

# Online Publishing Options Webinar



## **Sue Ellson**

GK BBus MPC PCDAA ASA WV MEdPlus  
Independent LinkedIn Specialist  
[sueellson@sueellson.com](mailto:sueellson@sueellson.com)  
<https://www.linkedin.com/in/sueellson>



## **Jennifer Lancaster**

CertGD(Adv) CertIII(Mktg) BA(Comm)  
Book Coach, Editor and Author  
[jennifer@jenniferlancaster.com.au](mailto:jennifer@jenniferlancaster.com.au)  
<https://www.linkedin.com/in/jenlancaster>

Details online <https://sueellson.com/blog/online-publishing-options-webinar>

# ONLINE PUBLISHING OPTIONS

Online Webinar  
Saturday 7 February 2026  
10am - 12pm

Everyone welcome  
Free Tickets (include slides and recording)  
[onlinepublishingoptions.eventbrite.com.au](https://onlinepublishingoptions.eventbrite.com.au)

**BOOK NOW**

Keep your writing / story / poetry  
online forever!



With Digital Educator  
and Author Sue Ellson



With Book Coach and  
Author Jennifer Lancaster



# Fast Facts – Sue Ellson



AUSTRALIAN  
SOCIETY  
*of* AUTHORS



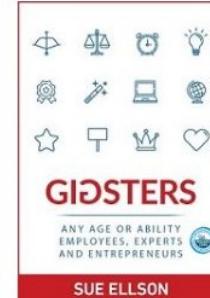
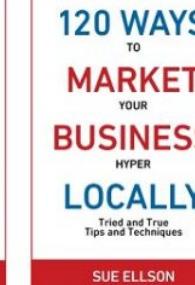
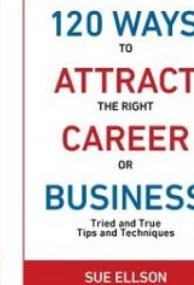
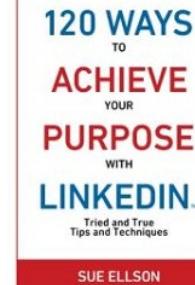
## Founder



## Member

AUSTRALIAN  
SOCIETY  
*of* AUTHORS

## Author

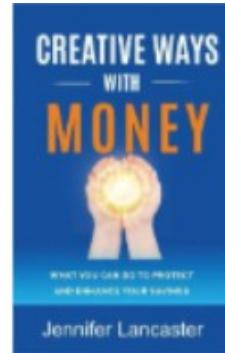
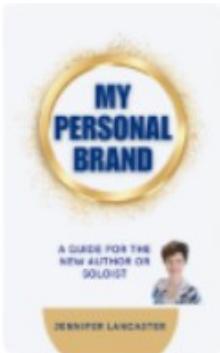
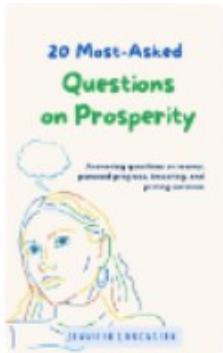


Books <https://sueellson.com/books>

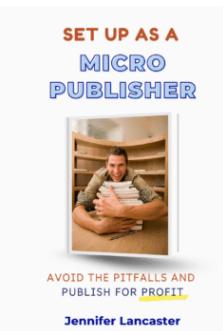
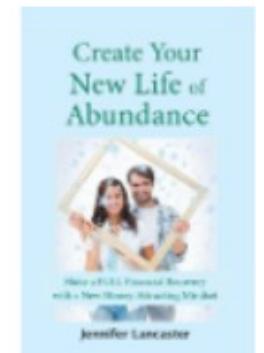
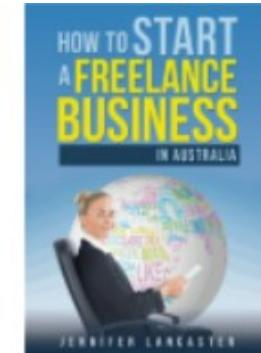
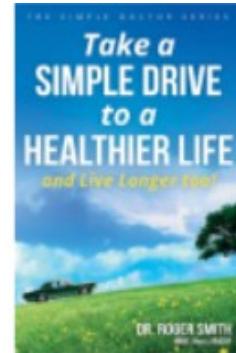
Courses <https://sueellson.com/courses>

# Fast Facts – Jennifer Lancaster

## Author



## Publish Assist



**SUBSCRIBERS ONLY**

**Premium Course**

**Book Creation Success**

**SUBSCRIBERS ONLY**

**MORE AUTHOR REVENUE**

**JEN LANCASTER**

Books <https://jenniferlancaster.com.au/books>

Courses <https://jenniferlancaster.com.au/courses>



# Follow / Subscribe to Sue Ellson Online

**LinkedIn Page** <https://www.linkedin.com/company/sue-ellson> (1,112 Followers)

**LinkedIn Profile** <https://www.linkedin.com/in/sueellson> (26,762 Connections, 31,687 Followers)

**Facebook** <https://www.facebook.com/sueellson2> (290 Followers)

**Instagram** <https://www.instagram.com/sueellson> (mostly poems) (516 Followers)

**Pinterest** <https://au.pinterest.com/sueellson> (22 Followers)

**Substack** <https://substack.com/@sueellson> (2 Followers)

**TikTok** <https://www.tiktok.com/@sueellson> (134 Followers, 397 Likes)

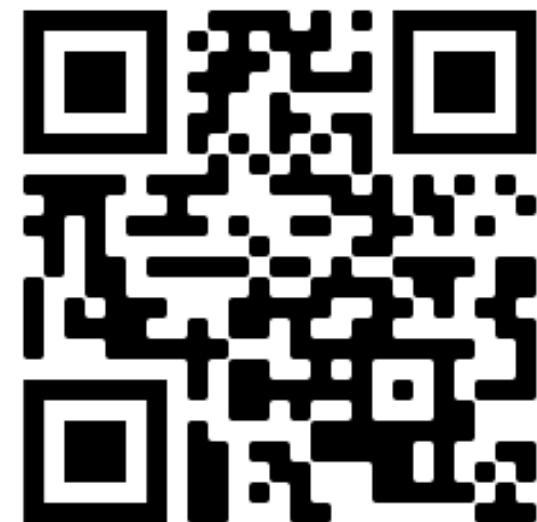
**Twitter / X** <https://x.com/sueellson> (436 Followers)

