

# BOOK PUBLICITY 2.0

Blogging Your Way to the  
Bestseller List

Tom Ciesielka, President, TC Public Relations

# The Warm-Up



- What type of blogger are you?
- Other blogs are not competition
- Adding to the blogosphere is like adding to the bookosphere

**A good investment takes time**

***“Of all the things I’ve done to promote my book, the blog/e-blast has been the most effective.”***

***–Frank S. Joseph,  
author and SMA member***

# The Hallmarks of a Good Blog

“I’ll have the website and blog combo...”

## To Love Mercy

a Novel

[About the Book](#)

[What They're Saying](#)

[About the Author](#)

[Look Inside the Book](#)

[Especially for Booksellers](#)

**NEW!**

[Especially for Educators](#)

[Author Appearances](#)

[In-Depth Interviews](#)

[Bronzeville History](#)

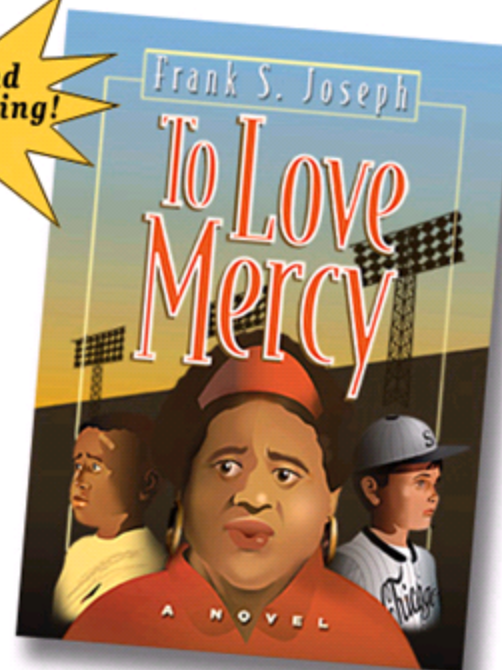
[Buy the Book](#)

[E-mail Frank Joseph](#)

[Frank's Blog](#)

*“A truly fine piece of literature.”*

Thomas J. Cottle author,  
When the Music Stopped: Discovering My Mother



TO LOVE MERCY portrays 1940s Chicago from the South Side to the long-gone Riverview amusement park -- with stops at Comiskey Park (White Sox), the Bronzeville black ghetto, the Maxwell Street flea market and more. Two boys -- one white and

# The Hallmarks of a Good Blog

## Talk about yourself

### Sarah Weinman



#### CONTACT

Website <http://www.sarahweinman.com>

#### BIOGRAPHY

Sarah Weinman, a freelance writer based in New York, is the *Baltimore Sun's* crime fiction columnist and writes "Dark Passages," a monthly online mystery & suspense column for the *Los Angeles Times Book Review*. Previously she was an editor for [GalleyCat](#), [mediabistro.com's](#) publishing industry news blog.

Her reviews and articles have appeared in many print and web publications, including the *Washington Post*, *The Los Angeles Times*, *The Philadelphia Inquirer*, *Time Out New York*, *Newsday*, *The Globe and Mail*, the *Denver Post*, *The Philadelphia City Paper*, *Publishers Weekly* and *Mystery Scene*. Her short fiction can be found in most of the major online and print crime fiction periodicals, and has appeared or is forthcoming in DUBLIN NOIR (Akashic Books), BALTIMORE NOIR (Akashic Books), DAMN NEAR DEAD (Busted Flush Press, July 2006), EXPLETIVE DELETED (Bleak House Books, November 2007), A HELL OF A WOMAN: An Anthology of Female Noir (Busted Flush Press, December 2007) *Alfred Hitchcock's Mystery Magazine* and *Ellery Queen's Mystery Magazine*. A full listing of her work is available [here](#).

In a parallel life, she completed her M.S. in Forensic Science at [John Jay College of Criminal Justice](#) of New York in February 2004 and still harbors faint hopes of actually making use of her degree someday.

