

BOOK MARKETING MENTORS

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BOOK MARKETING: How to Be a More Effective Social Media Communicator

Susan Friedmann: 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 strategic marketing expert. Amy Kinnaird works with small business CEOs and their teams to find the holes in their businesses to see where processes are broken or need implementing. She then finds strategic ways to plug those holes and work with them to move their company to the next level. She helps you see possibilities.

With over 35 years in marketing and software, including 15 years with IBM, she's worked with hundreds of companies and brings a wealth of experience to every program. Amy likes to say Louisiana is home and she believes she's married to the most understanding man in America. I love welcoming National Speaker Association colleagues to the show so Amy, welcome to the show and thank you for being this week's special guest expert and mentor.

Amy Kinnaird: Thank you so much, Susan. I'm really pleased to be here, it's lovely to visit with you in person.

Susan Friedmann: Amy, you spend a lot of time talking with people about social media and strategy. What's a really big mistake that you see people make with regard to strategy and building brands?

Amy Kinnaird: The biggest problem is they don't have a plan, they are not intentional at all. Most people probably go off without really a fully flushed out marketing plan. I think you have to have an overall strategy, where you're going, what is the intention, who are we speaking to, what do we want to accomplish with being online, and what are the goals, how will we know when we get there? There's lots of pieces and parts to it but that is to me the biggest problem, is they're just going off half cocked and just, "Oh, I'm supposed to be there so I'm just going to post something."

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- Susan Friedmann: We're talking about social media here and creating an image on social media. I know you give a talk, *Your Business Selfie*, which I love that title. What image are you creating on social media? Talk to us about creating that image?
- Amy Kinnaird: You know, a lot of it has to do with the content that you're posting and how you come across. What are the words that you're using? What are the pictures you're posting? What kind of content are you sharing? That helps me see you as an individual. It's not just, I'm not only seeing your content that you think is important for me to read but I'm hearing it from your standpoint. I'm getting a point of view visually and through the words that you use. That would be directed, you're going to make it to your target audience.
- If I'm reaching out to millennials the languaging I'm using and the photos I'm using are probably going to be very different than if I'm selling to corporate, boomers, that kind of a thing. It's how you use the language and how you use the graphics and the photos or videos or are you even participating at all.
- Susan Friedmann: What I'm hearing there is you really have to know your audience and what's important to your audience as you build this brand for yourself. Would you agree with that?
- Amy Kinnaird: Always. Absolutely, always. You have to know who your audience is. I know that that subject's just very near and dear to your heart. As fellow marketing people, we know that that's so important to understand exactly who did the author write the book for and know what their issues and concerns are and be able to speak directly to them in the language that they're used to using so that it's like, "Oh my gosh. They're in my head. How did you know I was thinking that? How did you know I say that? That's really important to ... I had a business coach who used to call it mimic your market. That meant to her, be inside their head, use the words they use. Don't use the words you use, use the words and the languaging that they would use.
- Susan Friedmann: That's so important. Which platform on social media do you prefer and recommend to your clients?
- Amy Kinnaird: Well, that's too different things so which do I prefer? Each person is going to have a very different answer to that or potentially has a very different answer to that. If I'm writing children's fiction my target is going to be very different than if I'm writing self-help books or if I'm

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writing just a business book about marketing for instance or social media. My audience is probably spending time on more than one social media platform and it will vary from place to place. If I'm reaching out to moms then you're best spending time on Facebook and Instagram. If I'm reaching out to millennials maybe ... I don't know, millennials some of them are tweeting, some of them they're not on Facebook really. They might be on Instagram, they might be on Snap Chat. It's kind of following where your target audience is.

For many people who are business, non-fiction writers, LinkedIn certainly is. One of the benefits of LinkedIn is it's for a lot of people. It's their online presence. It's my professional image online. That's why a lot of people tend to swing towards LinkedIn as a place to focus attention if they're in the social media world.

Susan Friedmann: I know you talk a lot about LinkedIn to your clients. What are some key things that perhaps authors can add, let's say, to their LinkedIn profile that might help them build their brand?