**YouTube** <https://www.youtube.com/@sueellson> (765 Subscribers, 227 Videos)

**Sue Ellson Shares LinkedIn Newsletter** (7,018 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>

**Sue Ellson Sharing LinkedIn Newsletter** (427 Subscribers)  
<https://www.linkedin.com/newsletters/7011478630589497344>

**Sue Ellson Email Newsletter** (1,761 Subscribers) <https://sueellson.com/newsletters>



Sue Ellson Website Contact Page

# Follow / Subscribe to Jennifer Lancaster Online

**LinkedIn Page** <https://www.linkedin.com/company/business-author-academy> (69 Followers)

**LinkedIn Profile** <https://www.linkedin.com/in/jenlancaster> (1,337 Connections, 1,632 Followers)

**Facebook** <https://www.facebook.com/selfpublishingmentor> (161 Followers)

**Newsletter - Smart Indie Author** <https://kit.businessauthortools.com/profile> (445 Subscribers)

**Pinterest** <https://au.pinterest.com/businessauthoracademy> (88 Followers)

**Twitter / X** <https://x.com/jenlancaster> (886 Followers)

**YouTube** <https://www.youtube.com/@businessauthoracademy> (40 Subscribers, 69 Videos)

**Aligned Clients LinkedIn Newsletter** (147 Subscribers)  
<https://www.linkedin.com/newsletters/aligned-clients-marketing-7345254989482627072>



Business Author Toolkit – Subscribe to  
Newsletter, Tools, Link, Meeting etc

# Special Thanks

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**EXPLORE | STORIES**

## Local Faces: Sue Ellson — Quiet Changemaker & Champion for Lifelong Learning

By Amy Gardner • 08/12/2025

*A lifelong educator who's helped thousands find their place, their confidence, and their voice.*

Sue Ellson has spent more than two decades building communities, supporting newcomers, and guiding people — particularly those over 50 — as they step into new skills and share their stories. Her work spans education, publishing, career development, and grassroots community support, but the thread running through it all is simple: she helps people feel capable and connected. In this conversation, Sue reflects on her journey, her passion for lifelong learning, and why Melbourne remains the perfect home for curious minds.

<https://seniorsinmelbourne.com.au/sue-ellson>

## Writing a book? The scams to avoid and how to publish safely for free

IS By Iqra Saeed January 3 2026 • 5:00am [Save](#) [Share](#) 0



Sue Ellson wants to empower Aussies to publish something. Image supplied

Sue Ellson transitioned from stressful early parenthood to becoming an [online publishing](#) advocate.

Now at 60, she's [empowering older generations](#) to share their knowledge and avoid losing a lifetime of wisdom to the digital void.

"When I moved, not only did I move interstate but I became pregnant and had a child and didn't have family support... it became very, very stressful," Ms Ellson told The Senior.

The Senior Newspaper <https://www.thesenior.com.au/story/9127547/how-over-50s-can-self-publish-for-free-in-australia>

Golden Key International Honour Society Asia Pacific Monthly Connect Newsletter

Eventbrite <https://onlinepublishingoptions.eventbrite.com.au>

LinkedIn <https://www.linkedin.com/events/7404472077958905857>

Google Event <https://share.google/fyWPLNpG9DRCiKoGR>

Facebook <https://www.facebook.com/events/1208593707798612>

# Special Thanks



Home / Events / Education / Online Publishing Options Webinar with Sue Ellson & Jennifer Lancaster

## Online Publishing Options Webinar with Sue Ellson & Jennifer Lancaster

**Sue Ellson**

**Event Date:** 7 February 2026 10:00 AM to 7 February 2026 12:00 PM  
**Author / Presenters:** Sue Ellson  
**Event Organiser:** 120 Ways Publishing  
**Ticket Price:** Free  
**Event link:** <https://onlinelublishingoptions.eventbrite.com.au>

Would you like to publish your story, writing, poetry, musings, research, family history or something else online forever? Learn more now! Join this interactive and informative session to find out how you can publish your story, writing, poetry, musings, research, family history or something else online forever on Saturday 7 February 2026 from 10am - 12pm. Sue Ellson started publishing content online with her first website in 2001 and has tried and tested various forms of social media and other online publication sites ever since. Sue publishes non-fiction content as well as poetry but has helped thousands of clients and students share their content online either free of charge or for a small yearly fee (if you publish on your own website and host it here in Melbourne). However you choose to publish your content, Sue can also show you how to make sure your content is added to the Internet Archive so that it stays online forever! Remember, it is never too late and no time is wasted! It doesn't require a huge amount of digital competency either, just basic digital literacy and you can start immediately with the best option for the content you have and who you would like to read it! **Special Guest Presenter - Jennifer Lancaster** Jennifer Lancaster started her business as a copywriter and book author. Refining her editing skills, Jennifer has also supported other authors' publishing goals as an editor. Jennifer has put all her publishing knowhow into Business Author Academy course resources, so others can inform themselves and publish more easily. 'Empowering growth' is the focus of most of her books. Her personal blog informs new self-publishers how to get started in book publishing and marketing. This will be an interactive session where you will also learn from the other participants (via small breakout rooms) but also receive comprehensive notes that you can review after the workshop. Everyone is most welcome! More details online at <https://sueellson.com/blog/online-publishing-options-webinar>

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<https://cityofliterature.com.au/explore/education/online-publishing-options-webinar-by-sue-ellson-author-digital-educator>

[View this email in your browser](#)

Membership expires: 07/07/2028

5 February 2026



*What excites me most about non-fiction is its inextricable relationship with the truth, along with the many ways in which 'truth' itself can be creatively reframed, complicated, embellished, elaborated.*  
- Adolfo Aranuez

Dear Sue

The kids are back at school. The roads are clogged with traffic. It's hot and sticky. Yes, it's late summer and 2026 is cranking up. Now is the perfect time to sit in cool comfort and challenge your imagination with a writing course. Check out our wonderful offering of courses, workshops and online feedback clinics on our website and get the year off to a cracking start.

