

Publicity Pop Up

with
Deb Gonzales



www.debbiegonzales.com



About Me

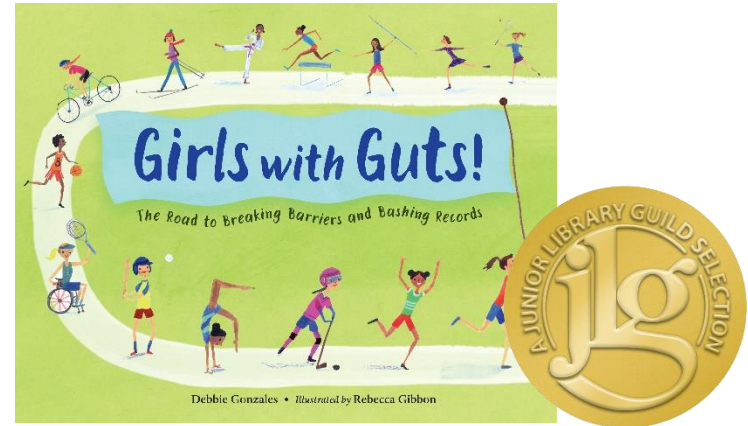
- Author
- Educator
- Podcaster
- Curriculum Consultant
- Coach
- Pinterest Specialist

My Platform Building Journey

- 2007 – Writer’s League of Texas Conference
- 2008 – Simple Saturday
- 2009 – Began Making Teacher Guides
- 2013 – Guides by Deb
- 2015 – PB contract
- 2019 – Girls With Guts Launched in May

Publisher's Weekly!

Announced in 2017



Julie Bliven at Charlesbridge has acquired world rights to debut author **Debbie Gonzales's** (l.) *Play Like a Girl: The Road to Breaking Barriers and Bashing Records*, a nonfiction picture book about female athletes and changemakers who pushed for Congress to pass Title IX. **Rebecca Gibbon** will illustrate; publication is slated for spring 2019. Melissa Nasson at Rubin Pfeffer

Content represented the author, and Stacey Endress at Illustration, Ltd. represented the illustrator.

Now the Work Begins

On-sale date: 10.17.2017
Teen fiction • Ages 12 up, grades 7 up
ISBN 978-1-4814-3825-4 • \$17.99/\$23.99 CAN

Marketing

- Pre-publication buzz campaign
- Trade advertising
- Author tour
- BEA & BOOKCON 2017 promotion
- YA social media influencer outreach
- SimonTeen Social media promotion
- TEEN.Simonandschuster.com feature
- RivetedLit feature
- National media publicity
- Major Education & Library outreach
- Common core curriculum guide
- Education & Library conference promotion
- TEACH.simonandschuster.net feature
- Education & Library social media outreach



The Real Me

- Debut author at age 60-something
- Former SCBWI-RA - Austin, Texas
- VCFA Grad
- Now live in Saline, Michigan
- Passion for education
- Nurturer
- Got plenty of mindset issues about marketing