*Confessions of an Idiosyncratic Mind* began in its [earlier incarnation](#) in October 2003, moving to more permanent digs in June 2004. The blog has been mentioned in the *New York Times*, the *Wall Street Journal*, the *Los Angeles Times*, the *Boston Globe*, the *Christian Science Monitor*, the *Pittsburgh Tribune-Review*, the *Ottawa Citizen*, *Library Journal* and the

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Use a simplified web address

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

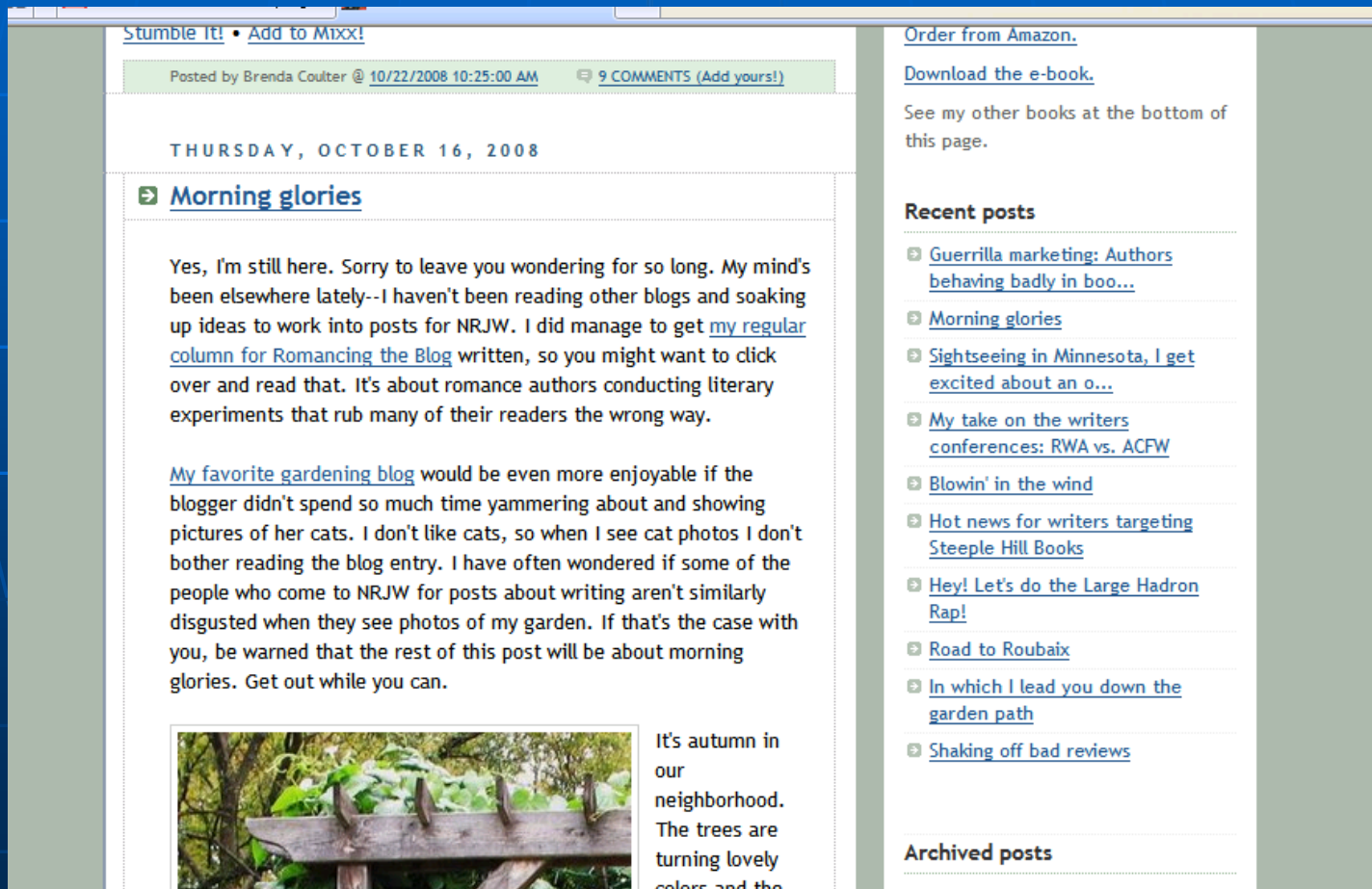
Vs.

[www.prforlaughs.blogspot.com](http://www.prforlaughs.blogspot.com)

Or use your own name!

# The Hallmarks of a Good Blog

Display recent posts or featured posts



Stumble It! • Add to Mixx!