Wait, there's more - this week, you can enjoy a [10% discount on all our online feedback clinics and bookamps](#). Use the code OFC2026.

We've reached 3,000 signatures on our petition. We send our heartfelt thanks to everyone who has signed so far. Keep them coming!

Happy writing!

The Writers Victoria Team

## Member Classifieds

### Online Publishing Options Free Webinar

Hosted by Sue Ellson, Digital Educator, Author and Writers' Victoria Member since 2018, and Jennifer Lancaster, Author and Book Coach, join this interactive webinar to learn how to publish your story, writing, musings, family history or something else online forever.

Saturday 7 February, 10am - 12pm. Tickets include slides and recording  
[Register online](#)



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<https://mailchi.mp/writersvictoria/impact-of-victorias-creative-industries-13778821?e=71399921f2>



## 9. Anonymous Exit Survey and invitation to write an Online Review

1. What did you find most helpful in this webinar?

Long answer (300 characters)

2. What do you plan to do next?

Long answer (200 characters)

3. What else would have been helpful?

Long answer (200 characters)

4. Any other comments or specific requests?

Long answer (400 characters)



**Sue Ellson Google Review**  
Also on the footer at [sueellson.com](http://sueellson.com)  
<https://g.page/sue-ellson-author/review>  
<https://www.facebook.com/sueellson2/reviews>  
<https://sueellson.com/reviews>



**Business Author Academy**  
Facebook Review  
<https://shorturl.at/4isOt>

# Agenda

1. Introductions
2. Pros and Cons of Publishing
3. Realistic Expectations
4. Online Landscape
5. Preparations
6. Options – with Demonstrations by Sue
7. Recommendations
8. Ebooks – with Demonstrations by Jennifer
9. Exit Survey and Questions and Answers
10. Next Steps



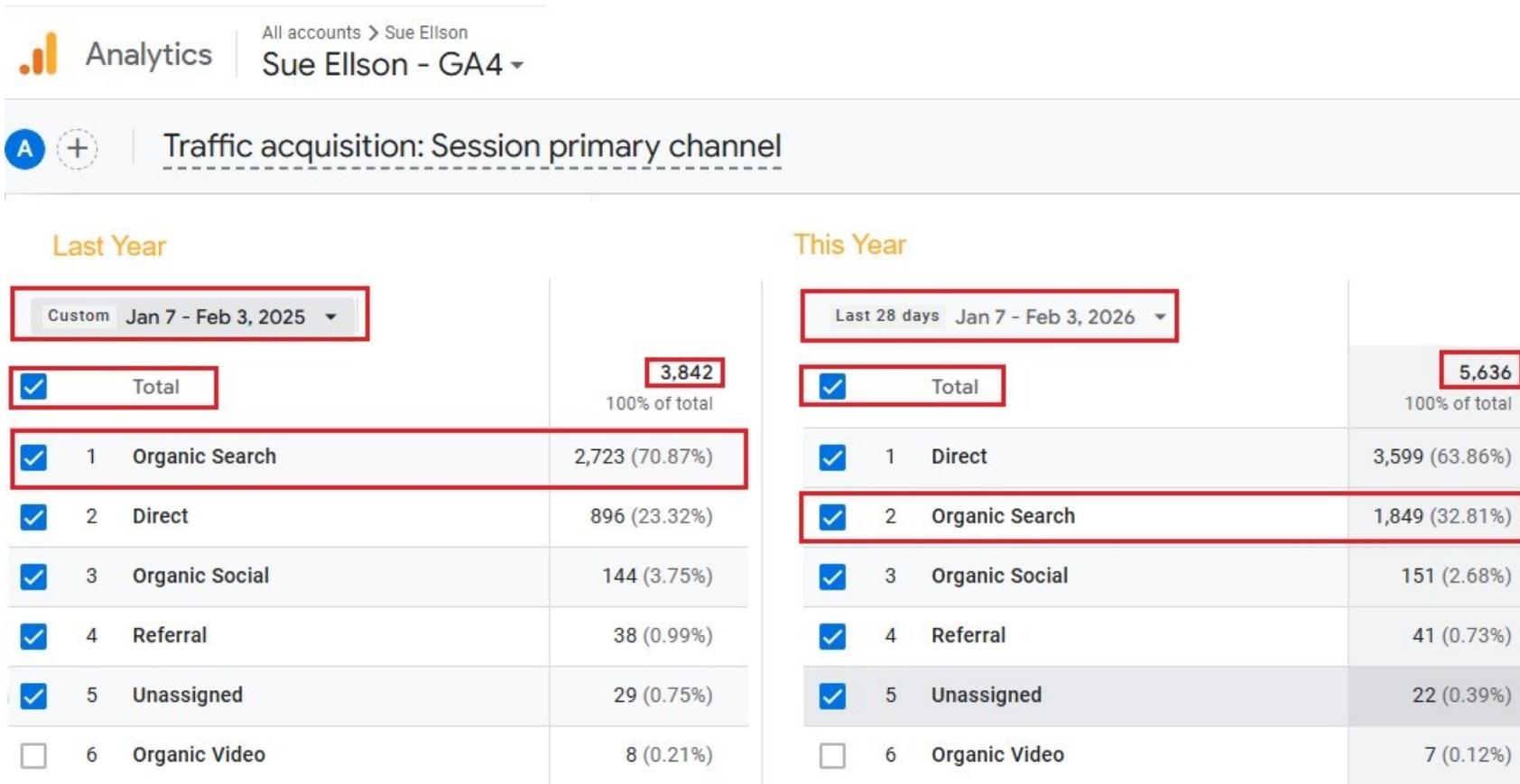
# 1. Introductions

1. Name and location (if you feel comfortable)
2. Your goal/s from today? – please add in chat

Professional or creative or both (be your own kind of peculiar)