About Me

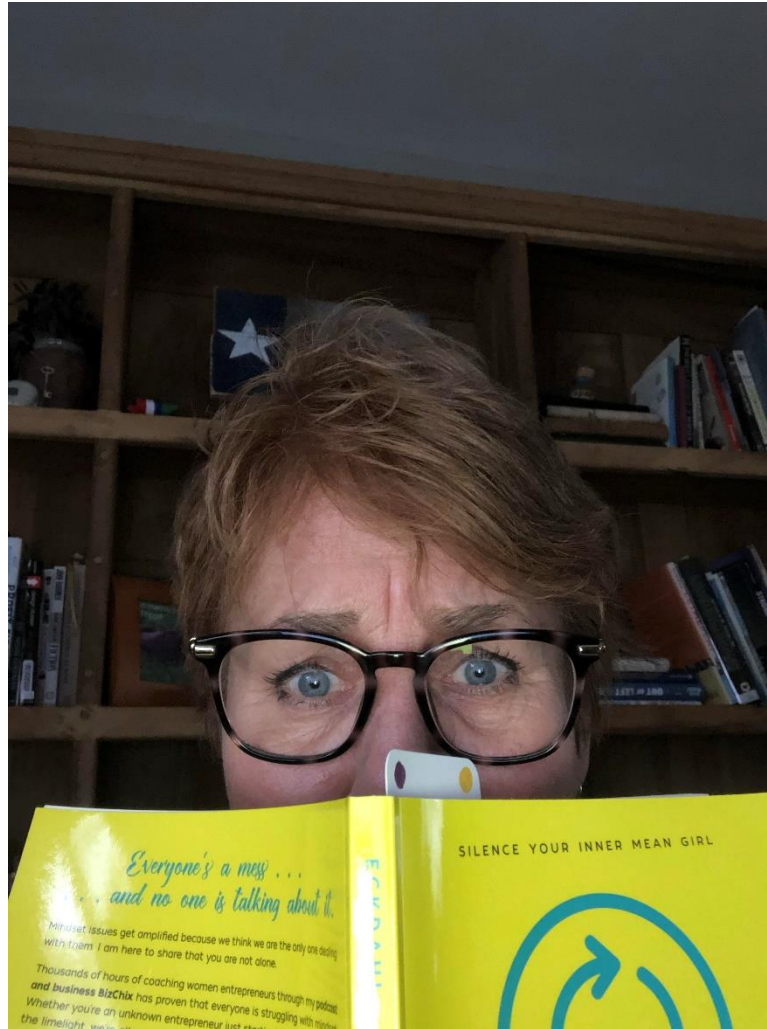
Feels creepy

Takes too much time

Rather create than market

Too confusing

Don't know tech



Too expensive

I'm too old for this

I'm not that interesting

I can't do everything

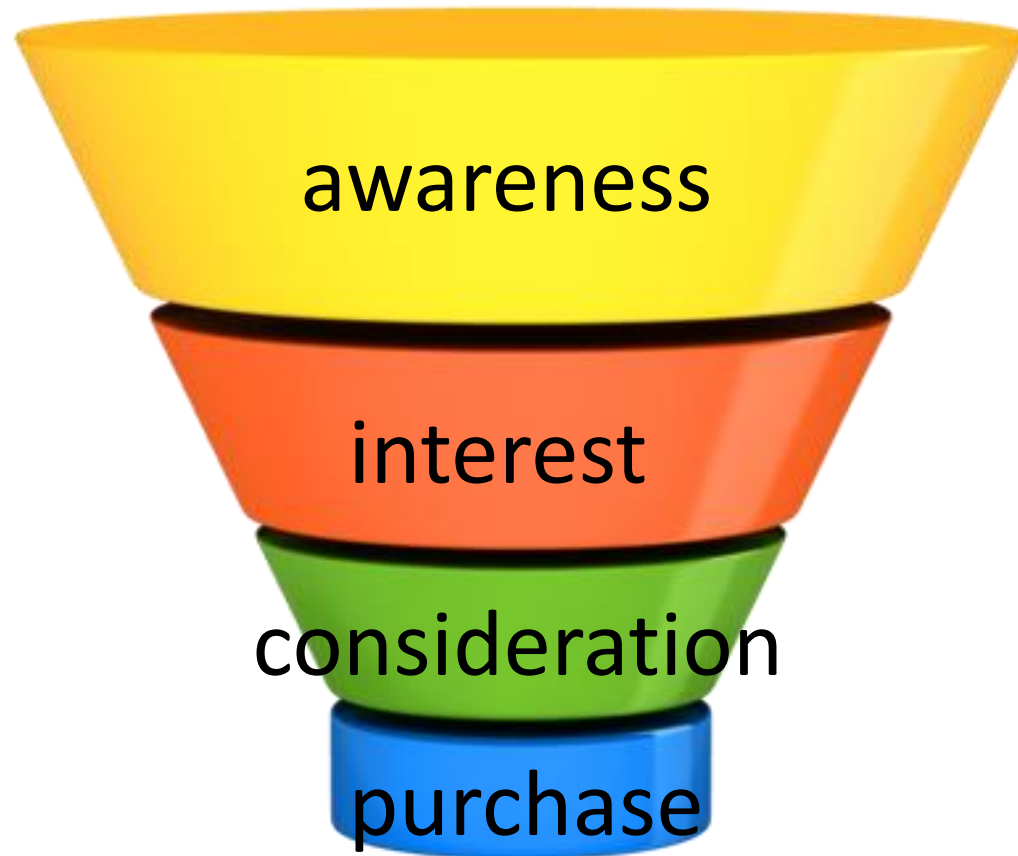
I don't know where to start

Where Do I Start?