Amy Kinnaird: There's actually quite a lot of things that they can do. From the very simplistic like put a picture of the book, in the cover photo, on LinkedIn. They could put that they're an author in their professional headline. They could put a link ... In the contact information in your profile you have links that you can put for website or blog, well link that to your Amazon page. Link that to your sales page for your book. I've seen a lot of authors put ... There's an experience section, I'm doing a little quote sign, "experience section". You can use, for every book that you have create a whole new experience and put a little write ... Mini write-up, who's the publisher, how do they get it, what's the book about.

Get readers to write recommendations for you, the little testimonies like they do in Amazon. They would have to go into LinkedIn and do that so your good buddies could do that for you. There's a whole special section that you have to add. It's simple, you just click and add the section but it's called publications. Again, I'm doing the little air quote thing so "publications" and the obvious, write the information about your book. If the book won an award of some kind there's a section you can add called honors and awards.

Participate in groups. There so much in the author's space, publishing world, and going on in groups as well. That's a good start, that's a lot of stuff that they can do to give their LinkedIn profile a very good chance of being found through searching. LinkedIn's just a big search engine. By

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filling out and fleshing out their profile in some of those ways they'll come across as a much more knowledgeable expert.

Susan Friedmann: I know that one of the things that you recommend to your clients is building those long lasting relationships. What advice would you have for authors to do that?

Amy Kinnaird: Well, I was having a conversation this morning with a brand new client who called me in. She said, "Well, I need help with my LinkedIn profile." What I know is it's lots more than that. There's always much more to the picture. As we talked the big picture what she wanted was really no different than what other clients want and need. They want to be seen as the expert. That's the whole point of me writing a book is it's for me to have some level of visible expertise, the social proof. By being out on the internet, whether it's creating videos, whether it's the things you're posting in social media, whether it's doing a podcast, whether it's writing blog posts or articles, writing for people online, all of that comes together as a body of work that shows that you're giving back. You're starting to build that relationship and because it's in your voice they get to see who you are, they get to like you. You're not just a name on a book jacket.

All of that is very helpful to an audience who is looking for information support, whatever it is that your book is ... Entertainment. All of those things work together to build that relationship and to be for you as an individual to be seen as the go to in whatever that topic is.

Susan Friedmann: Let's talk strategy. What strategies would you recommend authors use as they're building their brand?

Amy Kinnaird: Authors are writers. It's words. It seems like you could take excerpts from your book and create videos out of that and now repurpose those. It's just a matter of generally repurposing your content. Creating videos, creating audios, creating online courses. Again, writing for many guest blogs for other websites that might have a shared audience. It's really going to be repurposing your content and getting it out there. Then having some way of attracting folks back to you on your, whatever your home spot is. If it's a blog or if it's a website and getting traffic to come back for more so you get them on your email list. I think a lot of marketers think that there's quite a bit to be said for having a strong email list.

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A book is just one way of getting your message out. I think authors should think, "How can I take my message and spread it out to different channels?" People will want to consume in different ways. Some people want to just get a newsletter or a newspaper. Some want to just listen to what you have to say while they're working out at the gym. Some want to watch a video while they're sitting there in the evening while their husband's watching TV. It's just a matter of what are the other avenues. Be strategic about what will you do.

Often I've got really great plans. "Oh, it'd be really so great if I had an online course." You know what? I'm realistic to know I ain't going to get that done any time soon but I can do some of these other things that aren't quite as labor intensive. Which will also help me get my name out in front of people and start to build those relationships.

Susan Friedmann: That's very important I know. One of the things that I talk about with my authors is the fact that they need to get out from behind the book.

Amy Kinnaird: Right.

Susan Friedmann: So that they're seen and it's them, the author, that needs to get the visibility and be seen as the expert in the field. The book is there as you said with its message to get out in different ways.

Amy Kinnaird: Yeah, I think that's great because we are not ... If I go through a bookstore and look at the 300 new books that came out in the past month on various business topics, unless I have some name recognition I may not even slow down as I go by that book. Helping to ... You want the impression, you as an individual, as an entrepreneur, as an author, want to give the world the impression that you're everywhere. As you have a book signing you take photos, you create videos, you get testimonies. You take pictures of ... Do a Facebook Live from your book signing, oh my gosh. Then just keep posting stuff all the time that makes it look like you're out there doing stuff.