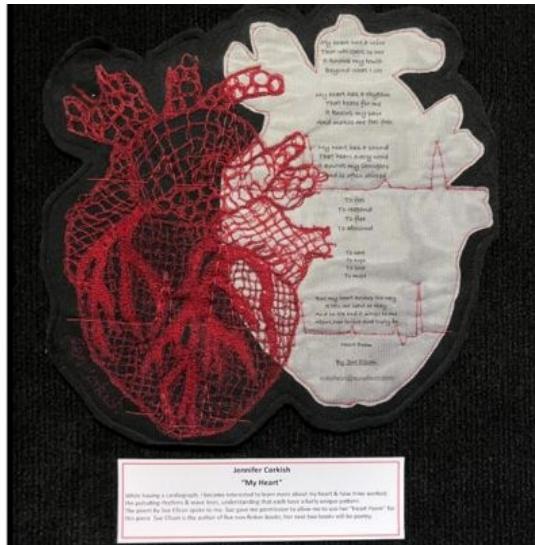


# Example - Professional



[https://www.linkedin.com/posts/sueellson\\_onlinepublishing-sueellson-ai-activity-7424616373319942145-ZKzH](https://www.linkedin.com/posts/sueellson_onlinepublishing-sueellson-ai-activity-7424616373319942145-ZKzH)

# Example - Creative



<https://sueellson.com/blog/heart-poem>

Beyond (TBB Choral)

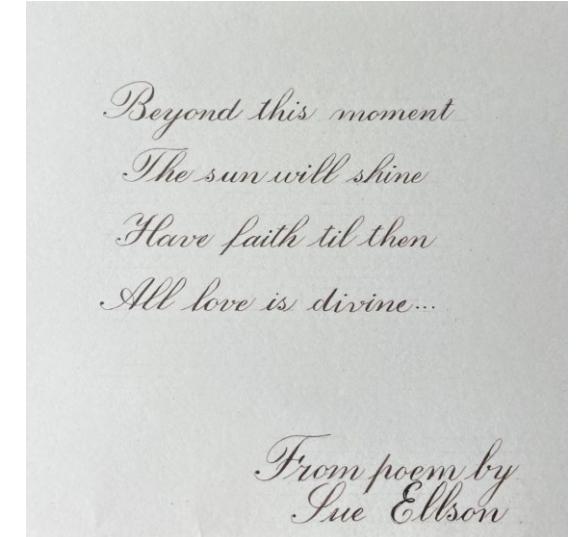
T: yond!

B1: yond!

B2: yond!

Watch on YouTube

<https://sueellson.com/blog/beyond-poem>



<https://sueellson.com/blog/death-poem>

More Notable Achievements at  
<https://sueellson.com/re-published-poems>

## 2. Pros and Cons of Publishing

### Pros

- Fulfill your purpose
- Brain dump of what you know
- Pass on your wisdom
- Have it re-published or re-shared
- Picked up by the media
- Give you a hobby
- Passion project
- Creative process
- Personal challenge
- Learning or legacy activity
- Helps others

### Cons

- Costly
- Time consuming
- Requires additional expertise
- Don't know where to start
- Want to write, not market
- A lot of competition
- Trend towards AI not 'human' content
- Unsure of steps
- Worried about scams or hackers
- Seeking external validation
- Criticism from others

## 2. Pros and Cons - WARNINGS



1. Expect to understand what and why before you pay for anything – don't pay just because it's too hard to work out on your own. Start with free options first and build organically over time
2. Do not be lured by 'promises' or 'expected' sales or affiliate marketing or paid ads or online courses – most do NOT work
3. I do NOT recommend outsourcing to a cheaper country – they play by different rules and could 'bug' your content – buy Australian!
4. As with any 'trade' service, get three written quotes and make sure all work is done before final payment
5. Make sure you sign up for the domain name, website hosting, printer login, online publishing tool, social media – don't let the 'helper' do it. You can always give a trusted person screen access and always change the password when done – keep the keys to the mansion!

### 3. Realistic Expectations



1. Writing to be read or to be traditionally published?
2. Do you have an established audience?
3. Most online content takes about six months to 'appear'
4. Unlikely to be directly profitable – but can help
5. Be very clear on what your expectations are...
6. More of an intrinsic satisfaction than an extrinsic reward
7. Online – requires consistent approach to be effective long term

## 4. Online Landscape

### Social Media Results

- Closed Environment
- Megalomaniac
- Addictive
- Selective Shares
- Pay to Play
- Organic Reach Difficult
- Not always indexed
- Quality deteriorating
- Click bait increasing
- Variable time spent online

### Online Search Results

- Google, Bing, Yahoo
- Algorithm Based
- Qualified Included
- Weighted Database
- Duration of Past Views
- Other Online Qualifiers
- Multiple Quality References
- Author Identity (ISBN Book)
- Age, Recency, Relevancy
- Few Words Search Query

### Generative AI Results

- Gemini, Chat GPT, MS Copilot
- Comprehensive Data Scrape
- Enormous Dataset from Websites
- Probability or Mined Data Result
- Large Language Models
- Natural Language Processing
- Some Easily Located References
- Creates Narrative Answers
- Requires keyword+ content
- More Words Prompt Query

# 4. Online Landscape

## Selected Websites

Related or Specific  
High Domain Authority  
Media

## Directory Websites

Google and Bing Business  
White & Yellow Pages  
Membership (ASA and WV)

## Reviews

Google  
Facebook  
On your website

## Selected Social Media

LinkedIn  
Facebook  
YouTube + relevant

## Your Website

(Only thing you own)

## Archive

To keep a permanent record  
<https://web.archive.org>

## Selected Profiles

Google  
Bing  
Profession Specific

# 4. Online Landscape

## Lifetime Results

- Most Mainstream Media
- LinkedIn Articles (not Posts)
- YouTube Videos
- Archive.org content

## Reasonable Results

- Your Website
- Medium, Substack
- Major Websites (Open Forum, The Conversation)
- Specialist Publications

## Audience Reach Results

- Mainstream Social Media
- Quora
- Membership Associations (can depend on professionalism)
- Directories / specific publications

## Currently resonating

- standard 'news' criteria (quality references, new insight, good angle, pictures, creates conversation)
- short form video (feels human, not too polished, portrait mode)
- using any 'new' features on a platform (like Polls and PDFs on LinkedIn)