He finally had time to develop a marketing plan.

Sales Funnel

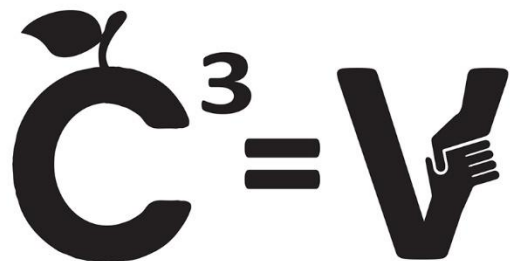


A Definition of Marketing

The act of building long-lasting connections with people.

~ Tim Grahl

My Discovery



content. consistency. community
equals visibility

CONTENT, COMMUNITY, CONSISTENCY = VISIBILITY



A FORMULA FOR THE RELUCTANT MARKETEEER



- CONTENT (THE ACTUAL ADS YOU MAKE) SHOULD BE CREATED WITH A "PERSONAL SLANT."
- FOCUS ON WHO YOU ARE AS A CREATIVE

WHEN YOUR PERSONALITY COMES THROUGH, IT HELPS DEFLATE AWKWARD, "SALESY" IMPRESSIONS.

FOSTER YOUR **COMMUNITY**



- 1) NURTURE CURRENT RELATIONSHIPS (VIA SOCIAL MEDIA/INTERNET OR IRL)
- 2) SUPPORT THAT COMMUNITY:
SHARE A POST, SEND A NOTE, BUY BUY THEIR THING!
WRITING REVIEWS IS ALSO PRETTY RAD
- 3) SEEK OPPORTUNITIES TO SHARE KNOWLEDGE:
GENUINELY: WRITE A GUEST BLOG, GIVE A PRESENTATION, SPEAK UP



CONSISTENCY

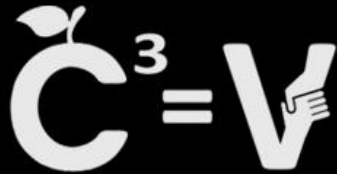


- DO SOMETHING TWICE A WEEK
- DOCUMENT IT AND PUBLISH/POST ABOUT IT

* AFTER DEBBIE GONZALES



Had to Share



content. consistency. community
equals visibility

An online marketing &
self-promotion workshop for
authors and illustrators

Enhancing Your Core Message ~ April 1 to 6



Carol Cox, Speaking Your Brand:
*What Is a Signature Talk and Why
You Need One for Visibility*



Dianne White, Author:
*Connecting Your Core Message
and the School Visit*



Amber Peterson, Cheers
Consulting Group: *Pinterest
Content Marketing*



Kat Kronenberg, Author:
*Thinking Big! The Outstanding
Adventures of an Indie Author*



Deb Gonzales, Guides by Deb:
*Aligning Your Core Content with
Academic Standards*



