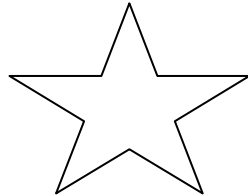


Free Self Promotion



By Jo Linsdell

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About the author



Jo Linsdell with a copy of her latest book

A guide to Weddings in Italy

Born in Gillingham, Kent (UK) in September 1980. Married name Joanne Denise Feliciani. She uses her maiden name, Linsdell, as her pen name. Having passed 10 GCSE's, she went on to study Business Studies, History and Art A-Levels at Yateley 6th Form. She left England and moved to Rome, Italy in June 2001, where she now lives with her Italian husband.

She has had various jobs including working in hostels, being a tour guide and teaching English as a foreign language. She now works full-time as a freelance writer. She writes regularly for various websites, newspapers and magazines and contributes to the updating of various guides to Rome.

Her books, Italian for tourists and A guide to weddings in Italy, along with her ebooks; Il dolce Natale: Christmastime in Italy, Some risks are worth taking, INSIDE.OUT, La Befana and The Patron Saint of Lovers are all available to buy at www.lulu.com.

Visit her at <http://jolinsdell.tripod.com> or <http://www.lulu.com/jolinsdell> or <http://www.myspace.com/jolinsdell>

Introduction

When it comes to self promotion the key is to be as imaginative as possible. Although there are a lot of companies out there eager to take your money with promises of high level promotion and visibility, there are endless possibilities for promoting yourself and your work for free.

In this e-book I will cover some of the ways in which you can promote yourself free of charge.

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1) **Email signature:**

Just think about it, how many emails do you write a day/week/month? If you put a link to your website or a promotional slogan about your book on each one, all those people are going to be reminded of you and your work. As emails frequently get forwarded on to others, you could reach even more people just by doing this simple exercise.

2) **Website:**

Web presents plays an important role in the promotion and marketing of your books and one of the most effective ways in which you can promote yourself for free. I have sold books to people that came across my website whilst searching on the internet and even been given assignments from companies based on what they saw on my website. If you only do one thing to promote yourself, make it a website!

You can set up a website for free using a web host like www.tripod.com which has templates and an easy step by step guide to help you set up your website.

3) **Writers groups:**

Joining a writers group is a great way to meet other writers and therefore to learn more about the writing industry by sharing skills, tips and personal experiences. You will be able to talk about your work and often be able to offer free promotional opportunities between members. You can find a large list of writers groups by searching on yahoo groups.

4) **Chatrooms:**

A chatroom is a great way to self promote and learn at the same time, whether you host one on your own website or visit those on others websites. www.parachat.com has free chatrooms that you can use on your websites.

5) **Blog:**

Blogs are generally updated on a regular basis and therefore show well on search engines whose internet spiders love fresh information. You can set up a blog for free using a blog host like www.bloggers.com . You can use it to talk about your writing or to write about a topic you love and therefore to show examples of your writing skills.

6) **Writers Conferences:**

A mass of people all with a love of writing. In person or online these are a great place for networking and learning more. I recommend taking part in the Muse Online Writers Conference <http://www.freewebs.com/themuseonlinewritersconference/>

7) **Myspace:**

www.myspace.com is becoming a frequently used way of self promoting. It's free to set up an account and you can network with people from all over the world. They also recently added a books section to the site to help authors promote themselves.

8) **Competitions:**

Setting up a competition is a great way to create a buzz. You can offer an ebook as the prize, which costs you nothing to create. Depending on the type of competition you could also use it as a way to research for future books or collect quotes. The possibilities with competitions are endless.

9) **Virtual book tours:**

A tour online where you are a guest at other people websites/ blogs and have the opportunity to talk about topics related to your book, promote your book and have contact with the public. This is a great way to create a buzz, increase your web presents and spread the word to a large crowd.

10) **Write articles:**

By writing articles for press you can capture a large audience. You can normally include a byline with your website and book details along with the article. If you write articles connected with the topic of your book this can also help give you a good reputation as an expert in your field. If a person enjoys reading your article chances are they will enjoy reading your book too.

11) **Interviews:**

Being interviewed by other websites, magazines etc can give you great media coverage. It allows the readers to get to know you and your work better.

12) **Business cards, leaflets, bookmarks etc:**

These can be easily designed and printed off on your home computer and are great for leaving in shops, on notice boards and well basically anywhere they can be.

13) **Newsletters:**

Writing a weekly or monthly newsletter is a great way to keep people up to date on your latest releases, book events etc...You can sign up for a free account with companies like www.constantcontact.com who have templates and an easy step by step guide for creating and sending newsletters and other promotion materials.

14) **Word of mouth:**

Costs nothing and is the best type of promotion tool you can use. Tell people what you do, about your book, articles in press etc...Even if they're not interested they might talk to someone else who might be and remember you.

You can of course also organise a promotional day like PROMO DAY! ☺. The possibilities are endless.

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Organiser of PROMO DAY! <http://jolinsdell.tripod.com/promoday/>

Authors website <http://jolinsdell.tripod.com/>

As the Romans do blog <http://astheromansdo.blogspot.com>

Writers and Authors blog <http://writersandauthors.blogspot.com>

Lulu storefront <http://www.lulu.com/jolinsdell>

Myspace <http://www.myspace.com/jolinsdell>

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