## 5. Preparations



1. Usernames and Passwords List – include all social media accounts, any online accounts etc and put in a spreadsheet as you will get MANY more logins
2. Consider creating a free account at [wordpress.com](https://wordpress.com) ([yourname.wordpress.com](https://yourname.wordpress.com))
3. Consider purchasing **ONE** Domain Name in your own name and Domain Privacy / Guard (you don't need multiple domain names like .co.uk .com.au etc. I use <https://www.crazydomains.com.au> and **no other services** as they will try and sell you extra stuff)
4. Can either 'map' [wordpress.com](https://wordpress.com) to your domain name or buy website hosting and use [wordpress.org](https://wordpress.org) as your Content Management System (I use DDNS – helpful telephone service and local in Melbourne)  
<https://www.ddns.com.au/hosting/products/basic>)

## 5. Preparations



5. Google yourself and compile a comprehensive spreadsheet of everywhere you appear online (good and bad) and make sure you add all of the good links to the three sections in <https://aboutme.google.com>
6. Update all of your online profiles and ensure you have a photo that showcases your energy and enthusiasm and is less than three years old and that your descriptions are consistent too (and you have checked all of the backend settings)
7. Create your own free account at <https://archive.org> and copy / paste all of the good links from your spreadsheet into 'Save Page Now' at <https://web.archive.org>

## 5. Preparations – What will you publish?

**Websites** – Search engines expect an About Page, a Contact Page, Cookie Consent, Privacy Policy

**Media** – Requires multiple high-resolution photos, short and long form biography, background information

**Publishers** – Often have Editorial or Submission Guidelines, unwritten rules, pedantic gatekeepers or helpful collaborators

**Influencers** – How they 'appear' is not always how they 'respond' when you contact them

**Critics** – Yes, chair-based anonymous idiots! Seek feedback but also recognise praise! Have supporters on standby to keep you sane and deal with the highs and lows of putting yourself out there!!!

### My Mottos

- Friendly
- Professional
- Solution Focused
- Consistent Quality
- Courteous Engagement

# Breakout Rooms

**Join or pause as you wish!**



# 6. Options – with Demonstrations by Sue

## 1. Essential Locations

- 1.1 Google
- 1.2 Bing
- 1.3 LinkedIn
- 1.4 YouTube

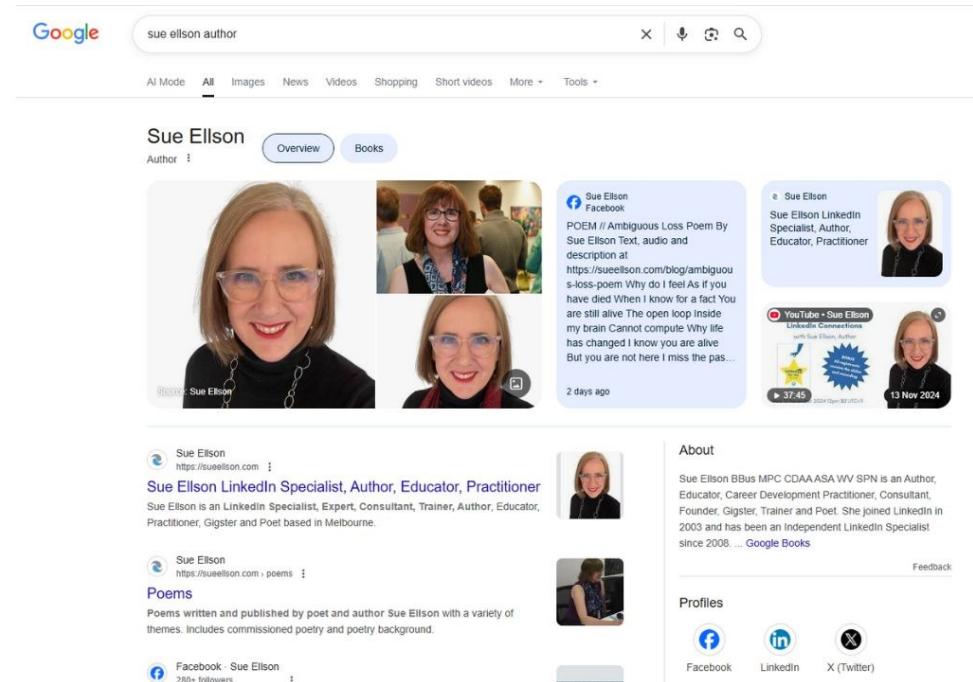
## 2. Recommended Locations

- 2.1 Your Own Name Website
- 2.2 Preferred Social Media
- 2.3 Professional Association Profile
- 2.4 Directory Listings

## 3. Alternative Locations

- 3.1 Digital Publishing Platforms
- 3.2 Contributor Publishers, Niche Publications and Websites
- 3.3 Traditional Media and Larger Publications
- 3.4 Automatic Content Distribution or Collection Platforms
- 3.5 Direct Networking

Other Relevant Resources <https://sueellson.com/blog/online-publishing-options>



## 6. Options – with Demonstrations by Sue

[https://www.linkedin.com/posts/sueellson\\_onlinepublishing-sueellson-ai-activity-7424616373319942145-ZKzH](https://www.linkedin.com/posts/sueellson_onlinepublishing-sueellson-ai-activity-7424616373319942145-ZKzH)

<https://business.google.com>

<https://myaccount.google.com/profile>

<https://www.bing.com/forbusiness>

<https://www.youtube.com/@sueellson>

<https://sueellson.com>

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

<https://www.cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?Id=8293>

<https://www.yellow.com.au/product/yellow-online>

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

<https://sueellson.medium.com>

<https://substack.com/@sueellson>

<https://www.reddit.com/user/sueellson>

<https://www.quora.com/profile/Sue-Ellson>

<https://theconversation.com/au>

<https://sueellson.com/daily-mail-publications>

<https://sueellson.com/publications>

<https://sueellson.com/media-kit>

<https://www.myidentifiers.com> (for ISBN)