For more information access

<http://www.debbiegonzales.com/publicity-workshop>

C3=V Scaffold



Understand Yourself



Define Your Message



Outreach Objectives



Modes of Connection



Community



Take Action

Understand Yourself



Define Your Message



Outreach Objectives



Modes of Connection



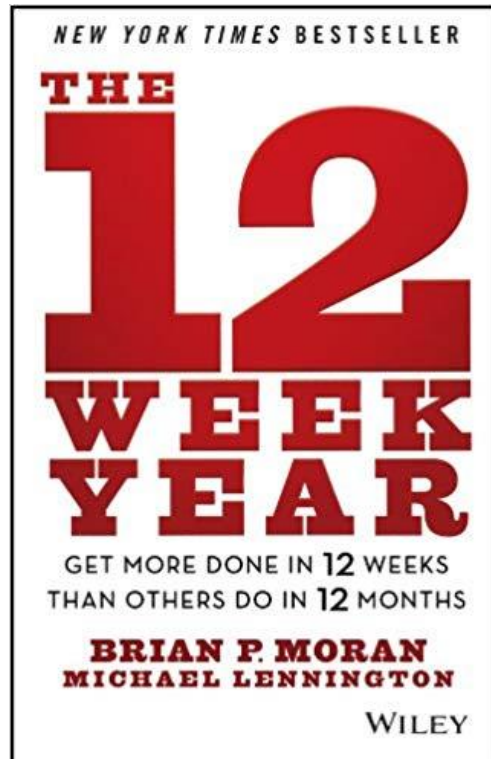
Community



Take Action



Making a Plan



Throw out the annual plan.

~ Moran/Lennington
(pg. 25)

The All-Powerful Email List



Long-lasting connections depend on the quality and reliability of your email list...Your #1 goal should be to grow your email list as much as possible.

~ Tim Grahl (27)

Where Should I Start?

- Set up email marketing program
- Begin to establish email list
- Consider the needs of desired reader
- Decide upon content-sharing format
- Offer a gift for new subscribers



MailChimp

Social Media

Bottom line: Social media can make an author's platform stronger by giving it a boost when it's already built and functioning. But social media alone cannot make an author platform strong...

Social Media

...Bestselling authors use social media to extend their outreach plan, not to represent all of it.

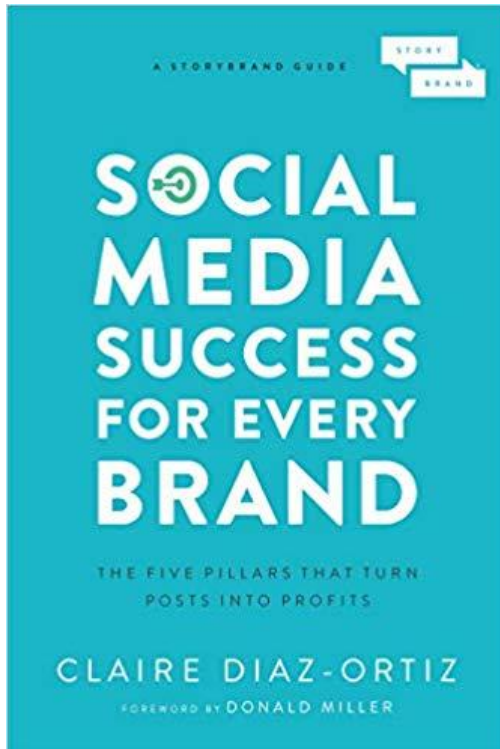


~Tim Grahl (93)

Grahl says...

- Don't rely on social media to sell books
- Don't rely completely on social media to establish and nurture relationships
- Understand the difference between social media for business and/or pleasure

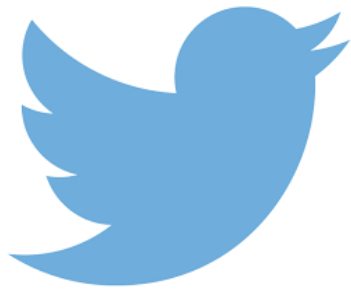
Social Media Basics



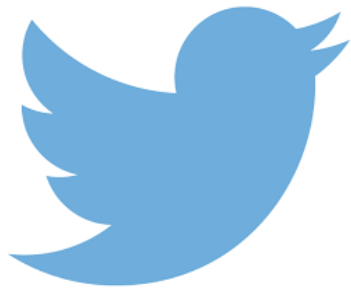
Social media – It's not about you.

