

List Building Boot Camp for Authors

Driving Traffic to Your Website



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A Note from D'vorah

Now that you have your giveaway created, your auto-responder system set up, and your follow-up sequence in place, it's time to begin driving traffic to your site so you can grow your list.



While there are many ways to drive traffic to your site, the four ways we'll be focusing on in this module are:

- Seeding your book with offers of your giveaway, as a way of developing an ongoing relationship with people who purchase your book
- Inviting people from the social networks over to your blog
- Getting involved in guest blogging, and providing a compelling reason for the readers of your articles to come over to your blog
- Participating in teleseminars, as a guest speaker, and growing your list by letting your listeners know about your special offer

May these “traffic driving” strategies become part of your weekly book marketing efforts. Enjoy the compounded benefits of getting new visitors to your site and new subscribers to your list.

Here's to your continued success,

Dvorah Lansky

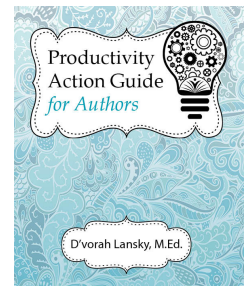
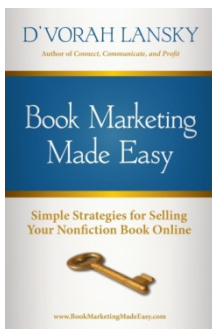
About D'vorah

D'vorah Lansky, M.Ed., is the bestselling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online* and *21 Ways to Launch a Successful Virtual Book Tour*. She is also the founder of the Book Marketing Made Easy community, and the producer of the Annual Book Marketing Conference Online.

D'vorah has been marketing online since 1994 and has trained thousands of authors and virtual professionals in online book marketing practices since 2007. She is passionate about online marketing as well as helping authors grow their business and their brand as they achieve their dreams.

You can connect with D'vorah at:

- www.BooksByDvorah.com
- www.ReachMoreReaders.com



Driving Traffic to Your Site

Now that your auto-responder system is set up and your opt-in form is on your site, it's time to start promoting your special giveaway so you can grow your subscriber list. In this module we are going to explore several effective ways to drive traffic to your site. By getting more people to your site, you'll get more subscribers on your list. Enjoy the process and have fun as your list continues to grow.

Make Sure Your Site is Ready for Company

As we discussed in a previous module, you want to make sure your site is neat, attractive, and ready for company. Visit your site, as if you were a brand new visitor. Is it clear what your message is? Is your site attractive and welcoming? Is it easy to locate the various areas of your site? Do all the links on your site lead to working pages? Is all the content on your site current and relevant? If not, take some time to "get ready for company" as the more attractive and relevant your site is, the more likely it is that your ideal reader will spend time exploring your site, and the more likely they are to subscribe to your list.

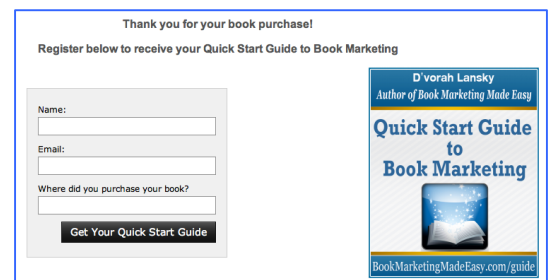
Sharing Links to Your Blog Posts on the Social Networks

A simple way to get traffic to your site is to post links to your blog posts on the social networks. You can easily create the habit of doing this each time you publish a new article. Simply head over to Facebook, for example, and say something like, "I just published a new article on [Article Title.] www..." (Be sure to include the URL to the blog post.) Then, when people come to your blog, they'll read your article and see your opt-in form for your special giveaway. You can of course include an invitation to your readers, at the end of your post, inviting them to register at the top right of your page, for your special giveaway.

Seeding Your Book

By adding a marketing page to your book, inviting people to "claim their special gift" or "companion course," you will have the opportunity to build a relationship with people who purchase your book. Create a new list in your auto-responder system for purchasers of your book. Set up a special page on your site and add an attractive opt-in form. Include a brief note, inviting visitors to register to claim the gift you are offering them. Add a photograph of your book cover or an eCover of your giveaway, so the page is more inviting and people are reminded of your book.

You want people to register their name and email address before receiving their gift. This will allow you to provide them with your gift and provide you with a way to build an ongoing relationship with people who purchased your book. **Here's a copy of the page I send purchasers of my book to:**



The screenshot shows a registration form titled "Thank you for your book purchase!" with the subtext "Register below to receive your Quick Start Guide to Book Marketing". The form includes three input fields: "Name:", "Email:", and "Where did you purchase your book?". Below these fields is a button labeled "Get Your Quick Start Guide". To the right of the form is a promotional graphic for the "Quick Start Guide to Book Marketing" by D'vorah Lansky, author of "Book Marketing Made Easy". The graphic features a book cover and the URL "BookMarketingMadeEasy.com/guide".

Participate in Guest Blogging and Reach New Audiences Across the Globe

A fantastic way to grow your subscriber list and get more visitors to your blog is to become a guest blogger for blogs that attract your target audience. Guest blogging is where you write articles for other blogs. This is a great way to get exposure to new audiences and get known by blog owners. Guest blogging can also lead to guest speaking opportunities as many bloggers also host or participate in teleseminars.

Guest blogging creates a win-win-win situation. It's a win for you, as you get introduced to new audiences and get endorsed by industry leaders. It's a win for the blog owner, as blog owners are always looking for fresh relevant content for their sites, and it's a win for the blog visitors, as they are hungry for reliable and relevant content.

As you participate in guest blogging, you'll be growing and strengthening relationships with bloggers who will be welcoming you to their site, and introducing you to their audience. While you are a guest blogger on their site, you'll also have opportunities for building relationships with their readers. Blog owners, who have you as a guest blogger on their site, are in essence endorsing you and giving you the "thumbs up." Guest blogging is a very powerful way to reach lots of targeted readers interested in your topic area.

Compose a Signature Section for Your Blog Posts

Participating in guest blogging will also provide you with opportunities for growing your subscriber list. The way to accomplish this is to have a well-crafted signature section at the bottom of each of your blog posts. In this signature section, you can let readers know a little bit about you while providing them with compelling reason to come over to your blog to register for a special giveaway and become a member of your subscriber list. This is a fantastic way to build an ongoing relationship with people interested in your topic area.

Your guest blog posts will serve as mini marketing machines for you. If you are writing for blogs that are of interest to your audience, then they will be interested in your articles and your books. It is customary to include a signature section at the bottom of each of your blog posts. Your signature section is typically about 100 words in length and includes a compelling reason why people should come to your site. Be sure to include the URL to your site.

Here's an example of what I posted during a virtual book tour, where I participated in guest blogging for my book.

You can compose your

signature section and save it in a Word document, so you can easily copy and paste it at the bottom of each new blog post.



D'vorah Lansky, M.Ed., is the author of *21 Ways to Launch a Successful Virtual Book Tour*. Visit her book blog and check out the full schedule for the virtual book tour, celebrating the launch of this exciting new book: www.VirtualBookTour21Ways.com

D'vorah offers virtual book tour workshops and courses for authors, entrepreneurs, and virtual professionals. She has taught hundreds of people, across the globe, how to conduct successful virtual book tours.

You can purchase her newest book on Amazon at: www.VirtualBookTour21Ways.com/amazon



How to Find Guest Blogging Opportunities

The ultimate goal of guest blogging is to get introduced to new audiences, get more traffic to your site, and increase your book sales. In deciding which blogs you'd like to be a guest blogger for, look for blogs that write on topics of interest to your readers and those that serve your target audience. You also want to make sure you post to sites that are attractive, up-to-date, and look like they are "open for business".

One way to locate potential guest blogging opportunities is to make a list of blogs you'd like to be featured on. Begin visiting these sites, once or twice a week, to engage in and initiate conversations, by commenting and answering questions on blog posts. In this way you can begin to build relationships and become seen as an expert in your field. A natural progression would be to reach out to the blog owner regarding you becoming a guest blogger for their site. Before you reach out to blog owners, view their "about" page or other relevant areas of their blog to see if they have a guest blogging policy listed. Some site owners have a procedure in place for potential guest bloggers to follow.

Another way to locate blog hosts is to do a Google search for blogs in your niche. As you visit sites, focus on the ones that look attractive and are up-to-date and have articles of interest to your target audience. If you find a site you like, check the sidebar of the site for links to other relevant sites. Blog sidebars can often be seen as mini directories to sites in the same niche. Another way to locate more blogs in your niche is to visit the sites of the guest bloggers who publish articles on blogs you visit. Scroll to the bottom of their posts in search of a link to their blog. This method again, provides you with access to a mini directory of bloggers that write on topics of interest to your audience.

Many blogs provide a link to the blog owner's social networking profiles. Take some time to connect with them and let them know you enjoy their blog. When the timing is right, you can also reach out to let them know that you write on topics of interest to their audience, and ask if they publish articles by guest bloggers.

Another way to locate blogs in your niche is to enter keywords related to your topic, in search engines such as: www.NetworkedBlogs.com - www.google.com/blogsearch - www.Technorati.com - www.HuffingtonPost.com. Conduct a keyword search and see what posts and blogs come up. Then travel to those sites to see if you'd like to be featured there.

Before reaching out to potential hosts, make sure that your blog is neat and tidy and that your topic area is a match with the blog owner's topic area. When contacting people you know, as well as potential hosts whom you don't yet know, keep the tone of your emails calm and relaxed and create a very low-pressure opportunity. If they say yes, fantastic, if they say no, or not now, thank them and move on. If they don't reply to your emails, send a gentle touching-in email a week or so after your first email and if you don't hear back from them, move on or reach out for general conversation on Facebook, as your email may have gone to their spam filer.

Developing a Strategy to Comment on Blogs

At the bottom of the blog posts, you'll typically see a place to leave comments. This is an essential part of the blogging experience because you can have interaction with your readers through sharing and responding to the blog comments. You can also build relationships with readers and blog owners on other sites which can lead to you becoming a guest blogger or a guest speaker with those experts.

When blog owners see that you're knowledgeable in your topic area and that you're a giving person, because you're answering other people's questions and participating as a member of the community, you're more likely to be invited to be a guest blogger.

When leaving blog comments, you will be asked to fill out a form. These forms usually request your name, email address, and website address. The only person who will see your email address is the blog owner. By adding your website address, your name will show up as a hyperlink near your comment. When people click on this hyperlink they will click through to your blog. Blog commenting is a great way to deepen relationships with the readers of sites across the Internet.

Create Your Gravatar

Have you ever noticed how comments on blogs are often shown with the photograph of the commenter? This is called a "Gravatar" and is very easy to set up. Head over to www.Gravatar.com and set up an account. Be sure to sign up with your blog contact email. Next, upload a headshot photo of you. Now, whenever you comment on a blog your "Gravatar" photo will automatically show up! The reason you want your image to show up is because it helps with your branding. People will more likely read and pay attention to your comment when it shows up with an image and it really helps with relationship building.



When you read a blog post and go to leave a comment, you're usually asked to fill out a form. It usually asks for your name, email address, and website address. Only the blog owner sees the email address and this protects them from spam. This also provides a way for the blog owner to get in touch with you if they want to invite you to be a guest blogger. The email address is the piece of information that the Gravatar system uses to pull in your photograph along with your blog comment. It's very easy to set up.

Register the email address you'll be using when you comment on blog posts and upload a headshot photograph of you. Then, whenever you post blog comments, your photograph will appear. Having a photograph next to your blog comments will make you more noticeable, get your comments read, and will add to your professional online presence.

Drive Traffic to Your Site by Participating in Teleseminars

Teleseminars are very effective in getting your message out to solve the challenges that your audience is facing and for you to become known as an expert in your field. Sharing your message via audio is a powerful way to connect with your audience, build your brand, and sell more books! Audio content also engages people longer. When they're reading a blog post, they can skim and they're gone. With an audio, they're likely to stick around for the length of the recording, so it's a great way for people to get to know you.

Author interviews can be a great promotional tool because people can hear about your journey, relate to what you're saying, and if they are interested in your topic, they'll be more compelled to buy your book. Author interviews also position you as an expert in your field, especially when the person interviewing you has expertise in your topic area. When someone interviews you, they are giving you their endorsement. This also positions you as an expert by association.

Participating in Teleseminars is a Fantastic Way to Grow Your List

By having your special giveaway and opt-in form prepared, you will be able to invite people to your site. It is a common practice for hosts to ask their guests to share how listeners can get in touch with them. One mistake that people make is to give too many options. They share their Twitter URL, phone number, Facebook page and website address. People can't take in all of that information so they end up doing nothing. You would have much better results by simply sharing one URL. You could say something like, "The best way to reach me is via my website. In fact, I have a special gift for you. To receive this gift, head over to www.YourSite.com and enter your name and email address. We'll then be in direct contact and I'll send you your special gift."

Create a Bio Introduction for Your Hosts

To prepare for your Author Interview Teleseminars, compose a brief, one-paragraph bio. This is what your host will read when introducing you to their audience. Give thought to what you really want your listeners to know about you, without sharing your entire professional history. Share a bit about your qualifications and accomplishments, in order to illustrate your credibility. You'll also want to include something about your current work or book so you intrigue listeners and encourage them to take action and find out more about you. In addition to your bio, your hosts will likely ask for a copy of your head shot photograph. **Here's an example of what I send my hosts:**

"D'vorah Lansky, M.Ed., and Bestselling Author has been marketing online and mentoring leaders since 1994. She is the bestselling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online* and the producer of the Book Marketing Conference Online. D'vorah teaches online marketing strategies to authors across the globe. She is passionate about online marketing as well as helping authors to grow their business and their brand. You can find out more about her work at www.BookMarketingMadeEasy.com. Please help me welcome, Marketing Wizard, D'vorah Lansky"

Compose a List of 8-10 Questions to Form the Foundation of Your Interview

You'll also want to compose a list of 8-10 questions that your host can use as the foundation of the interview. Not all hosts will use these questions, but many will. By providing a list of suggested questions, you'll be able to speak on topics you are familiar with. You may find it helpful to provide questions that outline key points of your signature speech, or key points from your book. After having participated in 200+ interviews, I've found that 8-10 questions, when explored fully and expanded on through discussion with the host, easily fill an hour. Remember to keep the questions focused on your area of expertise, as it relates to the focus of the interview.

Here's an example of the types of questions you can compose:

1. [Name] tell us a bit about your success journey, as it relates to your area of expertise.
2. (Add questions 2-8 as they relate to your topic area and interview focus.)
9. With all the information you shared with us, what are the top three tips you can offer our listeners that will allow them to take action on what they've learned today?
10. [Name] what is the best way for our listeners to reach you? (Hot Tip: provide only ONE URL – leading to your home page or an opt-in form so people can receive your free giveaway.)

Provide an Easy Way for Your Hosts to Access Your Speaker Information

Rather than relying on email to send your headshot photograph and speaker bio, you may want to set up a special "interview" page on your website. This will save you time and effort and you won't have to worry whether your attachments were caught in your hosts spam filter. Since you will likely have a different or varied focus for different interviews, you may want to send the 8-10 proposed questions, in the body of the email, along with a link to your speaker page. Here's an example of my speaker page:

<http://www.bookmarketingmadeeasy.com/contact-us/interviews>

Types of Teleseminars

In addition to author interviews, teleseminars can be delivered on any topic. Teleseminars are very effective in getting your message out to solve the challenges that your audience faces and for you to become known as an expert in your field.

Here are a few examples of types of teleseminars that you can offer:

- Author interviews
- Q & A teleseminars where your audience submits questions for you to answer
- Expert interview teleseminars where you feature speakers on topics of interest to your audience
- Book review teleseminars
- "Bookinar" teleseminar, where you teach on your book's content or provide a book study
- Product review teleseminars
- Educational course teleseminars

Sharing your message via teleseminars is a powerful way to connect with your audience, build your brand, and sell more books! Today it is easier than ever to participate in teleseminars.

Teleseminars provide you with a powerful way to:

- Share your message and develop a following
- Educate your clients or your team
- Get known in a new market, and get to know that market in turn
- Interview experts and share their knowledge with your audience
- Answer questions about your area of expertise and educate your clients

Participating in teleseminars is a powerful way to connect with your audience and build a relationship with them. Teleseminars allow your audience to hear your voice, your enthusiasm, and your message. This will give them a sense of who you are and provide a way for them to get to know you.

Options for the Recording and Delivery of your Teleseminars

Free Conference Calling

My favorite free option is Free Conference Calling (www.FreeConferenceCalling.com). The reason I recommend this service is because they have a Web application that allows you to see the names and phone numbers of your attendees. Your attendees also have the ability to punch in a code to indicate that they have a question or are responding to a question you are asking. Your call recordings are hosted on the Free Conference Calling site and you can even post a link to allow your audience to access either single recordings or all of the recordings in a series. They give you the ability to download the recording to your computer.

Webcast Platform and Telephone Interface with Instant Teleseminar

The most popular premium teleseminar service is the Instant Teleseminar platform (www.WebTeleSeminars.com). In addition to being able to record and rebroadcast your recording, you can see the call-in details of each of your attendees, conduct polls, offer a Webcast option to your listeners, show PowerPoint presentations, and have an instant website where people can go to listen in live or access the replay afterwards. This service can expand your audience because you can have an unlimited number who can access the Webcast. You can also create an interactive component to your teleseminar by providing your listeners with a Q&A text box.

Each call session has its own Web page, which you can customize from a wide selection of colorful options. The Webcast page actually looks like a custom-designed Web page. Your listeners go there to get the call details, such as the time, date, and phone number, as well as access to the Webcast page. The ability to add Web links and a big button to your Webcast page is another great feature. You can offer people the action guide for your teleseminar or a free downloadable report as well as access to your blog, social networks, or your Web site, etc. They offer a 21-day trial at www.WebTeleseminars.com.

Wrap Up



Now that you have a working knowledge and hands-on experience in setting up a list, creating a giveaway, creating a follow-up series, and growing your subscriber list, keep the momentum going. Your list will continue to grow over time and the bigger it grows, the more your business will grow.

Remember to focus on building relationships first and making sales second, everything will come from that.

Schedule time in your calendar to write your list once a week. When people know that the content they'll be receiving from you can help them to grow their business or help them in their lives, they will make it a priority to read what you send them.

When composing your auto-responder messages, keep them brief, leave white space between paragraphs, make sure your subject lines are specific and personalized, and keep the number of links to a minimum. These practices will increase the likelihood of people reading your messages and taking action.

It's always a good idea to proofread your messages by sending a "test" message to yourself, before you send a message out to your list. This is a good way to catch typos and correct anything that is unclear. To view the message in test mode, you can click on the "test" button at the top right of the email editing window, from your auto-responder dashboard. You can either read your message online or you can email a copy to yourself. As you read the message, put yourself in the shoes of your subscribers. Look for typos or unclear thoughts. Also notice the tone and the content of the message. Is your message interesting and informative, or is it overly salesy?

Use your auto-responder service, as a tool to build relationships with your audience; don't **just** focus on trying to "sell stuff". By taking the time to share valuable information and appreciation, you will create a loyal following of raving fans.

Spend time, each week, driving traffic to your site. Participate in guest blogging and author interviews to reach new audiences and get endorsed by leaders in your industry. The more you participate in these activities, the more comfortable you'll become and the larger your list will grow.

Getting Your First 100 Subscribers

Once you've registered for an auto-responder service, have your list set up, have your giveaway in place, and have your opt-in registration form on your site, it's time to start building your list. Begin by setting yourself a goal to get your first, or next, 100 subscribers. Once you've learned how to do this, you can repeat the process and continue to grow your list.

Time to Take Action

Step One: Make sure your site is ready for company

- Go through your site and make sure your content is current and relevant. Your goal is to provide content that attracts your ideal reader.
- Add your opt-in form to your site and test the form by entering your name and email address. You want to make sure that the form is working properly and that subscribers are provided with access to your giveaway.



Step Two: Participate in Guest Blogging

- Identify 3-5 blogs where you'd like to be featured as a guest blogger.
- Team up with a fellow boot camp member, or arrange with a blog owner, and share a guest blog post for their site.
- Be sure to add your post signature to the bottom of your post. (Refer to the sample signature featured at the beginning of this action guide.)
- Head over to Facebook and let people know the title of your new blog post. Be sure to include a link to this post.

Step Three: Prepare your speaker bio, headshot photograph, and list of 8-10 interview questions

- Make sure you have a current, attractive, headshot photograph.
- Compose a 100-word speaker bio introduction.
- Prepare a generic list of 8-10 proposed interview questions. You can draw from this list as you participate in ongoing interviews.
- Team up with a friend, colleague, or fellow boot camp participant, and record an interview session.

Step Four: Next Steps

- Schedule time in your calendar for participating in activities to drive traffic to your site.
- Share a link to your guest blog post or author interview, in our Facebook group.
- Join us for the next author boot camp and keep your momentum going.

Recommended Resources



www.WebmailConnections.com



www.FreeConferenceCalling.com



www.WebTeleseminars.com