

AUTHOR of CHANGE

Transformational Coaching Program

Module 2—*Author of Change in the World*—Webinar #4

- Building Community with Social Media Strategy
- Building Community with Traditional Media and Creative Strategies

With Nina Amir

The Inspiration to Creation Coach



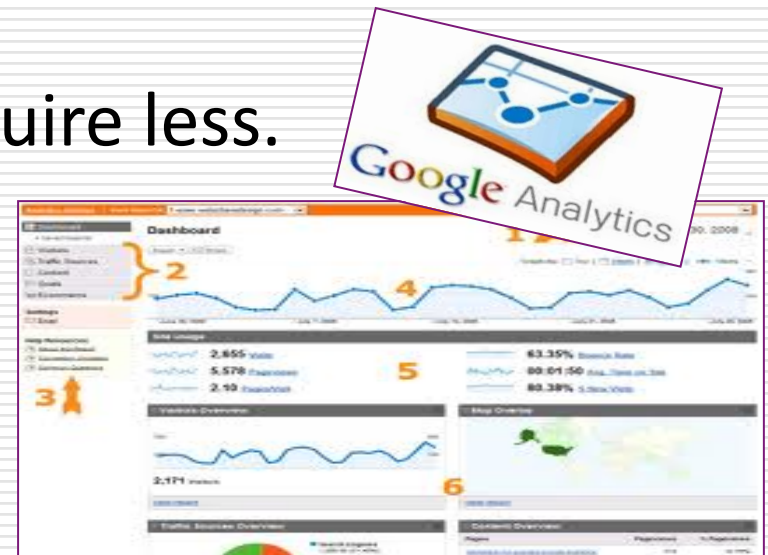
Building Community with Social Media

- Community gets built online and offline.
- Create a workable and effective social media strategy.
 - Set goals.
 - Have a plan for how to achieve those goals.
 - Learn how to use available tools.



What “Stats” Do You Need to Succeed?

- Large publishers want 5 figures of *something* and thousands on social media.
- Small publishing houses require less.
- Self-publishers determine platform size.
- Implement a way to measure size and growth.



Social Media Marketing Info

- All marketing is changing...constantly.
- Audiences don't respond to hype or pitches.
- Today marketing pulls potential buyers toward a product (book).
- Content marketing provides the best strategy.



Station and Satellite Social Media Strategy

- A satellite is something small that revolves around something big.
 - Natural satellites (Ex. the moon around the earth)
 - Man-made satellites—meant to transmit and receive signals
- You need a “station” to broadcast a message to your “satellites.”



A Blog Serves as Your Main Station

- Your website (blog) serves as your media hub.
- A blog serves as the main station from which you transmit your message to your satellites.
- Social media sites work like satellites broadcasting the same message.
- The station-satellite method increases your ability to promote your message to a larger audience.



How to Transmit to Your Satellites

- Produce content.
- Share that content on your blog.
- Share the link to that content on your social networks as status updates.
- Help blog readers share the link.
 - Your fans share the link with their fans.



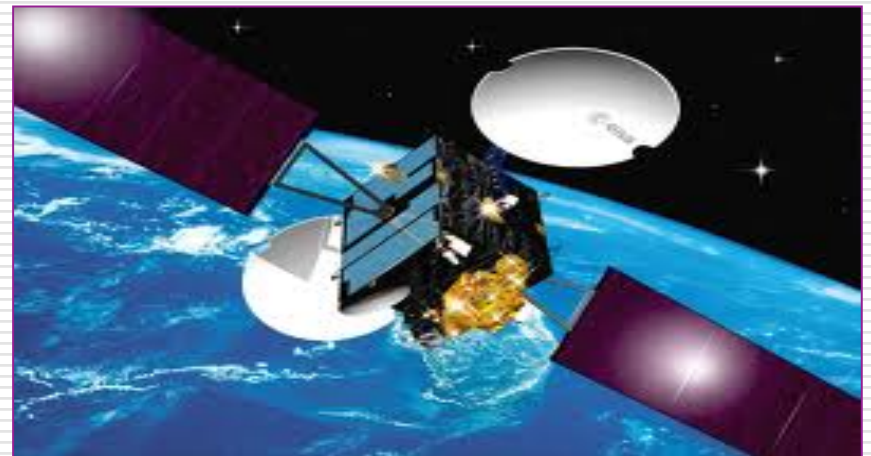
What to Do at Your Satellite Sites

- Network with potential readers and influencers.
- Grow your audience by following people.
- Read to the message shared by those in your niche.
- Make friends with potential collaborators.
- Build authority by contributing expert tips, tools, advice, answers, and solutions.
- Create links to your main station.
- Test market ideas.