<https://www.google.com/search?q=sue+ellson+author>

<https://muckrack.com/sueellson>

<https://www.sourcebottle.com/profile/9023/Sue-Ellson>

[https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)

Other Relevant Resources <https://sueellson.com/blog/online-publishing-options>

## 6. Options – Short Summary

### LinkedIn Articles

- Need a LinkedIn Profile
- Can be Search Engine Optimised
- Permanently available online
- Perform long after first publication
- Can be de-indexed by LinkedIn

### Medium

- Can be monetised
- Not as good in Search Engines
- International Audience
- Need 160 Followers to access features
- Feels more 'traditional'

### YouTube

- Need a Google Account
- Can be Search Engine Optimised
- Permanently available online
- Perform long after first publication
- Rely on good thumbnail pictures

### Substack

- Appears to have good engagement
- Currently 'popular'
- Can create your own audience
- Provides cross-posting assets
- Feels fresh and multi-functional

## 6. Options – Short Summary

### Google Scholar

- Can list multiple publications
- Freely accessible

### ResearchGate

- 'Facebook' for Academics
- Provides count of downloads

### The Conversation

- Exclusive for Current Researchers and Academics
- Fact checked and Australian

### Open Forum

- Policy Discussion
- Welcomes Free Speech

### Professional Association Websites / Mags

- Need to be a Paid Member or meet Editorial Guidelines
- Always worth asking!

### Niche Media Industry / Profession

- Check Editorial Guidelines
- Be prepared to read what is there
- May take time to appear
- Build a relationship, can be ongoing

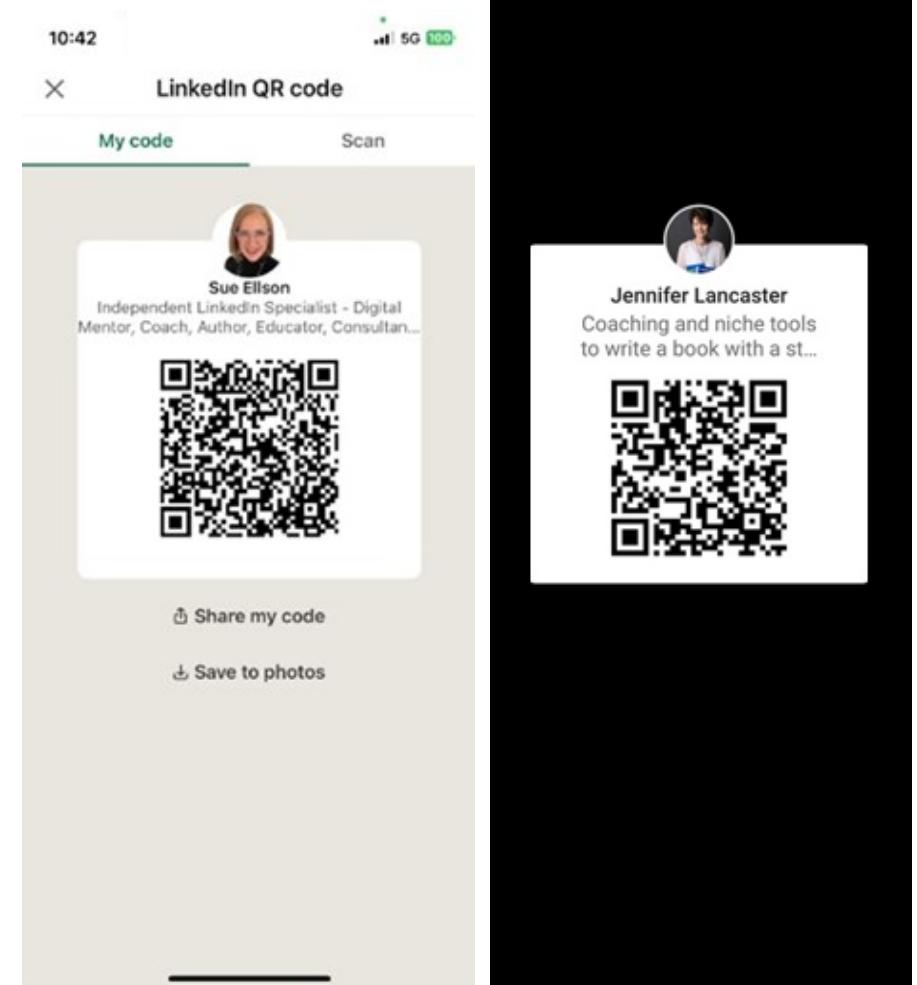
### Traditional Media

- Build relationships with journalists and editors and create for their audience
- Can ask for 'edits' but assume anything you say is 'on record'

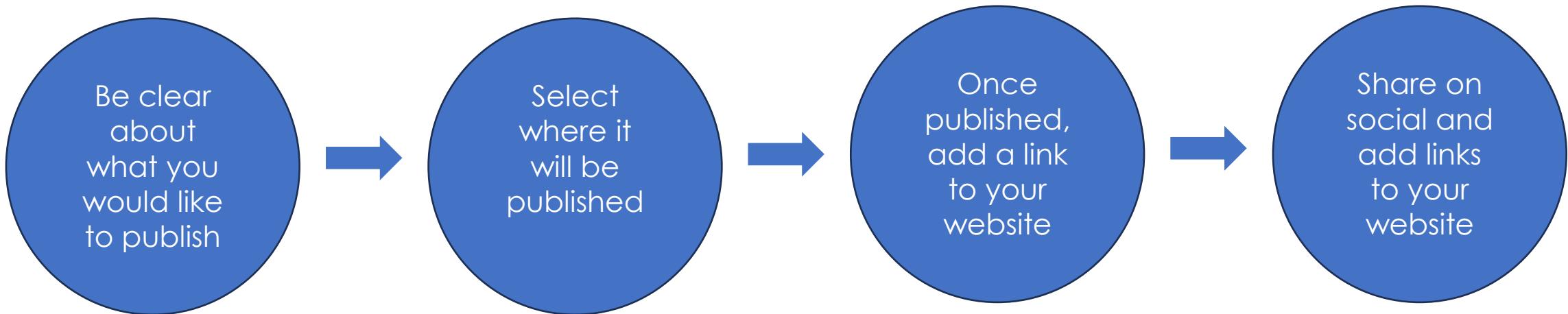
## 6. Options – Where else do you recommend?