~ Diaz-Ortiz (pg. 48)

My Social Media Plans



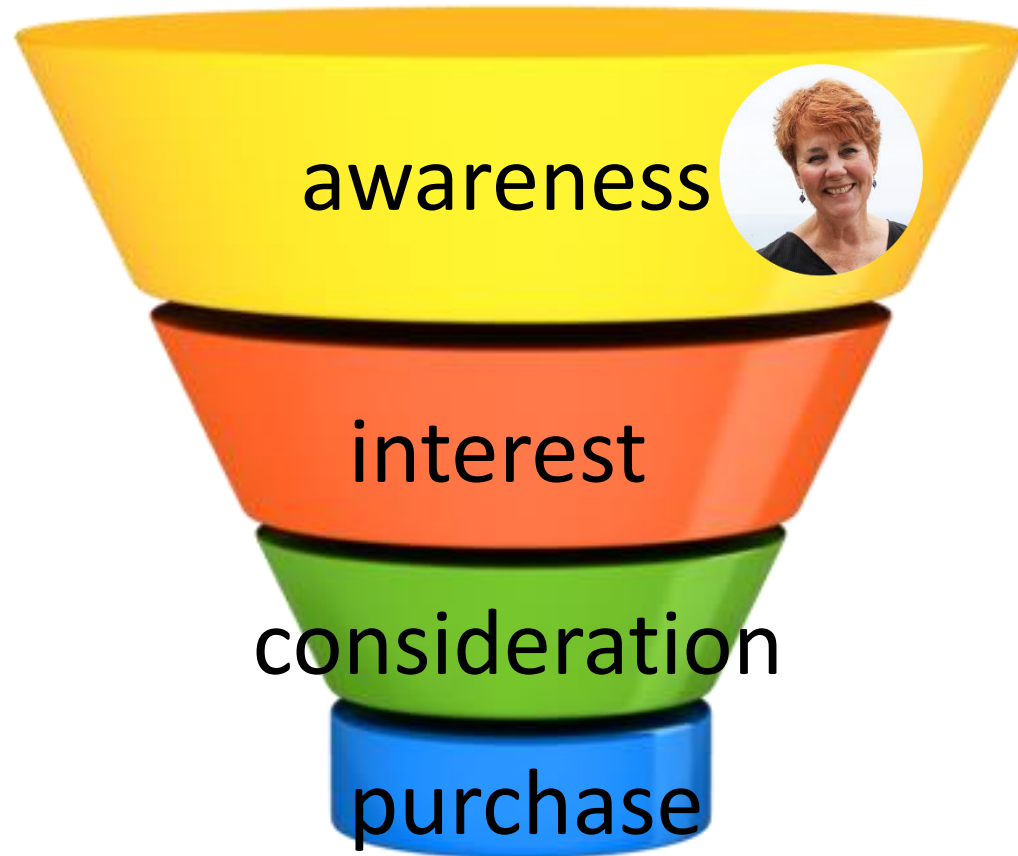
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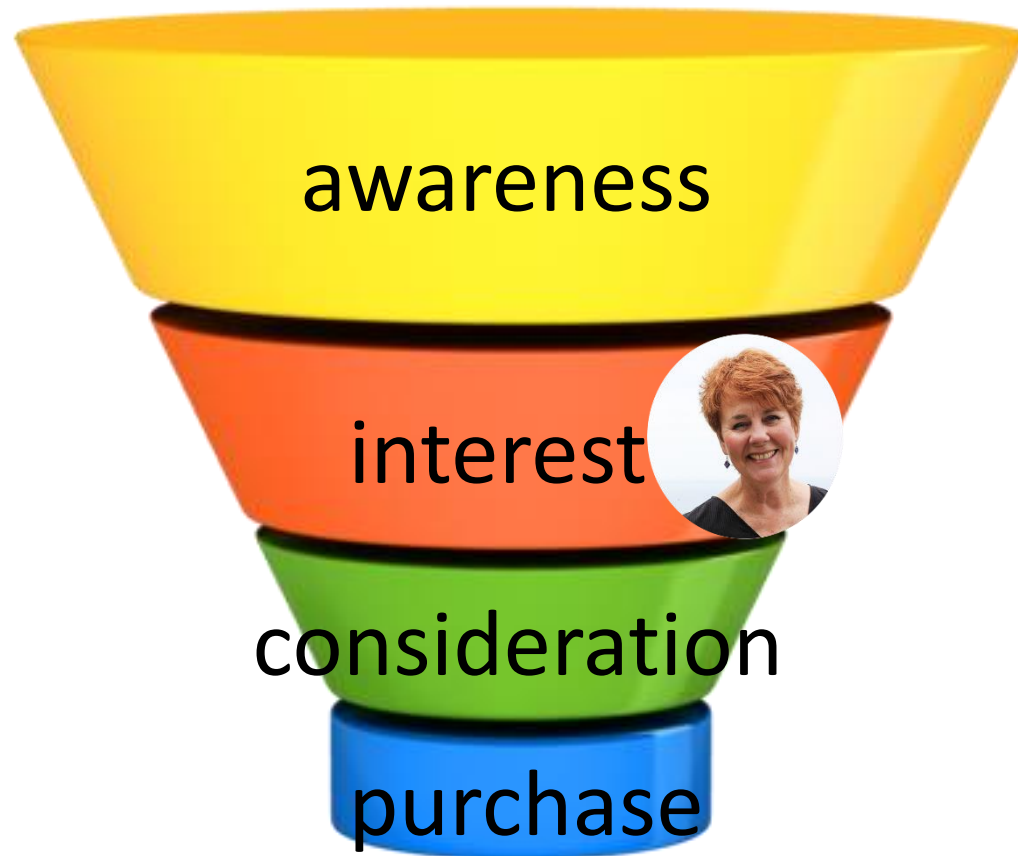
Sales Funnel



