW DEATH VERSUS A FAST ONE, EXISTING VERSUS LIVING. AND THATS THE EXHAUSTING BEHIND THE SCENES MAGICAL BALANCING ACT I DO TO PRETEND THAT IM A NORMAL PERSON.'

darby_hudson

1,229 posts 136K followers 678 following

Darby Hudson - writer/artist
Writer
• My book 'YOU'RE GOING TO BE OK' (signed) & Podcast
🌐 www.darbyhudsonart.com/collections/books + 4

Followed by sueellson

New book Q&A Podcast Life Artists Live show Happy Ppl

POSTS REELS TAGGED

I ONCE HAD A PSYCHEDELIC VISION OF A CREATIONIST MYTH

YOU'RE GOING TO BE OK
(BECAUSE YOU'RE FUCKED NO MATTER WHAT)
Darby Hudson

I NEED A ROUTINE TO KEEP ME SANE. BUT TOO MUCH ROUTINE IS A SLOW DEATH. SO I NEED SOME CHAOS TO FEEL ALIVE BUT TOO MUCH OF THAT IS A FAST DEATH. SO IM ALWAYS WALKING A TIGHTROPE BETWEEN THE WALKING DEAD AND TOTAL INSANITY - A SLOW DEATH VERSUS A FAST ONE, EXISTING VERSUS LIVING. AND THATS THE EXHAUSTING BEHIND THE SCENES MAGICAL BALANCING ACT I DO TO PRETEND THAT IM A NORMAL PERSON.

Book Marketing for Authors

7. Directories

- Yellow Pages – one free website link
- White Pages – one free website link
- True Local – one free website link
- Local Council
- Legal Deposit – National Library
- Legal Deposit – State Library
- Lending Rights <https://lendingrights.arts.gov.au>
- Trove National Library <https://trove.nla.gov.au>

The screenshot shows the Trove website interface. At the top, the Trove logo is visible along with navigation links: ABOUT, HELP, NEWS, PARTNERS, SIGN UP, LOGIN. Below the logo are tabs for Explore, Categories, Community, Research, and First Australians. A search bar contains the text 'sue ellson' and a search icon. The results page is titled 'Books & Libraries' and shows 12 total results. The results are sorted by Relevance. On the right side, there is a 'REFINE YOUR RESULTS' section with filters for Format (Book (9), Illustrated (3), Article (3), Other article (3)), Access (Not available online (7), Online (5), Access conditions apply (5)), Date Range (2020-2029 (1), 2010-2019 (7), 2000-2009 (1), 1990-1999 (1), 1980-1989 (1)), and Language (English (10)).

Books & Libraries

sue ellson

12 total results Sort by: Relevance

BOOKS & LIBRARIES

120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN : TRIED AND TRUE TIPS AND TECHNIQUES / Sue Ellson

Book · 2 editions: 2016 · Ellson, Sue, 1965-

... offers and links to resources inside Sue Ellson BBus AIMM MAHRI CDMA (Assoc) ASA is an Independent ... LinkedIn Specialist. Sue joined LinkedIn on 21 December 2003. Sue has a background in training, recruitment ...

Not available online

Gigsters : any age or ability employees, experts and entrepreneurs / Sue Ellson

Book, Book/Illustrated · 2 editions: 2019 · Ellson, Sue, 1965-

Not available online

120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS : TRIED AND TRUE TIPS AND TECHNIQUES / Sue Ellson

Book · 2016 · Ellson, Sue, 1965-

Not available online

120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY : TRIED AND TRUE TIPS AND TECHNIQUES / Sue Ellson

Book · 2 editions: 2016 · Ellson, Sue, 1965-

... Sue Ellson. Includes index. Do Not Withdraw '120 Ways To Market Your Business Hyper Locally' Tried ...