**Policy** – Connect with EVERYONE you meet online or in person on LinkedIn!

Discussion



## 7. Recommendations



### Remember

- Copyright belongs to the publisher, not the writer
- You can link to what has been published elsewhere but you cannot re-publish it (unless you have asked for and received permission to do so as I have with Nine radio and television)
- Keeping an online index is vital to be recognised as an 'author' in search and AI results
- Remember to always copy/paste a link to published content at <https://web.archive.org>
- Try to respond to Comments, Direct Messages, Emails, Phone Calls etc as soon as possible

## 7. Recommendations – Other Melbourne Online Creators

**darby\_hudson**  ...

Darby Hudson - writer/artist

1,542 posts 353K followers 783 following

Writer

- "DARBY, LOVE..." out now
- "You're Going To Be Ok"

Published by Andrews McMeel  
Dist. worldwide: Simon&Schuster  
Media... more

[linktr.ee/darby\\_hudson](https://linktr.ee/darby_hudson)

Followed by blaisebookchick, richardjamesallen and 26 more

Following ▾ Message +9

Darby, Love OK book On writing Mum story

<https://darbyhudson.com>

**trishamavery** Trisha A. Living Loud

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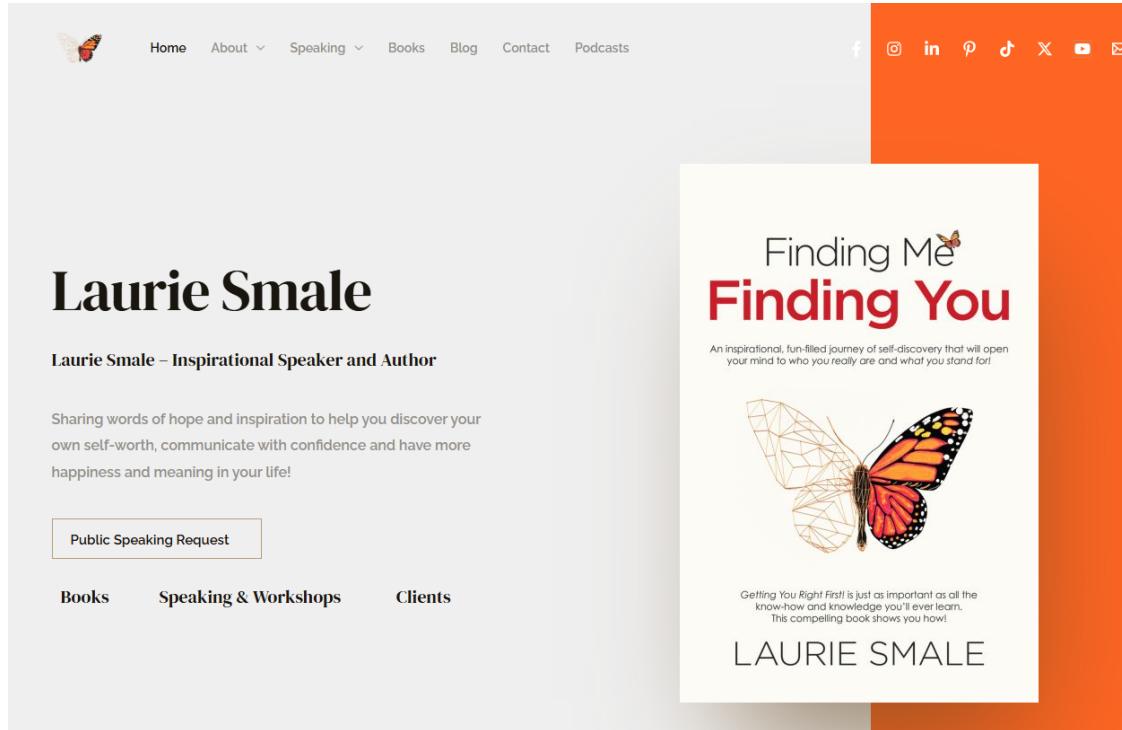
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## 7. Recommendations – Other Online Creators



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# 7. Recommendations – Other Online Creators

 Darren Rowse

 About  My Thoughts  My Journey  My Photos  Subscribe

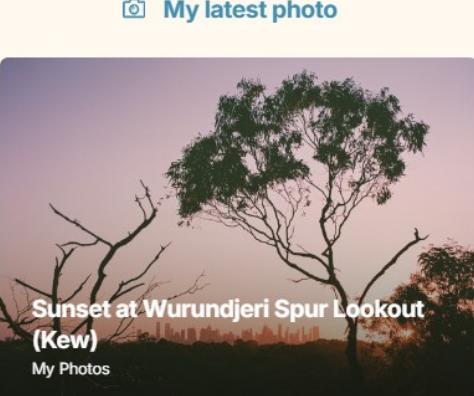
## Hi! I'm Darren Rowse

Speaker, Author, Blogger, Podcaster & Founder of ProBlogger & Digital Photography School. Ambassador for WorldVision Aus. Father of 3 boys & husband to Vanessa.



Tips for increasing your luckiness  
**How to Get Lucky**

I was in the right place at the right time back in 2002 when I started blogging and since that time serendipity has played a part in the building of my business. A few years back at the Inbound conference I spoke of my 'lucky' beginnings but also share some tips on how to cultivate 'luck' in your life by practicing 7 habits that I believe play a part. I'd love to hear your thoughts — what habits...

  
Sunset at Wurundjeri Spur Lookout (Kew)  
My Photos



 Sue Ellson

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## Sue Ellson

### Independent LinkedIn Specialist & Author

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 battle 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!

