

BOOK MARKETING MENTORS

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BOOK MARKETING: How to Best Use Social Media to Skyrocket Your Book Success Interview with Catherine Carrigan

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 medical intuitive healer and a social media marketing superstar.

Catherine Carrigan is the author of four Amazon number one bestselling books. She became a social media entrepreneur and author-preneur after the publication of her second book, *What is Healing: Awakening your Intuitive Power for Health and Happiness*. Catherine started in social media just to get the word out to people around the world about the important work outlined in her books.

Because she found social media so much fun and so effective, she decided to develop a social media marketing training business together with Ramajon Cogan. They help entrepreneurs and author-preneurs who were not financially successful because of their lack of a consistent social media marketing approach. Together, they created a system called the game of social media designed to help you skyrocket your business and books to a new level of success. So Catherine, welcome and thank you for being this week's guest expert and mentor.

Catherine Carrigan: Thank you so much, Susan, and thank you, everybody out there for listening. I so much appreciate it.

Susan Friedmann: Wonderful. Well, Catherine, I believe that there are so many different aspects of social media that people don't really understand and as such, they don't get the results they expect. So, let's start off talking about why do we need a social network, and where do we start with it if we don't already have a network?

Catherine Carrigan: First of all, authors today, the number one way that you can market your books is by social media. And my business partner Ramajon Cogan

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and I, we run a business called WhatisSocialMediaToday.com, and we have different experts. Recently we had the head of social media marketing for Harper Collins, one of the largest publishers in the world, and even the big boys are very focused on social media because they know this is the number one way that people find out about books, share information about books, and a great thing about social media is if you're just starting out as an author, say you're an independent author, then it's a great way for you to build your tribe and build your platform. So, it's a way to branch out to like-minded people literally all over the world in a very quick and effective way. And if you're creating great material that people like and going to want to share, they're going to tell their friends about it and it's going to help your books get found and for people to become your readers and customers.

Susan Friedmann: How do we actually get started in the process?

Catherine Carrigan: I think the number one thing that people need to do, Susan, is to actually do some thorough research about keywords. So what is a keyword? If you go to Google or YouTube or any of the search engines, as a consumer, let's say somebody's trying to find you or somebody's trying to find me. They're going to be going into Google and YouTube and the major search engines and putting in words and or phrases. What is a medical intuitive healer? Medical intuitive healer in Atlanta. Medical intuitive healer UK. Medical intuitive Toronto and Australia and so on. They're going to be putting in certain words and phrases. If you start your social media without understanding what your readers and customers are actually looking for, you are basically shooting blanks in the dark.

When people sign up to work with Ramajon Cogan and I at WhatisSocialMedia.com, the first thing that we do is that we set you up with my SEO guy in London who is a total genius who does very thorough research to help you identify what your keywords are. Now, if you even talk to the pros at Harper Collins, when you understand what your keywords are, you incorporate this into the actual writing of your books. You put keywords in your chapter titles. You use your keywords in the actual title of your book. So for example, I published seven books. Five of them went to number one on Amazon. My second book, I did actual SEO research before I came up with the title, What is Healing? The subtitle is Awaken your Intuitive Power for Health and Happiness. So you want to actually think like a consumer when you're writing your books and when you're creating your social media so you know what people are looking for. And then when you have your keywords, once you're clear on that, then you create your hashtags.

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So for example, one of my hashtags would be medical intuitive. One of my keywords would be medical intuitive. Medical intuitive healer, and then by location. You have to understand what it is that people are looking for and incorporate that in every post that you put on the social media. Otherwise, you're just wasting a lot of time and a lot of energy and you're not going to connect with the people who actually need what you have to say. And, in my ... I've written two books actually about social media. My second book about social media is called *What is Social Media Today? Keywords, hashtags, and you, oh my.* I go through the process and explain how you go about finding out your keywords. And this is a big mistake. A lot of people will say, "Well, I'm on Twitter, I'm on Facebook, I'm on Instagram." But they're having absolutely no success because they're not thinking like their customers and they're not reverse engineering how to help people actually find them.

Susan Friedmann: I love this advice and by the way, I'm going out to buy that book. So I bought your other one, now I'm going to buy the second one. Let's get right into social media marketing and let's talk about some basics that our listeners absolutely need to know.

