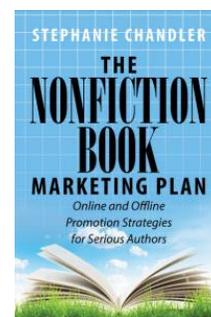


OWN YOUR NICHE:

Simple Strategies to Increase Website Traffic and Sell More Books

- 1. Define Your Target Audience:** Who do you want to reach? What are their needs? What challenges can you solve for them? Where do they spend their time? How can you engage them?
- 2. Optimize Your Website:** Incorporate key words and phrases that your audience would use to find you. Update your site frequently, generate incoming links, and continually add new content.
- 3. Implement a Blog:** A blog can help build your audience, increase website traffic, and attract media interviews and speaking engagements. It's also the heart of your social media strategy. Update yours at least twice each week (more is better) and results will improve over time.
- 4. Develop a Content Marketing Strategy:** Create ebooks, white papers, and special reports that you can give away. Distribute articles to websites that reach your target audience and write articles for print publications.
- 5. Expand with Video and Podcasts:** Create compelling videos to post on your website and distribute to <http://YouTube.com> and <http://vimeo.com>. Conduct your own webinars or teleseminars or participate as a guest on other people's programs. Podcasts can be distributed to iTunes and via <http://libsyn.com>.
- 6. Be a Guest on Internet Radio Programs:** Unlike traditional radio where you might be interviewed for ten minutes, internet radio shows typically feature guests for up to an hour. An added bonus: listeners are often at their computers ready to buy! To find relevant shows, search Google for keywords and investigate shows archived on iTunes. Also check out sites like www.blogtalkradio.com, www.alltalkradio.net, www.wsradio.com, and www.womensradio.com.
- 7. Tap into the Power of Community:** Figure out where your audience spends their time and get engaged there or start your own community. Resources include <http://facebook.com/groups>, <http://linkedin.com/groups>, <http://groups.yahoo.com>, <http://ning.com>, and <http://meetup.com>.
- 8. Leverage Email Marketing:** Build loyal fans for life with email communication. Include a sign-up box on every page of your site. Get started with www.ConstantContact.com or www.iContact.com.
- 9. Embrace Social Media:** Facebook, Twitter, LinkedIn, Google+, and Pinterest each have their own unique advantages. Build a presence on each of these networks and share your blog posts, tips, industry news, and other content that appeals to your target audience of potential readers. Essential tools: <http://Tweetdeck.com> and <http://hootsuite.com>.
- 10. Commit a Little Time Each Day:** Set aside an hour each day to develop content, engage in social media, and cultivate your community. A little effort goes a long way in expanding your brand and soon you will begin to see results.

Stephanie Chandler is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies for Serious Authors* (coming May 2013) and *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business*. Stephanie is also CEO of Authority Publishing, specializing in custom publishing for nonfiction books and social media marketing services for authors, and NonfictionWritersConference.com, an annual online event. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine, and she is a blogger for *Forbes*.



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