Not available online

LinkedIn for me and my career or business : tried and true tips and techniques / Sue Ellson

Book · 2023 · Ellson, Sue, 1965-

Not available online

REFINE YOUR RESULTS

Format

Book (9)

Illustrated (3)

Article (3)

Other article (3)

Access

Not available online (7)

Online (5)

Access conditions apply (5)

Date Range

2020-2029 (1)

2010-2019 (7)

2000-2009 (1)

1990-1999 (1)

1980-1989 (1)

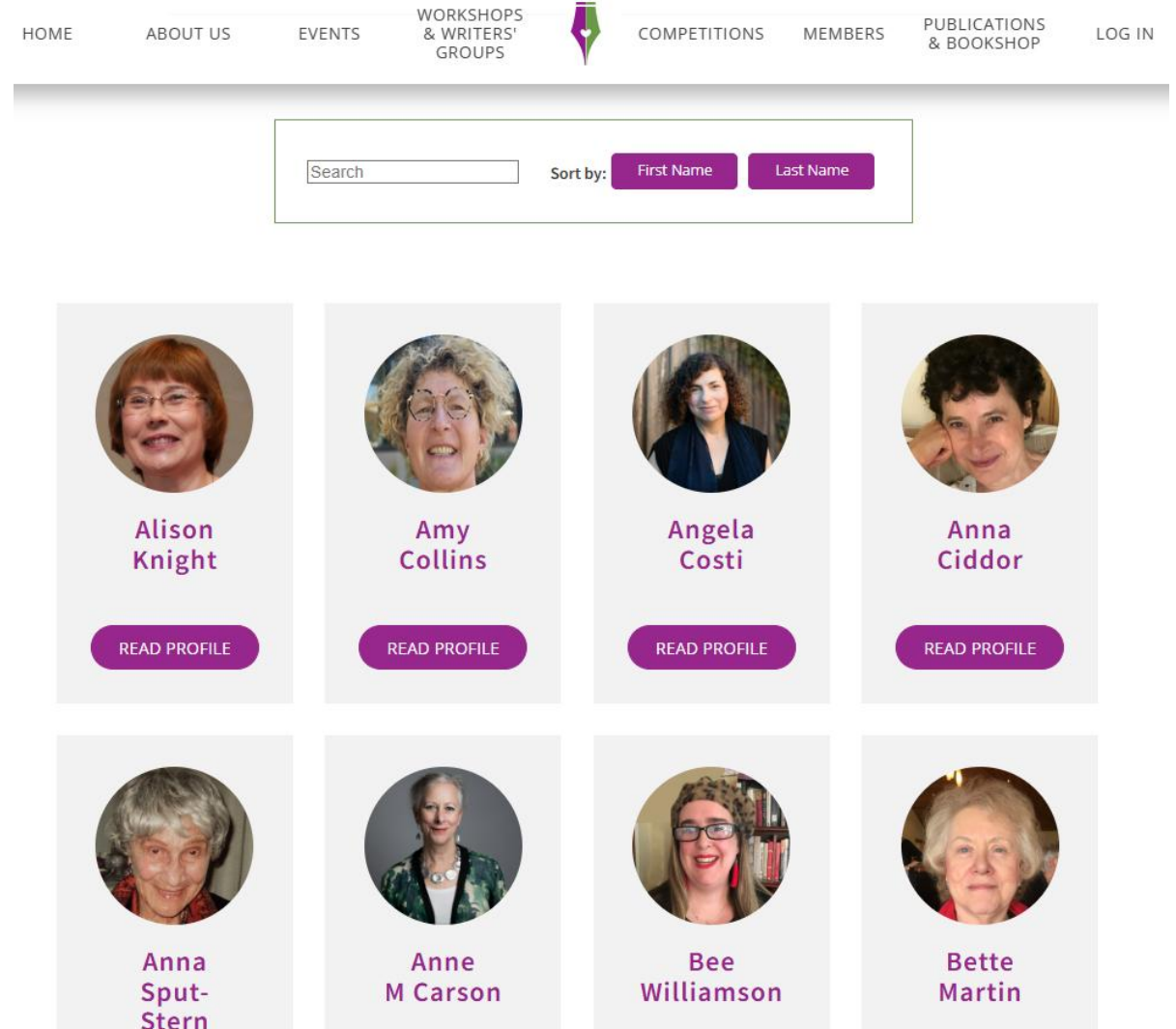
Language

English (10)









Book Marketing for Authors

8. Professional Associations

- Society of Women Writers Victoria
<https://www.swwwvic.org.au/members>
- Writers Victoria
<https://writersvictoria.org.au>
- Australian Society of Authors
<https://www.asauthors.org.au/find-a-creator>
- Make sure your Profile is up to date
- Aim to have an individual page you can link to
- Convey your energy