Catherine Carrigan: If I were an author starting out today, one of the first things that I would do is I would go to Good Reads. Good Reads is the largest social media website in the world for readers and authors. So this would be like if I'm selling motorcycles, well I want to have a connection at the motorcycle store where people hang out and talk about motorcycles. People talk about books on Good Reads. Now anyone can set up a Good Reads profile, so even if you're starting your first book, go ... and you haven't published it yet, go ahead and set up a Good Reads profile and then as soon as you publish, you can, for free ... and again, one of the great things that we love about social media is that it's free. So you go to Good Reads and once you publish your book, you set up an author page. Now once you've set up your author's page, you want to connect with friends on Good Reads. You want to invite everybody you know through social media, all your Twitter friends, all your Facebook friends. You want to create short videos.

One of my big pieces of advice for an author is to take your smart phone and get a Rode, R O D E microphone and create a one minute book trailer. You get a little tripod or have your best friend stand and punch play and then you stand there holding your book and tell people what are the benefits of reading your book. This book is so much fun. It will make you laugh. This book will help you understand how to use your intuition. My great book, *unlimited intuition now*, my personal favorite

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book. So you create these one minute videos and upload them to Good Reads and upload them to YouTube. Every time I publish a blog, for example, this morning I published a blog about Pranayama and meditation and how to use breathing exercises to calm down and also be more creative. I meditate and pray before I write.

So you put your blog on Good Reads. You put short one minute videos on Good Reads about your book. And by the way, you want to keep it short because the average time spent on a video is six seconds short. So short video. You want to connect all your friends. You want to put all your books up there and then the other thing you do once you have published your book, by all means set up a Good Reads giveaway. What I typically do, a Good Reads giveaway, I'll give away ten books. I restrict it to the United States just because I don't want to do international shipping to people all over the world, but you could market your giveaway to people anywhere in the world. Then that way, more and more people are going to find out about you.

Now going back to some basic things that you want to think about, one of the things that you want to think about is you want to take your book and the wonderful content that you've created in your book and make it a multimedia experience. Now those of us who are authors, of course we love to write, that's why we're authors. We love to read, that's why we're authors. But there's plenty of people who maybe they'll listen to an audiobook. I highly recommend audiobooks. They're the fastest segment of the publishing industry, but one of the things you want to think about, every book that you write, I would strongly recommend that again you create these one minute videos and you do them with your iPhone and get a Rode, R O D E, microphone that will just help improve the sound. It's 59 dollars on Amazon. We all know Amazon.

So with your phone and a 59 dollar mic, you create a one minute book trailer telling everybody about your book and load it up onto YouTube. YouTube is the second largest search engine in the world. So set up a YouTube channel and do, again, short videos. If you're a nonfiction author, create these short videos and then once you've created these little one minute videos, I would head over to Facebook, and of course you want to have a Facebook business page. Now on my Facebook author business page, I've got all my books uploaded there and when you create these one minute videos, you can create a very clever advertising strategy for a dollar a day.

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A dollar a day is the least amount that you can spend on Facebook ads. The thing to understand is that Facebook gives preference to video over written material. Now one of the great things about being an author is that we can write. I blog all the time. It's one of the number one ways that I help promote my businesses and my books, but these videos are going to be given preferential treatment on Facebook. When you create these videos, do not think about selling. Do not sell. If you even think about selling, slap your hand or slap yourself across the face. Social media is not about marketing. It's not about selling. It's about sharing great information. It's about sharing uplifting information. It's about sharing information that inspires awe and wonder. It's about making people laugh.

So you create these wonderful videos and when you create the video, one of the questions you want to ask this is if this came across my feed, would I want to share it? Then when you upload it into your Facebook business page, there's a little toggle where you can automatically have captions added. And that's really important because a lot of people watch your Facebook video with the sound turned off or they don't know how to turn on the sounds. So there's a little automatic way so that you can add captions. So create your book into a multimedia experience. If you are a nonfiction author, let's say your book has 35 chapters. Well maybe you create 35 one minute videos about the subject of the chapter and again you've done your keyword research. You know what people are looking for. You create these one minute awe-inspiring informational or humorous videos and put it on your Facebook page.

Even if you don't want to spend a dollar a day on ads, create those videos because it's more likely they get shared and in the Facebook algorithms, it's going to be given preference over blogs. Now of course personally, I blog all the time. It's my belief that your blog is more important than your book. Why is that? When people read your blog, they're going to find out about you. Blogging is a way to really give people a sample of your writing. So those are some real simple things that you can do to start marketing your book.

The other thing that you want to do is head over to Linked In and there's something called Slideshare.net. So create a real simple little slideshare version of your book. It could be something as simple as what my book is about, the benefits of reading this book, what you're going to learn, the top four points that you're going to learn from reading your book. So think about taking your book, the beautiful words that we've all worked so hard to put together and we've read them a million times

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until we're blue in the face and still can't find all our typos, if you're like me, and create a multimedia experience.

The other thing that I would do is head over to a free fabulous website called Spark Adobe, and on Sparkadobe.com, you can create these wonderful little graphics that you can upload to Instagram. So Facebook and Instagram, according to Harper Collins ... the Harper Collins people give preference to social media marketing on Facebook and Instagram. So if you go over to Spark.Adobe.com and let's say you take a wonderful little quote from your book. Let's say I have a quote from my book, "Everybody needs to listen to their angels," Catherine Carrigan, or, "I said that," Bob Dylan, or what have you. You take a brilliant quote from your book, go to Spark Adobe.com and create a killer graphic with your name on it, maybe the name of your book, maybe a link to your website, or something. Go over to Instagram. So you create this fabulous graphic on your computer on your laptop, email it to yourself, and then from your smartphone upload it to Instagram.

Instagram, you can have up to 30 hashtags. Instagram, you want to go hashtag crazy. You take your keywords. You figure out your hashtags. You figure out what like-minded people are doing. You create these killer graphics and then once you're at Instagram, you're going to have your Instagram account linked to your Facebook account, your Twitter account, your Flickr. So when you hit publish on Instagram, it also goes out to these other sites. Those are some real simple action steps that your listeners can start doing and every minute that you spend in the social media is a minute that you can use to connect to your readers, connect to your customers, and reach out to people who may never heard you, but really need what you have to say.

Susan Friedmann: I've got a whole page of notes here. I'm sure everybody's writing frantically like I am. This is just like we've opened Pandora's box here. It's fantastic. Thank you so much. Now, let's take that a step further. How do we turn this social media networking marketing into book sales?

Catherine Carrigan: Well the first thing you want to do is engage. If you think about communication like right now, Susan, you and I are having a two-way conversation. You ask me a question. I give you an answer. It's back and forth. Social media is like going to a party. If I go to a party and I walk around saying, "Buy my stuff. Buy my stuff. Read my book. Read my book." Nobody's going to even talk to me. Maybe I can get away with it two or three times. I'm the pariah. Again, there's no selling. You're

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making friends. There's a website called Klout.com, K L O U T dot com. What Klout measures is actually the level of engagement. When you think about social media, you almost want to think about like I'm going to a party. At this party, I get to talk to people all over the world.

I remember about two years ago, I had something happen where all of a sudden in one day, it was just like I had this Twitter explosion and I had been blogging every day. Just by blogging every day and putting my blogs on Twitter, all of a sudden, I literally had hundreds of people and thousands of people follow me every hour. In fact, it went on so much that Twitter shut me down. I couldn't figure it out, and what was really fun about it was all these people were following me in languages I had never even seen before. The bottom line if you want to think about one word, it is "engage." So somebody says something to you, you want to communicate back with them. Not only do you want to post this beautiful material and these videos, these blogs, these killer graphics that you're going to create on that free killer website, you're going to be responding to everybody who communicates with you.

When you're doing that, you're actually having personal conversations with people who are either your readers or your potential readers. So the rule is engage. It's like you're going to a party and you want to talk to as many people as you can. While you're doing it, it's fun and you get to have instant feedback on what you're putting out.

Susan Friedmann: Tell us one or two common mistakes that you see people make, and I know that you've alluded to some of them already. What else can you come up with?

Catherine Carrigan: The first mistake is not knowing what your keywords are and not knowing what your hashtags are. If you don't know what your keywords and your hashtags are, that's kind of like if I was playing baseball and I don't know what team I'm on. I'm on the Braves or the Orioles. Am I playing soccer or badminton? What game am I playing? If you don't know what your keywords and hashtags are, you actually don't know what you're doing.