Do live book clubs where people can sign up and you'll show up via Skype or Zoom or some other tool. Be at their book club and then record that and push that out. Now everybody's going, "Man, that is so cool. She's everywhere. She's really with it," or he. I think some of those things are very important. Just look like you're everywhere. People tell me that all the time. "Oh my gosh, I see you everywhere." Really I'm not everywhere but when I go someplace I take advantage of it and push that out.

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- Susan Friedmann: I love it when people say, "Oh, I see you everywhere."
- Amy Kinnaird: Yeah, I'm sitting here in my sweatpants and slippers but you think I'm out there.
- Susan Friedmann: It's a great boost to the ego, it really is.
- Amy Kinnaird: Yeah, that's right.
- Susan Friedmann: What are some of the mistakes that you see that people make with regard to positioning and strategy?
- Amy Kinnaird: I would say that they try and be all things to all people or they try and be everywhere. My caution is always, "Let's get a big plan. Now, what are we going to accomplish? I can't be everywhere day zero." Where do I want to start this process of ... I can't do a podcast and get my YouTube channel and be writing a book and an online course, I can't do all of that at once. Pick something and get that going and be going well and then bring on some other new strategy. There are some things that are almost no brainer to do. The things that are no brainer, and that would vary person to person, for some people doing a video is no brainer, for some it's a big undertaking.
- There's not a one right strategy. I honestly think you should try all good ideas that you hear. In some fashion, you should try all good ideas. You're going to try a thousand things as an entrepreneur and maybe two of them are going to work well. We do things because, "Well, I think this might work." I'm not trying to say that there's not a right answer and there's not a wrong answer. Try things but you can't try everything at once. That's probably the biggest mistake I see a lot of people make is trying to do it all and trying to be it all, you can't.
- I think that because authors are wordsmith people, the online world that's what it is. It's a word world and people are dying for your message. Take your book and create a whole new world around it. Create a video world, create an audio world, create some paid courses or some coaching, create a workbook. That's one of the things, I see a lot of people who write these great books and in the books it says, "Okay, now go do this exercise and come back." Well shoot, if I had a workbook I could have bought instead of, now I got to go find a notebook. I'm opening drawers, where's the pencil? "Oh gosh, can you sell me a workbook or can I download it?"

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Have a website that's just keyed with all kinds of FAQs and next steps because you got me, sucked me in, I spent \$20 on your book and now I'm really kinda go through the steps or I'm entertained by something. Now what? I want more of you. That's really as an author, "Okay, well those 232 pages were fine, now what?" If you can keep me in the loop by your podcast or your videos or your other content. Give me a call to action. That's probably something that a lot of folks also are not doing enough of or maybe not doing well at. A book, that's great, but now what? How are you going to follow that up? What do you want me to do, come to your website? Right. What am I going to get on your website? Give me something to keep me in the loop and keep me interested and to keep me as a loyal fan. Create a raving fan out of me.

Susan Friedmann: What's interesting too is, and it's been said by many of our guests, is that you're not going to get rich on just writing a book.

Amy Kinnaird: No.

Susan Friedmann: You've got to have that strategic plan as to what else you're going to do with this book. Then, as you say, move on it and pick something. You can't do everything but pick something.

Amy Kinnaird: Right, and I always tell my clients, I ask them, "Who is your competition?" Okay, let's go out there, you and I together, we're going to go and look at that they're doing and emulate the things. If they're doing something you're not doing how can you make something like that work for you? Whatever your competition is doing that seems to be working well, maybe try that. The things that they're not doing, well let's improve on the things that they're not doing. I think we need to keep an eye on competition. In the book, I mean, there's many people but look at the thought leaders in your space. If you're writing on leadership, okay, pick another leadership author and what are they doing.

I'm not saying copy what they're doing but if they aren't doing a podcast maybe this is your opportunity to lead the way. Really be watchful for what other thought leaders in your industry are doing to raise the visibility. Yeah, because you're right, you're not going to get rich on really all of this stuff. You don't have to spend a fortune, here's the other thing. Especially in the online world, yeah you could spend thousands of dollars on Facebook ads but let's face it, you don't need to do that. Most of this stuff is very low cost if not, read my lips, free.

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Don't shy away from it, try it. "Oh my gosh, it didn't work? Well, you haven't invested anything but a little bit of your time."

Susan Friedmann: Yes, I like the idea of going and looking at what your competition isn't doing. Looking at those little ... Well, that's why I call it those niches in the marketplace that people are, it's underserved. There are opportunities there so don't go where everybody else is.