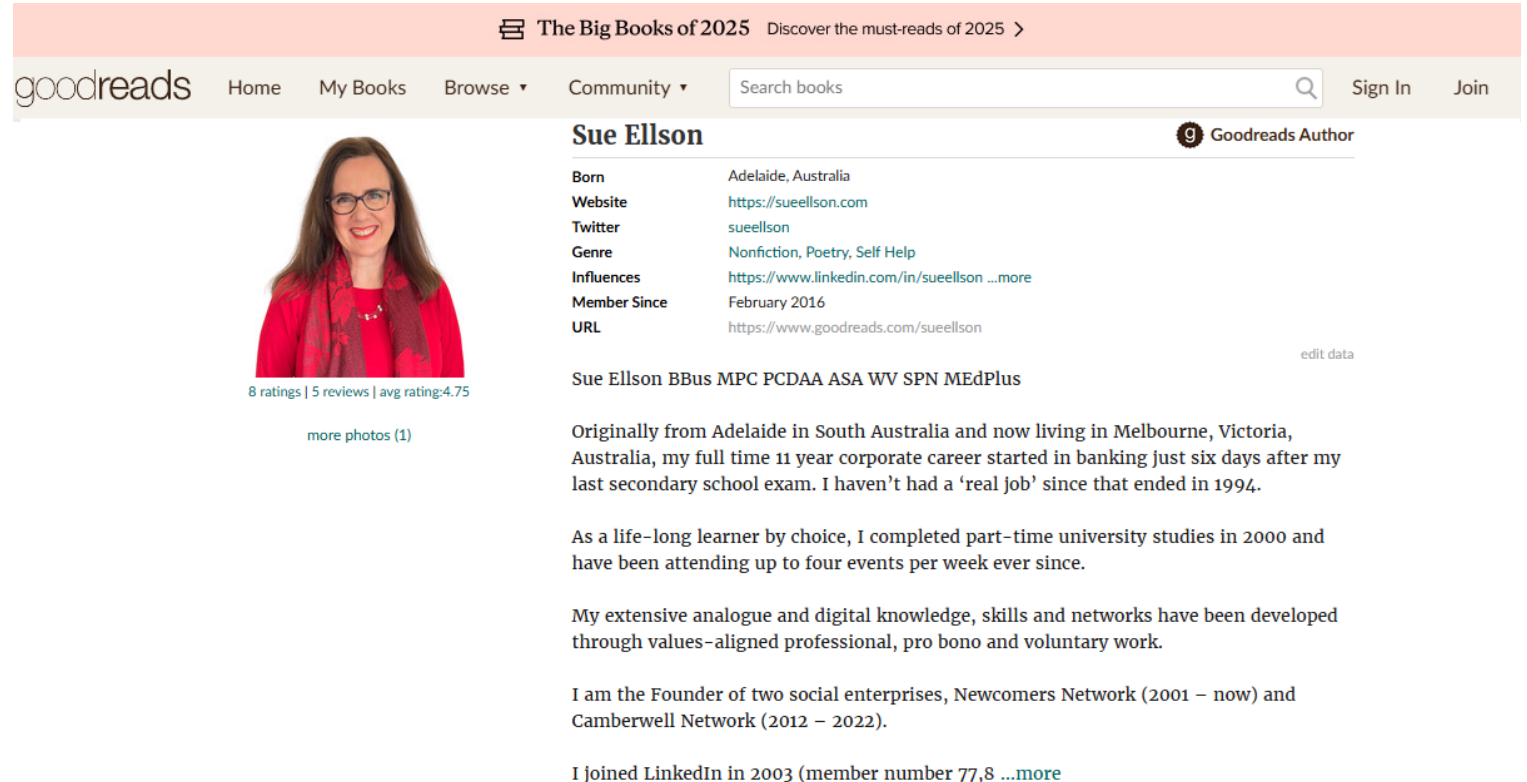
The screenshot shows a website interface for author profiles. At the top, there is a navigation menu with links: HOME, ABOUT US, EVENTS, WORKSHOPS & WRITERS' GROUPS, COMPETITIONS, MEMBERS, PUBLICATIONS & BOOKSHOP, and LOG IN. Below the navigation is a search bar with the text "Search" and a "Sort by:" dropdown menu with options "First Name" and "Last Name". The main content area displays a grid of eight author profiles, each consisting of a circular profile picture, the author's name, and a "READ PROFILE" button.