The second biggest mistake is only talking and not responding. And another big mistake is not sharing. Now, I've had people come up to me, Susan, and they say, "Well, I can't do social media. I'm right-brained and intuitive," and I just laugh. I'm like, "Hey, I'm a medical intuitive healer." The way we got started in the business was I was at a writing

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conference one time and this other author came up to me. She said, "Catherine, how do I do this Twitter thing?"

Personally, I love helping people. I was talking to the author, and I was like, "You do this and then you do that, and then you push this button and there you go." Now one of the big things is you have to think, win-win. Okay, many people inside of themselves are in survival mode. They think it's all about me. This is horrible thinking. You're going to win the game of social media more likely if you think win-win. I'm big on cross-blogging. I'll post. If you're out there listening and you're an author, you have a website. I will post a blog for you for every blog of mine that you publish. Win-win. You want to connect with influencers.

What's an influencer? Everybody is an influencer because everybody's got friends and followers. Some people have more friends and followers than others. Some people are more active than others. You want to share material. If I get on Twitter, I'm not just putting out my stuff. I'm going through my major buddies and I'm sharing their material. I'm going through my Facebook feed and when people are sending out good stuff, I'm sharing it. All of my author friends know that when they do a book launch, the first person they're going to reach out to is me, because I'm going to share their material.

My friend Sally is doing a book launch. Here's the link on Amazon where you can get your book. You have to think win-win. Put your cave person at the door and engage with your higher self because you succeed together. You do not succeed on your own. Even if you and I are writing on the same subject, I'm going to have a little different take on it than you will.

People are book readers. They're going to want to read more than one book on the subject. Form posses of like-minded people. Go in there are share each others' stuff and create teamwork. In our program at WhatisSocialMediaToday, we had an author launch her second book. What was interesting, Susan, was that her second book went to number one in its category in Amazon before they even started the marketing because our folks were sharing it. We were sharing it on Twitter, on Facebook, on all our social media. We were letting everybody know about it. When the bookmark launch actually started, it went to number one in three categories.

So you win together, not by yourself. I don't care how brilliant you are as an author. You succeed as a team.

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- Susan Friedmann: Such sage advice. Wow, I'm blown away here. This is fantastic. So, I know that our listeners are itching to know how to get hold of you, so let's hear how they can.
- Catherine Carrigan: All right, well our social media business is WhatisSocialMediaToday.com and if you read either my two books about social media, the titles you can find at Amazon [inaudible 00:23:33] WhatisSocialMediaToday.com, there's a coupon for 500 dollars off our social media training program. We've got four ways for you to learn. We've got webinars live, or you can listen to the recordings. You get 12 one-on-one sessions. Six with me and six with my business partner. You also have the group community and we have a forum.
- On the forum, one of the things that we have is we have a list of I don't even know how many podcasts and radio shows who are looking for authors to promote. You could pay two to three thousand dollars for that information and we share it. So WhatisSocialMediaToday.com. My work as a medical intuitive, you can read about that at CatherineCarrigan.com, CATHERINECARRIGAN.com. I do offer a free fifteen minute consult to people anywhere or in the world. And my third website is UnlimitedEnergyNow.com.
- Susan Friedmann: Well you certainly have unlimited energy. This is amazing. So, if you were to leave our listeners with a golden nugget, what would that be, Catherine?
- Catherine Carrigan: You want to market your books like a rock star. What do rock stars do? If you are a rock star, you're going to have raving fans. You want to reward your raving fans. Who are raving fans? People who buy your book, people who write a review. Somebody writes a review for you on Amazon, you want to send them a thank you email. You want to give them a little freebie of something, and you really want to cultivate these people because your raving fans are going to be the ones who are going to tell people about your writing. They're going to tell people about your books. So rock stars, what they do, is they focus on their core tribe, the true believers, and they cultivate those people and they nourish those people so that when you have a new album coming out, or CD, or a book, or audiobook, you let your raving fans know and they're going to share that for you. That's word of mouth. It's of course the best advertising and that is best, fastest done through the social media.
- Susan Friedmann: I would highly agree. Word of mouth advertising is the best ever. Thank you so much for sharing your wisdom, and listeners, if you want to take

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your author marketing to the next level of success, make sure that you go to BookMarketingMentors.com and sign up for a 15 minute complimentary coaching session with me, Susan Friedmann. And, most of all, thank you all for taking time out of your precious 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.