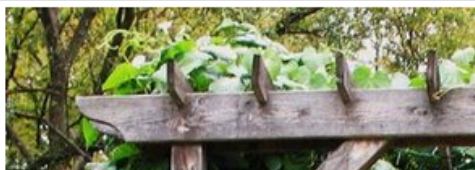
Posted by Brenda Coulter @ 10/22/2008 10:25:00 AM 9 COMMENTS (Add yours!)

THURSDAY, OCTOBER 16, 2008

## ➤ [Morning glories](#)

Yes, I'm still here. Sorry to leave you wondering for so long. My mind's been elsewhere lately--I haven't been reading other blogs and soaking up ideas to work into posts for NRJW. I did manage to get [my regular column for Romancing the Blog](#) written, so you might want to click over and read that. It's about romance authors conducting literary experiments that rub many of their readers the wrong way.

[My favorite gardening blog](#) would be even more enjoyable if the blogger didn't spend so much time yammering about and showing pictures of her cats. I don't like cats, so when I see cat photos I don't bother reading the blog entry. I have often wondered if some of the people who come to NRJW for posts about writing aren't similarly disgusted when they see photos of my garden. If that's the case with you, be warned that the rest of this post will be about morning glories. Get out while you can.



It's autumn in our neighborhood. The trees are turning lovely colors and the

[Order from Amazon.](#)

[Download the e-book.](#)

See my other books at the bottom of this page.

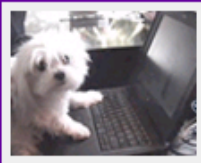
### Recent posts

- [Guerrilla marketing: Authors behaving badly in boo...](#)
- [Morning glories](#)
- [Sightseeing in Minnesota, I get excited about an o...](#)
- [My take on the writers conferences: RWA vs. ACFW](#)
- [Blowin' in the wind](#)
- [Hot news for writers targeting Steeple Hill Books](#)
- [Hey! Let's do the Large Hadron Rap!](#)
- [Road to Roubaix](#)
- [In which I lead you down the garden path](#)
- [Shaking off bad reviews](#)

### Archived posts

# The Hallmarks of a Good Blog

## Display images of your books



### ABOUT

### AUTHORBUZZ

#### AuthorBuzz

Help Yourself! IF NO ONE KNOWS YOUR BOOK EXISTS THEY WON'T BUY IT.

Authorbuzz.com is M.J.'s one stop marketing solution for authors and publishers. Reach 370,000 readers (and up), leaders of more than 15,000 bookclubs, 5000 booksellers & 12,000 librarians via AuthorBuzz notes. Reach millions more via blog ad campaigns. We work with all the top publishers and hundreds of wonderful writers every year and do over 60%

November 07, 2008

### THE DOCTOR IS IN

If you will be in the NYC area on Monday, November 10, please come to the launch party for the new literary magazine *Ozone Park* at Queens College. I will read, along with several terrific contributors.

#### UNBLOCKED!

Our president-elect reminded us on Tuesday night, "This victory alone is not the change we seek - it is only the chance for us to make that change." There are hard times ahead, and writers are a particularly vulnerable group, both economically and emotionally.

Next week we will return to our regularly scheduled examination of the hardships and privations of the writing life. Today, though, after eight years of shame and fear, I want to savor the blessings of being an American writer at this particular moment. Here is a partial list of advantages I am grateful for:

- Despite repeated challenges, the First Amendment has not been overturned.
- Neither has *Roe v. Wade*. (If you are unsure why this is a writing issue, consider Virginia Woolf's hypothetical Judith Shakespeare, and all the women she represents whose voices have been muted or lost through the lack

BY M. J. ROSE



People Magazine Pick of the Week : THE MEMORIST - The

Reincarnation Series continues

"Gripping... Rose once again skillfully blends past and present with a new set of absorbing characters in a fascinating historical locale." - Starred Review, Library Journal -----

----- "Rose's fascinating follow up to The Reincarnationist... skillfully blends past life mysteries with present day chills. The result is a smashing good read." - Starred Review, Publisher's Weekly

# The Hallmarks of a Good Blog

“Scannable  
content”  
and simple layout

## Scannable Content

[Writing Content](#)

[27 comments](#)

blogging  
for  
beginners

**Make Posts Scannable** - One of lessons that I would advise all bloggers to get their minds about is that in addition to fact that [the average web user doesn't usually stay long on a web page](#) - they also don't read much of it As a result, scannable content is a useful strategy to use in your blogging.

One [study](#) found that only 16% of people read word for word when they are online and another found that the average person only comprehends about 60% of what they read.