Amy Kinnaird: Yeah, good point. This little gal I was talking to this morning, one of her comments. One of the things we ferreted out was that she was the only one providing the information on this very niched topic to the audience that she was looking at. I was asking her some questions she didn't know the answer to. I said, how are they consuming their ... Did they read the paper, did they listen to the radio, did they listen to XM? Is it AM, FM? What publications did you study? She said, "I don't really know?" I said, "Well, you need to ask."

That's what I would challenge the listeners is if you don't know what your target audience is doing, how are they consuming information, how do they prefer to find you, I would create little survey. Use, like, surveymonkey.com and ask some of those questions from people who are in your target audience. "What social networks are you using? Do you watch videos? Do you listen to podcasts? Do you get the paper?" You have to know how they want to consume. If I were to create a course around ... I don't know what the topic is, organization. If I had written a book on organization I might reach out to some of the people who are my target audience and say, "Would you prefer to consume this as a series of videos or a podcast or an online course or read other book?"

I think all of that could lend itself very well into your strategy. You don't know, right now you may just be guessing. You got a 50% chance there.

Susan Friedmann: Well, I'd learned that the hard way because I've assumed my audience wanted it in certain format because that's what I want maybe. I've gone out and delivered that and it wasn't the right format. Asking is so key, and just those simple surveys. A few, very poignant questions and you get a ton of fabulous information.

Amy Kinnaird: Yeah. I tend to see a lot of them this time of year. I don't know when this will actually go live but the end of the year or the beginning of the year many people ask those questions. Many people I'm connected with online or through email newsletters or whatever, they ask their

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audience, "Well, I want to get to know my audience better in order to provide, be a better service." That's really what it is, it's you want to be serving that audience and so you have to be where they are. That's really the bottom line on especially the online world is where are they, where are they being found? Don't waste a second on Twitter, really, if your readers aren't on Twitter. Just because somebody else is doesn't mean that that's where your readers are, so you got to find out.

Susan Friedmann: Yes, I've said that many times. It's like, "Go where they are, don't bother with other things." If your target audience isn't there what's the point?

Amy Kinnaird: That's right. Depending on what kind of an author you are it could be very varied. It could be a totally different thing to the person that's your best friend who's writing a different kind of book.

Susan Friedmann: If our listeners would like to get a hold of you and find out more about your services, how can they do that, Amy?

Amy Kinnaird: My email is amy@amykinnaird.com. Of course, that'll probably be in the show notes but Amy, and then my last name is Kinnaird. Amy@amykinnaird.com, I'd love to hear from you. Could also call me, 318-795-0520 and would love to have a conversation with any of you. If you have any questions about the things I've talked about today, would love to do that. Oh, and just hit me up on social media. You can find me on Facebook, LinkedIn, Twitter, you know I'm out there so would love to connect with anybody. Just mention that you heard me on the podcast and would love to connect with you.

Susan Friedmann: By the way, you've got a great little giveaway on your website, that Disruptive Manifesto which I thought was brilliant.

Amy Kinnaird: Oh, that's good. Yeah, that's probably going to get moved to another page. I've got another one that's in the works. I'm trying to ... I guess your readers hopefully are doing the same things on their websites, having a little, I call it a pink spoon, but a little taste, a freebie taste. Glad you were interested in that.

Susan Friedmann: If you were to leave our listeners with a golden nugget of information what would that be, Amy?

Amy Kinnaird: Originally I was going to say something about LinkedIn and I am going to say that. A lot of you probably are not mindful of being in LinkedIn and I wasn't either for awhile, like back in 2010. I have set my web browser so

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that when I open it, instead of it opening up to like ATT.net or something or a news page I have it open right into LinkedIn. Every time I get out on the internet, oh, the first thing I see is LinkedIn so it's a constant reminder to me that I need to spend some time there. I've got a really great 15 minutes a week tips for how to use Linked In, things you should be doing in just 15 minutes a week.

If LinkedIn is your space or if Facebook is your space or whatever it is, just set your web browser to that so every time you open your web browser you're already there.

Susan Friedmann: I like it. Thank you, thank you for being this week's guest.

Amy Kinnaird: Oh thanks, Susan.

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