Author Name	Profile Picture	Button
Alison Knight		READ PROFILE
Amy Collins		READ PROFILE
Angela Costi		READ PROFILE
Anna Ciddor		READ PROFILE
Anna Sput-Stern		READ PROFILE
Anne M Carson		READ PROFILE
Bee Williamson		READ PROFILE
Bette Martin		READ PROFILE

Book Marketing for Authors

9. Book Locations

- Amazon (plus Reviews)
- Google Author Page (found via ISBN)
- Google Business (add Products)
- Goodreads (fill in detail and add your books plus Reviews)



The screenshot shows the Goodreads profile for Sue Ellson. At the top, there is a navigation bar with the Goodreads logo and links for Home, My Books, Browse, and Community. A search bar and links for Sign In and Join are also present. The profile header includes the name 'Sue Ellson' and a 'Goodreads Author' badge. Below the name is a profile picture of Sue Ellson, a woman with glasses and a red top. Underneath the photo, it says '8 ratings | 5 reviews | avg rating:4.75' and a link for 'more photos (1)'. To the right of the photo is a table of personal information:

Born	Adelaide, Australia
Website	https://sueellson.com
Twitter	sueellson
Genre	Nonfiction, Poetry, Self Help
Influences	https://www.linkedin.com/in/sueellson ...more
Member Since	February 2016
URL	https://www.goodreads.com/sueellson

Below the table is a link for 'edit data'. The main content area of the profile lists 'Sue Ellson BBus MPC PCDA A ASA WV SPN MEdPlus'. It then contains three paragraphs of text: a bio stating she is originally from Adelaide and now lives in Melbourne; a paragraph about her education and learning habits; and a paragraph about her professional work and social enterprises. At the bottom, it mentions she joined LinkedIn in 2003.

Book Marketing for Authors

10. Distribution Platforms

- Smashwords
- IngramSpark
- Draft2Digital
- Choose one – decide if you will 'pay' for extra
- Understand the finances
- Have realistic expectations



Book Marketing for Authors

11. Other Book Platforms

- Bookbub
- Reedsy
- Scribd
- Ready made audiences
- Extra resources
- Understand the finances
- Have realistic expectations



Book Marketing for Authors

12. Other Publishing Platforms

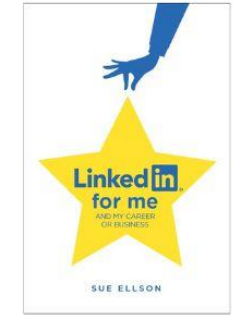
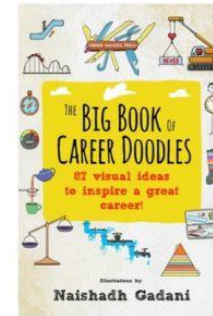
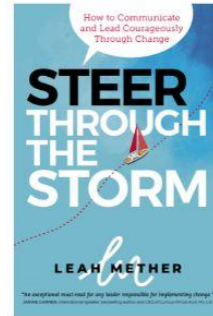
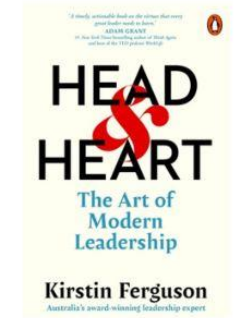
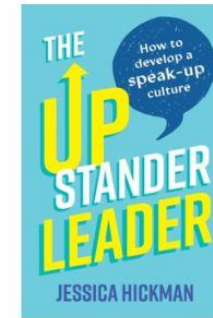
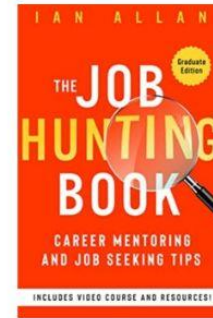
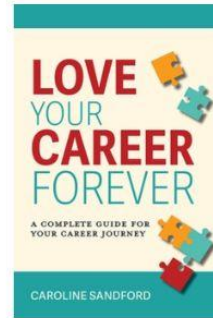
- ResearchGate - research
- Medium – followers
- Quora – questions and answers
- Substack – newsletters
- Don't spread yourself too thin
- Have realistic expectations