Rather than read word for word - web users 'Scan' pages for information - looking for key words, phrases and visual cues.

Here are a few tips and techniques you can use for **working with** your scanning readers and **not against** them:

- ✦ **Lists** - This will be no surprise to ProBlogger readers - I'm pretty big on lists and my stats show me its my posts with bullet point lists in them that get linked to ALOT more than similar length posts written in of an essay style. Read more on lists in posts at [this list on why lists are good](#).
- ✦ **Formatting** - Use **bold**, **CAPITALS**, *italics*, underlining, teletext and to emphasize points. Don't go overboard as you run the risk of frustrating your reader. Also consider changing font size, color and style to draw your readers eyes to your main points.
- ✦ **Headings and Sub Headings** - Using headings midway through posts helps with post structure (and many believe with SEO if you use <h> tags) but they also are great for drawing your readers eyes down the page and helping them find the parts of your article that will interest them most..
- ✦ **Pictures** - clever use of pictures in your posts can grab attention, emphasize points and draw people down into your post. I've played around with pictures pretty extensively on a couple of my blogs and find they add a real air of professionalism and interest to posts -

# The Hallmarks of a Good Blog

## Use categories/tags

### Tags by Popularity

<http://technorati.com/tag>

Tags are labels that people use to make it easier to find blog posts, photos and videos that are related. The tags below are sized according to their popularity. Here's some more [information about tagging](#).

### Top 100 Tags from A to Z (all languages)

**allgemein** apple art art and photography articles bez kategorii **blog**  
**blogging** blogroll blogs **books** business culture current affairs **daily**  
design **diary** dreams and the supernatural education **entertainment**  
entretenimiento events **family** fashion film food football **friends** fun  
funny games goals, plans, hopes google home humor **internet** iphone  
iraq jobs, work, careers **life** links linux love mã'sica música  
marketing media microsoft misc miscellaneous mobile moblog movie  
movies movies, tv, celebrities **music** myspace **news** **news and politics**  
noticias parties and nightlife **personal** photo photography photos pictures  
podcast poetry **politics** quiz random religion religion and philosophy  
reviews **romance and relationships** school science shopping software  
sport **sports** survey tech **technology** television thoughts topics  
**travel** travel and places tv **video** videos web **weblog** windows  
wordpress work writing **writing and poetry** youtube

# Greek Tragedy Stephanie Klein

## Blog Showcase

http://stephanieklein.blogs.com/

Google greek tragedy Go

del.icio.us TAG

Greek Tragedy

greek tragedy. stories of my life.

About Stephanie Tara Klein Blog Books First Time Visitors In The Press Book Clubs Links Contact Subscribe

VIEW TOUR DATES & APPEARANCES

**moose**  
a memoir of fat camp

STEPHANIE KLEIN


Buy the Book  
You can order Moose at these online retailers:  
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You can also find Moose at your local bookstore.

pod  
**Klein**cast

Listen to an excerpt from Moose: A Memoir of Fat Camp »

**red, white, and booze**

 Peach, orange, and pomegranate flavors make up this layered shooter. The trick is pouring (floating) each one in order, slowly over a spoon.

1/3 oz grenadine  
1/3 oz peach schnapps  
1/3 oz blue curaçao

Drinking game of the night drink every time you hear the following, "Too close to call," "Record Turnout," or "Historic Election."

Please drink, or at least vote, responsibly.

I pouted when McCain came up to the podium to give his concession speech, not because he lost, but because as he and Palin waved and gave their thumbs up to the crowd, I thought, "It sucks to lose. That has to be so hard." It takes character to lose with grace, even when it's expected and part of the job. It's hard to feel rejection, or loss, or even failure, even if it was out of your hands, even if it had to do with factors beyond your own control. And then to let it go, to wake up the next day, and to simply go on... that's what really makes any of us a success. And for the record, I voted for Obama.

Nov 04, 2008 in daily | Permalink | Comments (27)

**new york holiday**

It's official. After Halloween, the store windows stop. They skip right over Thanksgiving and already have me thinking of the December events, aside from the twin taters turning two. I realize money is

**moose**  
Stephanie Klein  
Best Price \$10.79  
or Buy New \$16.47  
Buy amazon.com from

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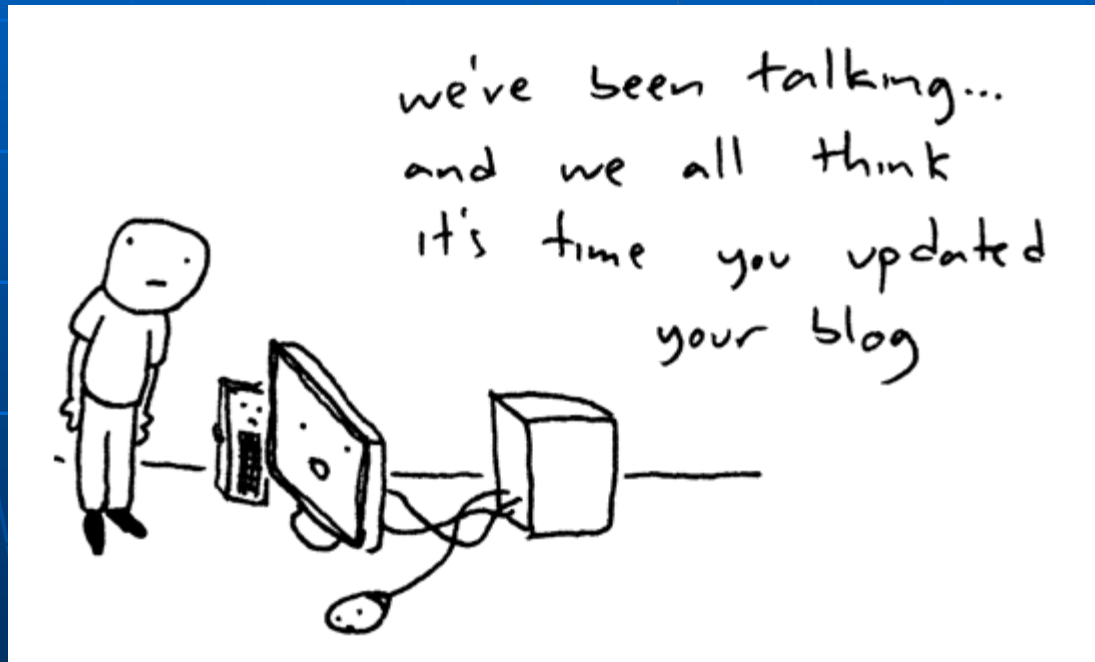
**moose**  
Stephanie Klein  
Best Price \$0.01  
or Buy New \$10.17  
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Done

# Blogging Best Practices

1) Write often, but don't let it take over your life

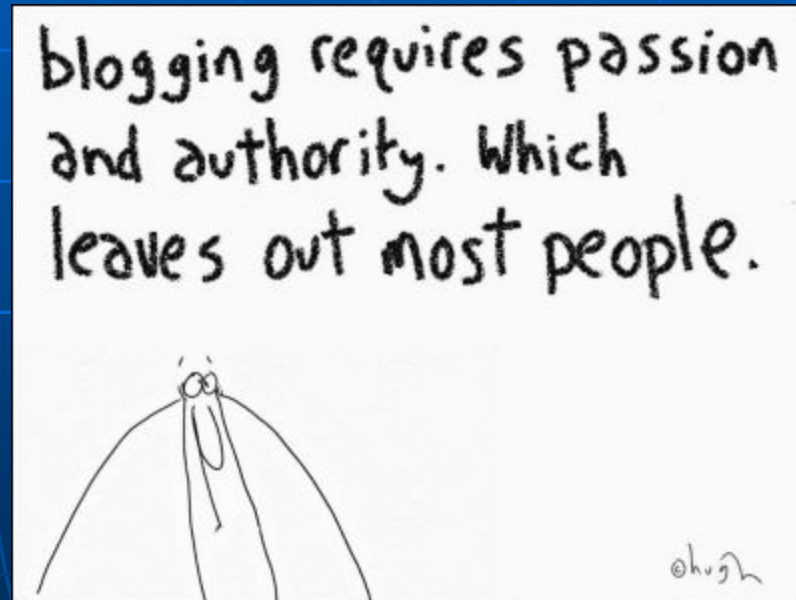


2) Create the perfect headline every time

# Blogging Best Practices

3) Answer comments and encourage comments

4) Establish authority



5) Be yourself



# Promoting Your Blog

Comment on other blogs

Make blogging friends

Guest blog → "Open blog night" "Blog tours"

You already have the power to...

**BLOGGERS,**  
**Start your search engines.**  
**On your mark...get set...POST**