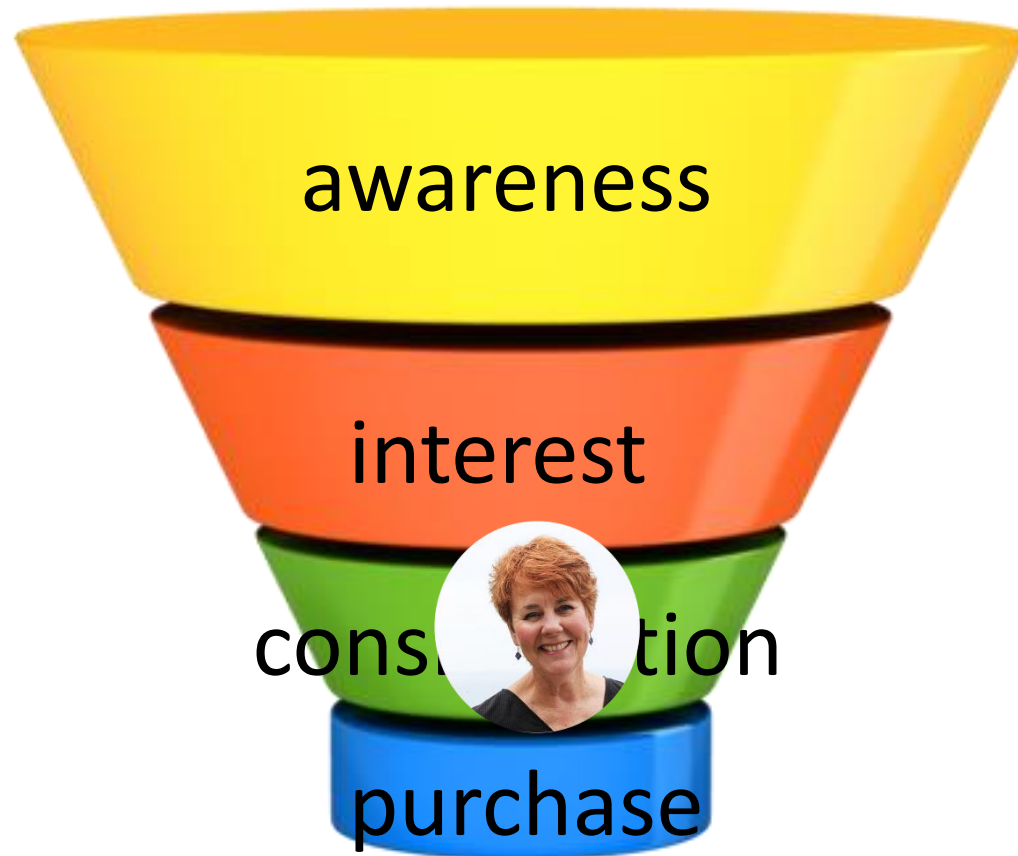
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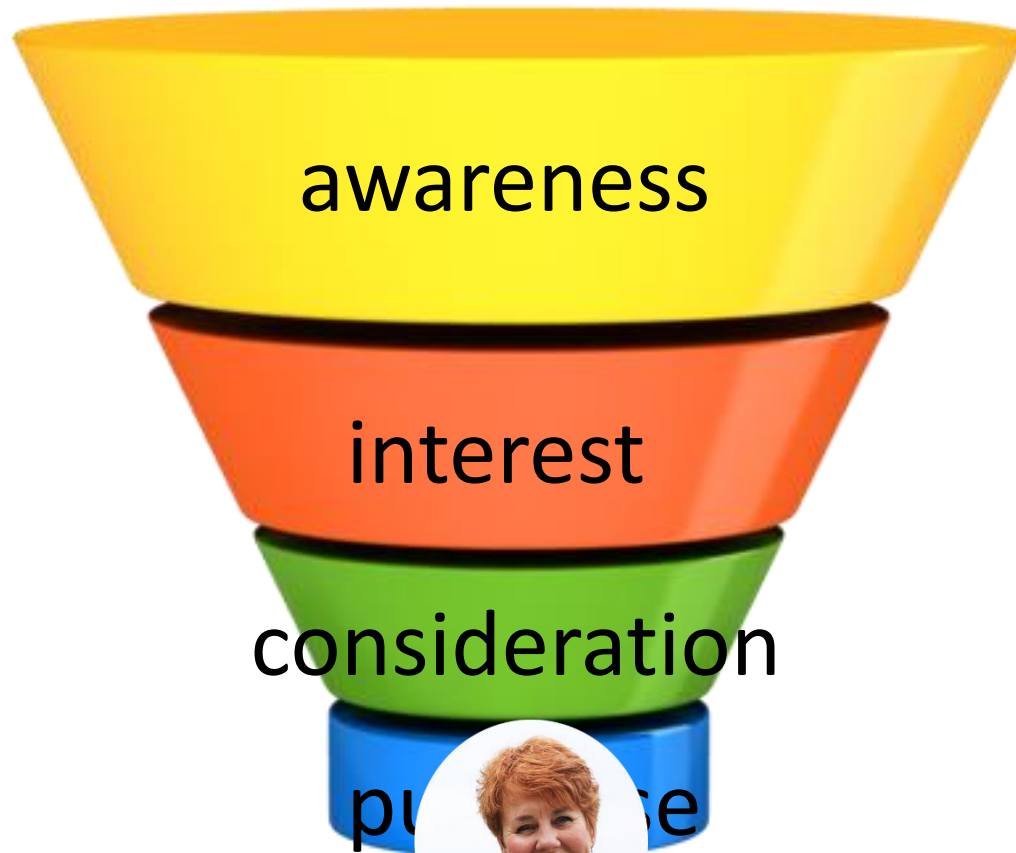
Sales Funnel



Sales Funnel



Sales Funnel



Closing Thoughts

- Be helpful, sincere, and authentic.
- Introduce yourself to existing platforms that connect with your desired audience.
- Look for ways to partner with others.

Closing Thoughts

- Use social media only as an accelerator to boost your other outreach efforts.
- Attend live events and make connections.
- Focus on long-term relationship building.

Closing Thoughts

Have fun because if you're not you're not doing it right.

~ Tim Grahl (109-100)

Do the Math

$$C^3 = V$$

content. consistency. community
equals visibility

CONTENT, COMMUNITY, CONSISTENCY = VISIBILITY

SOLVE FOR V $C^3 = V$ TO INCREASE YOUR * VISIBILITY

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Questions?