The screenshot shows the Medium profile page for Sue Ellson. At the top, the Medium logo and a search bar are visible. The profile header includes the name 'Sue Ellson' with a verified badge, and navigation links for 'Home', 'Books', and 'About'. Below this is a 'Featured Book' section with a yellow star icon and the title 'LinkedIn for Me and My Career or Business'. The book description reads: 'Create your own Gold Star LinkedIn profile and page.' and is dated '2023 · Sue Ellson'. Underneath is a 'Stories' section with the title 'How to ask for a pay rise' and a list of five steps: '1. Be prepared to ask 2. Do your research 3. Prepare your case 4. Ask the question 5. Follow up by Sue Ellson'. The story is dated 'Feb 25' and has '1' notification. Below the story is another section titled 'Can our Tribe beat Technology?' with a small image of a wooden bridge. On the right side of the profile, there is a circular profile picture, the name 'Sue Ellson', '118 Followers', and a 'Book Author' badge. Her bio includes: 'Independent #LinkedIn Specialist, Author 📖, Educator 🎓, Practitioner 🧘, Poet 📝, Secret Dancer 🕺, Melbourne, Australia' and a link to 'https://sueellson.com'. There are 'Follow' and 'Message' buttons. A 'Following' list includes 'pjmcg', 'Max Gross', 'Meg merry', 'Marcia Mermelstein', and 'Tahna Leader', with a 'See all (187)' link. At the bottom right, there are links for 'Help Status About Careers Press Blog Privacy Terms Text to speech Teams'.

Book Marketing for Authors

13. Your Audience Channels

- retail outlets (not just book shops)
- events (include in ticket price)
- door prizes
- book awards
- thud value business card
- client gift
- remember to promote these on your website



Book Marketing for Authors

14. Media and Publicity

- television
- radio
- podcasts
- articles
- guest speaking
- make sure you document on your website

Sue Ellson on National Television

4 September 2024

Channel 9 Today Extra – 20

Toxic Workplaces Channel 9 Today Extra

<https://www.youtube.com/watch?v=MpKP8rherqU>
David Campbell and Belinda Russell interviewed Sue Ellson

00:04:02



[Today Show YouTube Channel](#)

[Sue Ellson YouTube Channel](#)

[Negotiating Salary Expectations on Channel 9 Today Extra](#)

9 July 2024

Channel 9 Today Extra – 19

How to Beat Workplace Burnout on Channel 9 Today Extra

<https://9now.nine.com.au/today/videos/latest/how-to-beat-workplace-burnout/clydpv5ae00030hoe2v90ze9t>

Richard Wilkins and Sylvia Jeffreys interviewed Sue Ellson

00:03:41



[Sue Ellson YouTube Channel](#)

[How to Beat Workplace Burnout on Channel 9 Today Extra](#)

9 July 2024

Channel 9 Today Extra – 19

How to Beat Workplace Burnout on Channel 9 Today Extra

<https://www.youtube.com/watch?v=DqeXBketHjUQ>
Richard Wilkins and Sylvia Jeffreys interviewed Sue Ellson

00:03:41



[Sue Ellson YouTube Channel](#)

[How to Beat Workplace Burnout on Channel 9 Today Extra](#)

26 February 2024

Channel 9 Today Extra – 18

Tough Workplace Topics on Channel 9 Today Extra

<https://www.youtube.com/watch?v=N2uFU4UE-HI>
David Campbell and Sylvia Jeffreys interviewed Sue Ellson

00:03:15



[Sue Ellson YouTube Channel](#)

[Tough Workplace Topics on Channel 9 Today Extra](#)

Book Marketing for Authors

15. Everything else

- Persistence
- Novelty – Poetry Pharmacy
- Merchandise – T-Shirts
- **What else has worked for you?**



From left to right: John Reed, Joy Hester, Sunday Reed carrying Sweeney, and Sidney Nolan in 1945. Photograph by Albert Tucker. © State Library of Victoria

Book Marketing for Authors

Woody Allen is credited with saying
“**80 percent of success is showing up**” in 1989



Remember – I can help you!

Book Marketing for Authors

1. ISBN
2. Google Account
3. Microsoft Account
4. Own Name Website
5. Essential Social Media
6. Other Social Media
7. Directories
8. Professional Associations
9. Book Locations
10. Book Distribution Platforms
11. Other Book Platforms
12. Other Publishing Platforms
13. Your Audience Channels
14. Media and Publicity
15. Everything else



What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

What has been most helpful to you today?

✓ You can add a comment in the Zoom chat now – great reflection for others

✓ Please complete the **Anonymous Feedback Survey** when you leave the webinar

What did you find most helpful in this webinar?

What do you plan to do next?

What else would have been helpful?

✓ **Write a Review** ★ I'll say thank you!

Google <https://g.page/sue-ellson-author/review> (150 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (9 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ Register to attend <https://ownnamewebsite.eventbrite.com.au> 8 January 2025 12pm UTC+11 \$0

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact