

# BOOK MARKETING MENTORS

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## BOOK MARKETING: How to Use LinkedIn to Market Your Book Interview with Viveka Von Rosen

Susan: Welcome to Book Marketing Mentors, the weekly podcast where you learn proven strategies, tools, ideas, and tips from the masters. Every week, I introduce you to a marketing master who will share their expertise to help you market and sell more books. Today, my special guest is a LinkedIn superstar. Viveka Von Rosen is author of "LinkedIn Marketing An Hour A Day" and she's the contributing expert to LinkedIn's official sophisticated marketer's guide. CEO of LinkedIn to Business and Co-Founder of Linked Prospecting, Viveka also host the biggest LinkedIn chat on Twitter. She has a whopping 30,000+ first level connections and a network of over 38 million people on LinkedIn, and 86,000+ followers on Twitter. She's taught over 100,000 people in her seminars, webinars, and workshops.

Her clients include the New York Times, the Daily Beast, Bloomberg, Aeon, Western Union and several other Fortune 500 companies. Forbes has listed Viveka as a top social media influencer for three years running and she's been cited in Money Magazine, Simple Living, CNN Forbes, and many other prestigious publications. Another of my favorite NSA, National Speaker Association colleagues, Viveka, welcome to the show and thank you for being this week's special guest expert and mentor.

Viveka : Thank you so much. It is such a pleasure to be here.

Susan: Before we dive in, Viveka, to LinkedIn and how our authors can use it to really maximize their author marketing, could you give us a quick little primer on LinkedIn for those listeners who may be even knew or don't really quite understand what the social network's all about?

Viveka : Yeah. LinkedIn is the boring, grouchy old uncle of social media. It's not nearly as much fun as Facebook and it's not as engaging as SnapChat, it's not as sexy and visual as Instagram, but what it is is an incredibly powerful social/business tool especially for people who are in the business of promotion, consulting, training, author, speakers, because it's a nice balance between the social aspect that we all have to embrace, of course, and the business aspect of actually finding, connecting, and engaging with the people that can help us build our business,

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that can help us promote our book, they can help us build our networks. In my opinion, actually, a good balance between social and business, even though it's not quite as sexy as, say, Facebook, it's a crucial tool for authors and speakers and consultants because it allows us both to create our personal brand, engage in new network, and really display ourselves and position ourselves as thought leaders in our industries which, as authors, is a really important thing to do.

Susan: Very much so. Tell our listeners how best they can use LinkedIn to build their author platform, as you say, to build their business, to promote their book. What would you recommend?

Viveka : There's a lot of different way that you could do it. We'll break it down a little bit. The first is just creating your brand on LinkedIn. I think what happens is, people join LinkedIn because someone tells them they need to be on LinkedIn and they never look at it again. The problem is that when people are Googling you, often, before your book shows up, your Amazon link shows up, your LinkedIn profile will show up and so people go to your profile because they're wanting to, say, hire you to come speak at their next event, or they're wanting to interview you, or they're wanting to learn more about your book, and then they go to your LinkedIn profile and it's a dud, you're actually losing credibility and you're losing out on a lot of opportunities there. I really don't want that to be the case for the poor folks on the show.

The one thing that you want to do is, and it doesn't take an enormous amount of time, but take about an hour to make sure that you're LinkedIn profile really does reflect the brand especially if you've got a new book that's being released or you've had a book for a while. You want to make sure that that is reflected in your profile. Things like, the background image ... My book just came out actually a few weeks ago and I realized, "Ah! I've got my two old book on my background image, but I don't have my new book on there yet." You might even create a background image that's reflective of whatever launch that you're doing.

By background image, I mean, when you look at someone's profile, there's literally a background image that rests behind the profile page. We wouldn't dream of having a Facebook page about our book or a Twitter page about our book or a business and not have a background image there, or banner image. But on LinkedIn, a lot of people don't have one or they just haven't really

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thought about it very much. They might have thrown up some mountain scene in the background, I don't know.

You really want to utilize that space which is 1400 pixels long, 425 pixels deep, and the middle's cut out. You've got the outer edges where you can put image of your book. You can say, "Buy my new book now." You could even put a link to Amazon, although it's now a hyperlink so make it a bit.ly, something easy to remember, you put your contact information on there. But you really want to create a background image that's reflective of your book and your brand and your business. I think that's a big fail that people do.

The second fail is when folks don't put their area of expertise in the professional headline. That's the section right underneath your name. It's usually a title at a company. But, if you've got a new book coming out, you might do, "author of", and that's one of the things that I've got on mine, although I notice I have to change it, actually, to the newest book. Author of the newest book, "We help people do this". A hundred and twenty characters is not a lot so you have to be very concise with your languaging there, but hey, we're writers so we can do that. A hundred and twenty characters under your name, describing your new book or at least sharing the name of your new book.

Another thing is to use the website links to drive traffic to your book. There's all contact info section, and there's actually an opportunity there to put three websites or three website links. The key is clicking on the option that says, "other" because that's going to open up a middle field so you can say, "read my new book here" and then just send them right to Amazon, or to Kindle, or your landing page wherever you have your book, or you could just put the name of the book, or whatever you want. It's, again, limited to 30 characters but it's a great driver of traffic.

If you're actually tracking your traffic, you'll start to see a lot more traffic coming in just from LinkedIn, just from customizing that URL link. Instead of saying "My Website", which no one's going to go to, "read my new book here", or what I had was a free copy of the first chapter. Read my book for free here, free first chapter here. It gives people an opportunity to go to that landing page, to download your book, to read a little of your book which is a great upsell into buying the rest of the book.

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Another thing that you're going to want to do is, maybe, add your book as an experience section because it doesn't actually say job, it says experience, if you will put the link in the show notes. If you go to my website right now, my book is the first thing that shows up in my experience. It says, " Author and LinkedIn expert", the name of the book is LinkedIn, 101 Ways to rack your personnel brand network and build your business." Then, I've got a description of the book which, quite frankly, I got lazy and I just pulled it just my Amazon. Then I've got several interviews that I've done around the book. I've got, read a free sample of the book, where to buy the book, and testimonials of my book, there's a lot of information right there that, again, is going to drive traffic. I've got folks who have given me recommendations around the book. It's really a great way of using the experience section on LinkedIn.

Then, finally, as far as your profile and moving into the content piece, you've read the book so you've got lots of content, you're going to want to use sections of your book to create posts on LinkedIn publisher and while LinkedIn publisher doesn't get as many views as, say, your blog post does, it will get a exponentially more engagement so my blog posts gets upwards of 10,000, 15,000, 20,000 people reading any given blog on any given month but my activity is like five comments whereas on, and I'm just clicking on right now as a matter of fact, whereas my posts like my last post only got 291 views but it got 6 comments. The post before that got 493 views, 77 likes, 15 comments, and a bunch of shares. It get significantly more engagement even though it might not get as much visibility.

Using LinkedIn Publisher which is essentially the long form of the blog post size posts, to share your content plus plus it just looks prettier. I did a post about my book but instead of 101 Ways to Rock Your Personal Brand, which is the name of the book, it was 6 tips out of 101 ways. I shared the 6 tips that came straight from the book, I've put images from the book in there and then, of course, I put by LinkedIn, I put calls to action in links to buy my book throughout that. It actually generated a lot of traffic. Even though it only got, like I said, about, I think that one got maybe a little under 748 views, 42 people shared it, 18 people commented on it and that's drove a lot of traffic. That's how you can start to use content to share your book using LinkedIn and start to build those conversations in those relationships that can help you to promote your book on LinkedIn.

Susan: You started mentioning a few mistakes people make with regard to using LinkedIn, would you delve deeper into some of those common mistakes people make?



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marketing, then you've probably got more than one account on LinkedIn. Some people create more than one account on LinkedIn because they have different audiences. That's just confusing to people. Both profiles are going to show up. They're not going to know which one to use to reach out to you so just have one profile on LinkedIn.

Similarly, don't use a personal profile to reflect your book. Someone else is teaching people to do that, I've seen it. Instead of a photo of themselves, it'll be a picture of their book. Instead of their name, there'll be the name of the book. Again, that goes against LinkedIn's end user agreement and so LinkedIn, if someone notifies them, will end up shutting that book account down, so don't do that. You can do everything you need to within your own personal profile. You can create a company page to reflect your book but you don't want to create a personal profile of your book.

Susan: Are those things that you should definitely put into a personal profile?

Viveka : Yeah. Your picture. Don't put a picture of your book. It needs to be your picture. You can put a picture of your book in the media section, in the publisher section, in updates, it needs to be your picture. You have to have a picture of yourself, mainly, so that when you go to an event like NSA, and you walk into the room, you can actually recognize each other. That's one thing definitely you need to do there. That background image, you definitely want to add a background image. Customize the public profile URL, you definitely need to do that. The summary section, this is the 2000 characters right under that top section that you really get to talk about who you are, what you do and who you serve. Or, in the case of you've got a new book, you really get to talk about what your new book is, who the audience is, why people should buy it, what people are saying about it, where they can download it.

Because you can change your LinkedIn profile as often as you want, you can do that for the duration of the book launch and then, hopefully, you will have saved your original summary section, you can go back and put the old one back in after the book launch quiets down a little bit. Yeah, you definitely want to add that summary section in there, any media that supports your book, like I said, interviews, free chapters of your book, obviously the sales page of your book, all of that can go on to LinkedIn in the experience section, and in the summary section, all that media can go there as well.

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There's a section in LinkedIn called publications. You definitely want to put your book in there and you want to move it around so that your book, your newest book shows up at the top. But the publications section, when you title your book, you can hyperlink that title back again to the sales page. You can put a description if you wrote the book with someone. I had a co-author on my latest book, you can put the name of the co-author in there. It's an awesome opportunity, again, to drive traffic to your book.

You want to put keywords related to your book throughout your profile so when people are searching on experts in a particular area that your profile shows up with all this, "Hey! Buy my book stuff", on it. There's a section called Interests, which is really just a keyword dump. Make sure to get your keywords in there. There's a Contact Me section. Make sure to put the link to your ... it won't be hyperlinked but people can still copy and paste a hyperlink to the landing page, your email address, the phone number, if you want to share that publicly. All of these things, again, can help you drive traffic to your book.

We haven't even talked about engaging with people yet. This is just your content and then a little bit of content marketing with publisher. These are all sections that you need to add to your profile. Honestly, it'll take you as much time to add them to your profile as it took to listen to this podcast. When you finished listening, go do it, see us.

Susan: Let's talk about contacts. You mentioned there, how best can you network and use the contacts that you make on LinkedIn.

Viveka : First of all, LinkedIn tells you to only connect to people you know, which is silly because then you got Outlook for that. My rule of thumb is, connect to people who can help you grow your business. If it's PR folks, if it's bloggers, if it's podcasters, if it's your ideal client who would buy your book, those are the people that you want to connect with on LinkedIn.

When someone invites you to connect, if they are one of those people, go ahead and accept that invitation to connect. If someone invites you to connect and you're like, "Can't really help me build my business", you can still hit the reply button and say, "Hey, I noticed you invited me to connect. Thanks so much. I'm keeping my network really tight right now and strategic. I want to acknowledge you, the very least, here's a free chapter of my book. I hope you

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enjoy it. Please let me know if you have any questions." Then, if they download the book, you know now they're in your system, they might reach out to you again, and now you've got an opportunity to connect and engage and, yeah, then you might accept them into your network.

You always have an opportunity to have a conversation with someone if they invite you to connect and you accept them or even if they invite you to connect and you don't accept them. Obviously, the people who are scammers and spammers, will just ignore that message and, very good, you didn't connect with them. That's a good thing. Once you are connected to people on LinkedIn, LinkedIn has ... they have copied Facebook, so there's LinkedIn messenger now and with the new user interface, it's going to be up front, at the bottom right hand side of your screen all the time. That's really going to drive engagement. LinkedIn Messenger is just like Facebook messenger, and it allows you to engage with someone in your network. You can share attachments now through messenger. You could share a copy of your book or a manuscript draft or chapter of your book. They've got really stupid emojis, I wouldn't bother with those. It really allows you to engage one on one with the people that can help you to build your business. That's a good opportunity.

Make an announcement. You might want to hire a VA to do this but, you could literally send a message to everyone that you're connected to on LinkedIn, meaning you invited them or they invited you at some point. Any first level connection, just letting them know that you have a new book out, you might be interested in it, please see the attached free chapter, please let me know, I've got a coupon code here if you're interested in reading and getting the book, do consulting, or else, speak at conferences. It's a great way to give someone the gift of your book, I'll give you a free copy of the whole book if you're willing a interview for me, or if you want to do an interview on a podcast. You have a lot of opportunity there to really one-on-one promote your book within your LinkedIn network. As well as, of course, just posting updates which are essentially just tweets or Facebook updates. You're just throwing an update on the wall and seeing if it sticks. There's a lot of different opportunities to engage with people on LinkedIn.

Susan: You talked about a new interface, is it something that people are going to paying for? Is this a free version? What's the difference between the free versus the paid?

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Viveka : The new user interface that's coming out, actually folks over in England have it already, we don't in the US yet, as far as I know. I don't have it yet. What LinkedIn has done, the party line of why they have done this is that they want the user experience between mobile and desktop to be cohesive. The new desktop user interface, what LinkedIn looks like when you go in and use it is very reflective of the mobile app. Unfortunately, for the the free users, that means we've gotten rid of some of the really great tools on LinkedIn which I didn't bother talking about today because they're going to be gone in about two weeks, like the advanced, like saved searches, like tagging on LinkedIn. Free users who have been really using LinkedIn and getting a lot of business through LinkedIn, are probably going to have to upgrade to the sales navigator account in order to get access again, to advanced search, saved search, tagging, that thing.

Free users who's dabbled in LinkedIn a little bit here there may find the user experience as more friendly. For those of us who are very serious and active users of LinkedIn, we're hating it. For those of us who are very serious and active users of LinkedIn, we're going to have to invest the \$79-\$99 a month to use the premium account now, the sales navigator premium account, which in the one hand it's like I hate to pay for social, or the other hand, it's a business tool and \$99 a month or \$79 a month for a business tool is not that bad. If there's enough return on investment, if you're using LinkedIn, enough to justify the cost. But yeah, essentially for active users of LinkedIn, unfortunately, we're all going to have to upgrade to the paid account.

Susan: But you'll still be able to do a certain amount on a free account.

Viveka : A certain amount. They're really restricting, the power of LinkedIn to me is the ability to find, connect, manage, and engage with your highest quality leads. It's going to be really hard to find those high quality leads without the advanced search. There's not tagging anymore so that's going to be really hard to manage those leads and, like I said, I am manageable way. The saved searches on linked in was great because they would actually send you every week, new leads, new high quality leads who fell into that particular search algorithm, that's all going away for the free users.

Now, if what I just said sounds like Greek, don't worry about it. You're not really going to miss out on anything. If you understood what I just said, you're going to have to upgrade to sales navigator along with me and everybody else like us.

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- Susan: This is a good opportunity for you to give us more information about the book and then your services and how our listeners can find out more.
- Viveka : The book which, yes, came out the day that LinkedIn announced the new change is on Amazon. It's a physical book if you want it. You can also, of course, get the Kindle version of it. We are part of the Kindle Unlimited program so you can read it for free if you've got prime. The easy link to get it is just [bit.ly/buy101libook](http://bit.ly/buy101libook), which we will put a link on the show notes, but that's Buy the 101 LinkedIn book. It's called, "LinkedIn 101 Ways To Rock Your Personal Brand". It is mainly about creating a very powerful and strong personal brand on LinkedIn, of which, I covered several points today but there's a lot more that you can do.

All the information that I covered today by the way is in the book. It's \$15. It's really easy. If you bought my first book, that thing was a door stop. It was 400 very large pages, it was called, "Linked In Marketing An Hour A Day". The font was 0.2. It was a giant mass of a book. This new one is small, it's light, it's super easy to read. My girl friend was over for the weekend, she read it in a couple of hours. It's literally 101 tips, a tip per page with screenshots and guides and strategies and lots of places to take notes, but it'd be really easy to get through and personally, I think it's one of the best books out there as far as building your brand on LinkedIn, which is so, so, so important for us as authors.

You can, of course, just look at my profile and see what I've done to promote my book. I do have everything holiday up right now, so just understand my background image. It doesn't reflect my book at this moment. My LinkedIn account is [LinkedIn.com/in/LinkedInExpert](https://www.linkedin.com/in/LinkedInExpert). You can find my website, [LinkedIntoBusiness.com](http://LinkedIntoBusiness.com). You can reach out to me there.

[Viveka@LinkedIntobusiness](mailto:Viveka@LinkedIntobusiness). If you're old like me and you like emailing people, I'm more than happy to answer any of your questions. Please feel free to reach out to me on LinkedIn and connect and let me know that you heard me on Susan's blogcast.

I'm at my 30,000 person limit so my assistant has to get rid of people to accept new people into my network. There's, by the way, a 30,000 person limit which is way, way, way too many people by the way. If you let know that you heard me or you let my assistant know that you heard me on this podcast, then she will get rid of someone who we don't care about anymore so that we can bring you

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in who we do care about.

Susan: Yay! The power of the podcast.

Viveka : Exactly.

Susan: Lovely, thank you. If you were to leave our listeners with a golden nugget, what would that be, Viveka?

Viveka : It's really, not to think of LinkedIn as a social media site, not to think of LinkedIn even as a business tool, even though I've said that for the past half hour. It's to think of LinkedIn as a pathway to conversations, as a pathway to relationships. You're not recreating the wheel here. You are using the skills that you've already established as an author. As an author, you are a communicator. As a consultant, you are a communicator. As a speaker, you are a communicator. Use those skills that you use to communicate with your audience and just use LinkedIn as yet another platform to do that. It's really not about, "Ah! I have to figure out how to use this new tool", it's how do I use this new tool to do what I've always done except, now I've got maybe a new audience or a new way of doing it.

Susan: Wise words, thank you. Thank you all for taking time out of your precious day to listen to this interview. I sincerely hope that it sparked some ideas you can use to sell more books. Here's wishing you much book marketing success.

Susan: Welcome to Book Marketing Mentors, the weekly podcast where you learn proven strategies, tools, ideas, and tips from the masters. Every week, I introduce you to a marketing master who will share their expertise to help you market and sell more books. Today, my special guest is a LinkedIn superstar. Viveka Von Rosen is author of "LinkedIn Marketing An Hour A Day" and she's the contributing expert to LinkedIn's official sophisticated marketer's guide. CEO of LinkedIn to Business and Co-Founder of Linked Prospecting, Viveka also host the biggest LinkedIn chat on Twitter. She has a whopping 30,000+ first level connections and a network of over 38 million people on LinkedIn, and 86,000+ followers on Twitter. She's taught over 100,000 people in her seminars, webinars, and workshops.

Her clients include the New York Times, the Daily Beast, Bloomberg, Aeon,

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Western Union and several other Fortune 500 companies. Forbes has listed Viveka as a top social media influencer for three years running and she's been cited in Money Magazine, Simple Living, CNN Forbes, and many other prestigious publications. Another of my favorite NSA, National Speaker Association colleagues, Viveka, welcome to the show and thank you for being this week's special guest expert and mentor.

Viveka : Thank you so much. It is such a pleasure to be here.

Susan: Before we dive in, Viveka, to LinkedIn and how our authors can use it to really maximize their author marketing, could you give us a quick little primer on LinkedIn for those listeners who may be even knew or don't really quite understand what the social network's all about?

Viveka : Yeah. LinkedIn is the boring, grouchy old uncle of social media. It's not nearly as much fun as Facebook and it's not as engaging as SnapChat, it's not as sexy and visual as Instagram, but what it is is an incredibly powerful social/business tool especially for people who are in the business of promotion, consulting, training, author, speakers, because it's a nice balance between the social aspect that we all have to embrace, of course, and the business aspect of actually finding, connecting, and engaging with the people that can help us build our business, that can help us promote our book, they can help us build our networks. In my opinion, actually, a good balance between social and business, even though it's not quite as sexy as, say, Facebook, it's a crucial tool for authors and speakers and consultants because it allows us both to create our personal brand, engage in new network, and really display ourselves and position ourselves as thought leaders in our industries which, as authors, is a really important thing to do.

Susan: Very much so. Tell our listeners how best they can use LinkedIn to build their author platform, as you say, to build their business, to promote their book. What would you recommend?

Viveka : There's a lot of different way that you could do it. We'll break it down a little bit. The first is just creating your brand on LinkedIn. I think what happens is, people join LinkedIn because someone tells them they need to be on LinkedIn and they never look at it again. The problem is that when people are Googling you, often, before your book shows up, your Amazon link shows up, your LinkedIn profile

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will show up and so people go to your profile because they're wanting to, say, hire you to come speak at their next event, or they're wanting to interview you, or they're wanting to learn more about your book, and then they go to your LinkedIn profile and it's a dud, you're actually losing credibility and you're losing out on a lot of opportunities there. I really don't want that to be the case for the poor folks on the show.

The one thing that you want to do is, and it doesn't take an enormous amount of time, but take about an hour to make sure that your LinkedIn profile really does reflect the brand especially if you've got a new book that's being released or you've had a book for a while. You want to make sure that that is reflected in your profile. Things like, the background image ... My book just came out actually a few weeks ago and I realized, "Ah! I've got my two old book on my background image, but I don't have my new book on there yet." You might even create a background image that's reflective of whatever launch that you're doing.

By background image, I mean, when you look at someone's profile, there's literally a background image that rests behind the profile page. We wouldn't dream of having a Facebook page about our book or a Twitter page about our book or a business and not have a background image there, or banner image. But on LinkedIn, a lot of people don't have one or they just haven't really thought about it very much. They might have thrown up some mountain scene in the background, I don't know.

You really want to utilize that space which is 1400 pixels long, 425 pixels deep, and the middle's cut out. You've got the outer edges where you can put image of your book. You can say, "Buy my new book now." You could even put a link to Amazon, although it's now a hyperlink so make it a bit.ly, something easy to remember, you put your contact information on there. But you really want to create a background image that's reflective of your book and your brand and your business. I think that's a big fail that people do.

The second fail is when folks don't put their area of expertise in the professional headline. That's the section right underneath your name. It's usually a title at a company. But, if you've got a new book coming out, you might do, "author of", and that's one of the things that I've got on mine, although I notice I have to change it, actually, to the newest book. Author of the newest book, "We help people do this". A hundred and twenty characters is not a lot so you have to be

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very concise with your languaging there, but hey, we're writers so we can do that. A hundred and twenty characters under your name, describing your new book or at least sharing the name of your new book.

Another thing is to use the website links to drive traffic to your book. There's all contact info section, and there's actually an opportunity there to put three websites or three website links. The key is clicking on the option that says, "other" because that's going to open up a middle field so you can say, "read my new book here" and then just send them right to Amazon, or to Kindle, or your landing page wherever you have your book, or you could just put the name of the book, or whatever you want. It's, again, limited to 30 characters but it's a great driver of traffic.

If you're actually tracking your traffic, you'll start to see a lot more traffic coming in just from LinkedIn, just from customizing that URL link. Instead of saying "My Website", which no one's going to go to, "read my new book here", or what I had was a free copy of the first chapter. Read my book for free here, free first chapter here. It gives people an opportunity to go to that landing page, to download your book, to read a little of your book which is a great upsell into buying the rest of the book.

Another thing that you're going to want to do is, maybe, add your book as an experience section because it doesn't actually say job, it says experience, if you will put the link in the show notes. If you go to my website right now, my book is the first thing that shows up in my experience. It says, "Author and LinkedIn expert", the name of the book is LinkedIn, 101 Ways to rack your personnel brand network and build your business." Then, I've got a description of the book which, quite frankly, I got lazy and I just pulled it just my Amazon. Then I've got several interviews that I've done around the book. I've got, read a free sample of the book, where to buy the book, and testimonials of my book, there's a lot of information right there that, again, is going to drive traffic. I've got folks who have given me recommendations around the book. It's really a great way of using the experience section on LinkedIn.

Then, finally, as far as your profile and moving into the content piece, you've read the book so you've got lots of content, you're going to want to use sections of your book to create posts on LinkedIn publisher and while LinkedIn publisher doesn't get as many views as, say, your blog post does, it will get an exponentially more engagement so my blog posts get upwards of 10,000, 15,000, 20,000

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people reading any given blog on any given month but my activity is like five comments whereas on, and I'm just clicking on right now as a matter of fact, whereas my posts like my last post only got 291 views but it got 6 comments. The post before that got 493 views, 77 likes, 15 comments, and a bunch of shares. It get significantly more engagement even though it might not get as much visibility.

Using LinkedIn Publisher which is essentially the long form of the blog post size posts, to share your content plus plus it just looks prettier. I did a post about my book but instead of 101 Ways to Rock Your Personal Brand, which is the name of the book, it was 6 tips out of 101 ways. I shared the 6 tips that came straight from the book, I've put images from the book in there and then, of course, I put by LinkedIn, I put calls to action in links to buy my book throughout that. It actually generated a lot of traffic. Even though it only got, like I said, about, I think that one got maybe a little under 748 views, 42 people shared it, 18 people commented on it and that's drove a lot of traffic. That's how you can start to use content to share your book using LinkedIn and start to build those conversations in those relationships that can help you to promote your book on LinkedIn.

Susan: You started mentioning a few mistakes people make with regard to using LinkedIn, would you delve deeper into some of those common mistakes people make?