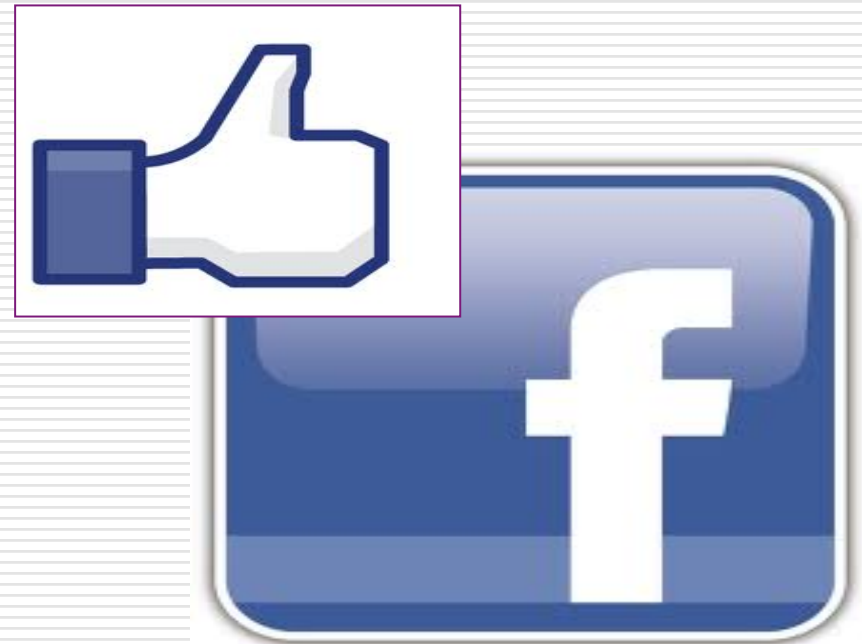
Your Satellites: The Social Networks

- Facebook
- Twitter
- LinkedIn
- Google Plus
- Pinterest
- YouTube
- Instagram
- Itunes
- Specialized sites



Facebook

- Profile
- Page
- Groups
- Status updates
- Message
- Video chat
- Live video



Twitter

- Status updates
- 140 characters long
- Retweet
- Comment
- #hashtag
- #Chat
- Message



LinkedIn

- Status Updates
- Groups
- Networking
- Article publishing
- Job boards
- Message



Google Plus

- Status updates
- Pages
- Profiles
- Groups
- Hangouts (gone now)
- Message



Pinterest

- Visual images
- “Pin” photos with links
- Visual depiction of you as an author
- Promote on “boards.”



Audio and Video Satellites

- iTunes
- Instagram
- YouTube



Check Out Specialty Social Networks

- Look at other specialty networking sites:
 - Goodreads.com
 - Sermo.com
 - Therapynetworking.com
 - Catster.com
 - Medium.com
- Find sites where you can find your audience.



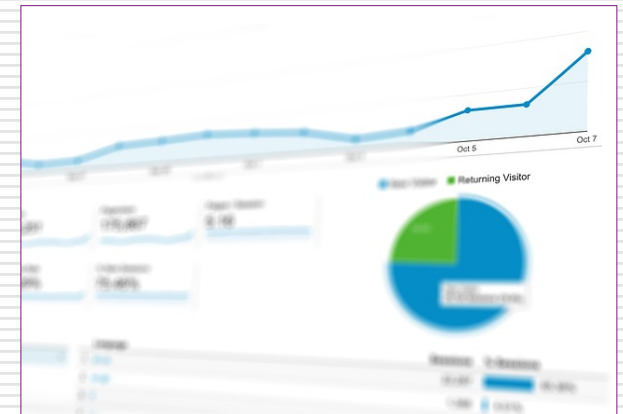
Manage Your Satellites

- [Hootsuite.com](https://hootsuite.com)
- [Tweetdeck.com](https://tweetdeck.com)
- [Socialoomph.com](https://socialoomph.com)
- [Buffer.com](https://buffer.com)
- [Coschedule.com](https://coschedule.com)



Using Analytics

- Blog Analytics
 - Google Analytics
 - Other apps/programs installed on site.
- Social Networking Metrics
 - Most sites have some sort of analytics
 - Hootsuite provides metrics
 - Other apps/program provide metrics
- Use for your business plan and tracking and for agents and publishers.



Building Community with Traditional Media

- Traditional media includes:
 - Radio
 - Television
 - Newspapers
 - Magazines
- You are the focus and content.
- It's free publicity.



Build Community with Your Voice

- One of the best ways to build platform and community is as a public speaker.
 - Local
 - National
 - International



Become a Talk Show Darling

- Radio is now on the airwaves and in cyberspace.
 - Be a guest.
 - Be a host.
 - Use Itunes for podcasting.



Get Seen on Television

- Television let's you get seen as well as heard.
- Start local with local TV.
- Create a Youtube station or show.



Share What You Know

- There are many ways to teach online and off:
 - In person
 - Workshops
 - Classes
 - Live events
 - Online
 - Teleseminars
 - Webinars
 - Online courses and programs
 - membership sites



Get Yourself Into Print

- Print serves writers well as a platform-building element.
- You can build platform from print media by:
 - Getting interviewed
 - Writing articles
- Send releases or queries to magazines that write about your topic.

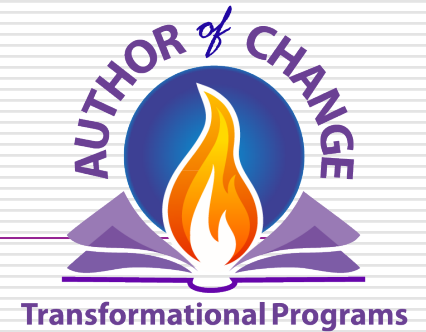


Creative Community Building Strategies

- Guest blogging (and attract guest bloggers)
- Create a group, forum, or membership site—a community of your own.
 - On your blog or a social network.
- Blog your book.
- Build an email list.
- Run ads on social networks.



Important Information



- Facebook Page
 - www.facebook.com/groups/ACTCoachingProgram/
 - How to login to the course:
 - <http://ninaamir.com/login/>
 - **4th Coaching Call**—June 23 at 9 am PT/12 pm ET
 - **Next Webinar**—July 5 at 9 am PT/12 pm ET
 - **How to Evaluate Your Book Idea for Success**
 - **How to Write a Change-Inspiring Book**
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