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 \*

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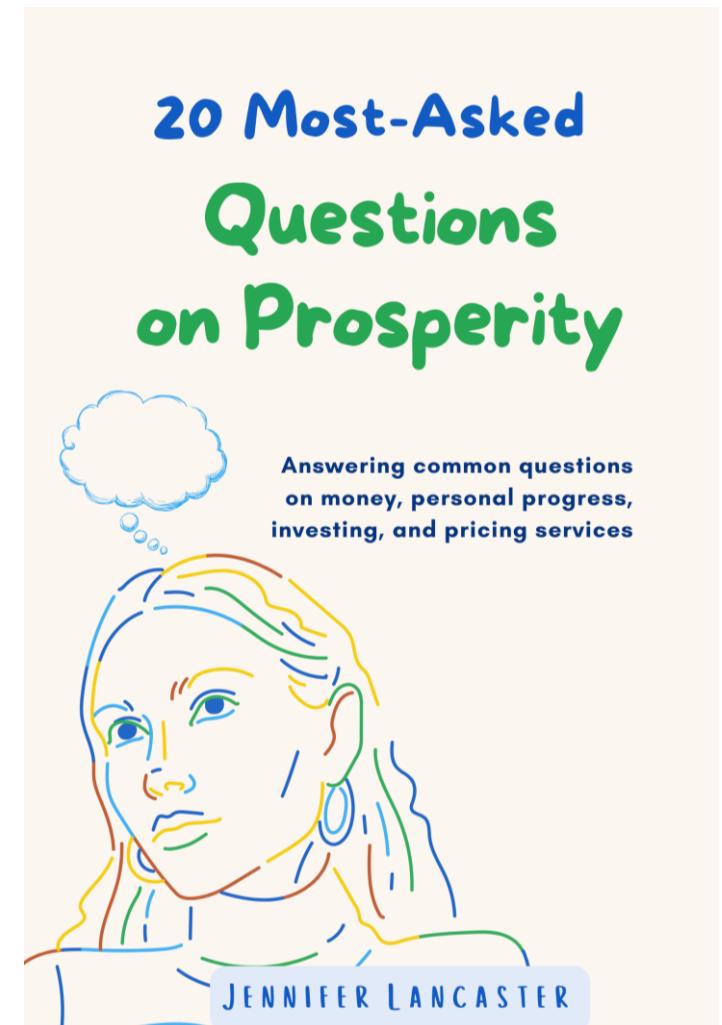
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## 8. Ebooks – The Easy EBook (Jennifer)

- Wrote a simple eBook in my spare time
- Published to KDP, with no other spaces
- Thought carefully about the name, and researched what people look for
- Made ePUB with Calibre
- KDP converted the ePUB to a print paperback, I designed the cover. Sales only for eBook



# 8. Ebooks – Google Ranking of eBook Title

## 20 Most-Asked Questions on Prosperity



blocks, balancing present enjoyment with future saving, defining personal success beyond materialism, and overcoming self-sabotage, as explored in Jennifer Lancaster's book "20 Most-Asked Questions on Prosperity," blending psychology with spiritual ideas to address common struggles like financial anxiety and achieving abundance. [🔗](#)

Here are some common themes and specific examples from these resources:

### Mindset & Beliefs:

1. Why do I feel prosperity is always out of reach?
2. How can I overcome negative money mindsets and self-sabotage?

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Book overview · Do you want to enjoy the fruits of a prosperous life? · Take a fascinating look at what the most-asked questions about prosperity and success are.

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### 20 Most-Asked Questions on Prosperity eBook : Lancaster, Jennifer

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### Sarah's ebook on Prosperity: 20 Most-Asked Questions

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JENNIFER.  
LANCASTER

Do you want to enjoy the fruits of a prosperous life? The only trouble is, repeating life dramas and low times are

★35

## 9. Launch with Stories

- Stories or Reels (slide-shows) about your Book's content or real author photos work best (Canva created)
- Change Facebook profile to "Professional" for launches
- Same size for Instagram and Facebook
- Match font colour to book cover
- See "Planner" section



# How can Jennifer Lancaster assist?

1. Book coaching to feel more confident in writing a commercially-viable book:  
First Session \$170
2. Tutorial on how I mind-map whenever structure is hard (in-person or video)
3. My insights on marketing online – in “Set Up as a Micro Publisher” book \$26
4. Editing and Publishing Support, with 5-Star service from \$3,000
5. Teaching email marketing/website tools – which will help authors get a book launched  
[BusinessAuthorTools.com](http://BusinessAuthorTools.com)



# Agenda

1. Introductions
2. Pros and Cons of Publishing
3. Realistic Expectations
4. Online Landscape
5. Preparations
6. Options – with Demonstrations by Sue
7. Recommendations
8. Ebooks – with Demonstrations by Jennifer
9. Exit Survey and Questions and Answers
10. Next Event



## 9. Anonymous Exit Survey and invitation to write an Online Review

1. What did you find most helpful in this webinar?

Long answer (300 characters)

2. What do you plan to do next?

Long answer (200 characters)

3. What else would have been helpful?

Long answer (200 characters)

4. Any other comments or specific requests?

Long answer (400 characters)



**Sue Ellson Google Review**  
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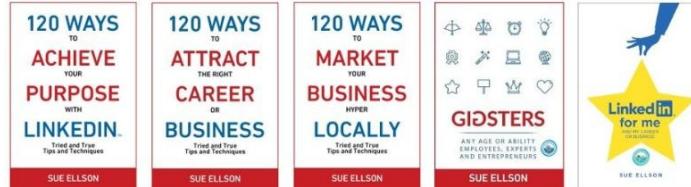
**Business Author Academy**  
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## 10. Next Event

 NATIONAL CAREERS WEEK

**LinkedIn for Careers**

By Sue Ellson  
LinkedIn Specialist and Author



<https://linkedinforcareers.eventbrite.com.au>  
Monday 11 May 2026 7-8pm Free

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# Online Publishing Options Webinar



## **Sue Ellson**

GK BBus MPC PCDAA ASA WV MEdPlus  
Independent LinkedIn Specialist  
[sueellson@sueellson.com](mailto:sueellson@sueellson.com)  
<https://www.linkedin.com/in/sueellson>



## **Jennifer Lancaster**

CertGD(Adv) CertIII(Mktg) BA(Comm)  
Book Coach, Editor and Author  
[jennifer@jenniferlancaster.com.au](mailto:jennifer@jenniferlancaster.com.au)  
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