

creative ways to build your brand

BUILDING YOUR LIST — INCENTIVES AND FREEBIES

- Quizzes
- The time-saving cheat sheet
- Printable inspirational quotes and reference materials (5 scriptures to pray when...)
- The welcoming email series (keep reader engaged and present key principles instead of hoping reader finds them on their own)
- SumoMe or other popup
- Contests/giveaways (photo contest on Instagram; use hashtags)
- A “lost” chapter... or a profile of one of the characters... (similar to the novellas that went with Divergent, for example, but shorter)
- Supplemental info to go with story (a manifesto, background, the original legend)
- Online videos, Facebook Live

RESOURCES

Headline Analyzer (Word Bank of 180+ Power Words for Emotional Headlines)

Google Autocomplete

Image searches—shutterstock.com, gettyimages.com, istockphoto.com, Google images

Figure out fonts to match them:
whatthefont.com, identifont.com

SOURCES FOR GRAPHICS OR MEMES:

PicMonkey

Canva

BLOG POST CONTENT

- Post to deal sites (give something free or post a coupon)
- Content: Google related search for keywords and see how it autofills or look at related searches. Look at blog to see what tools people might want and are missing, and then offer it. (Look at search terms in stats to see what brought people to you.)
- Lists, Top 10 Lists, etc. (your favorite blogs, your trusted resources, articles that inspired you this week)
- Ask the experts
- Pop-up opt-ins.
- Repurpose book content
- Ebooks
- Industry hot topics or news
- Show your personality
- Look at what other people your readers follow
- Headline analyzer — go through old posts and update
- Create branded tools for your audience
- Invite guest posts now to promote someone before you're ready to promote yourself—they'll return the favor later.

PRINTING AND PROMOTIONAL PRODUCTS

solutionsbymuse.com

overnightprints.com

vistaprint.com

moo.com

uprinting.com (variety of shapes, sizes & formats)

zazzle.com

etsy.com

bigfrog.com (not in Indiana but a franchise which can help you produce a single shirt (or small quantity))

HELPFUL ARTICLES

<http://boostblogtraffic.com/email-list-incentives/>

<http://www.findingmorgan.com/blog/2015/7/how-i-plan-my-blog-posts-a-printable-worksheet.html>

<http://www.authormedia.com/89-book-marketing-ideas-that-will-change-your-life/>

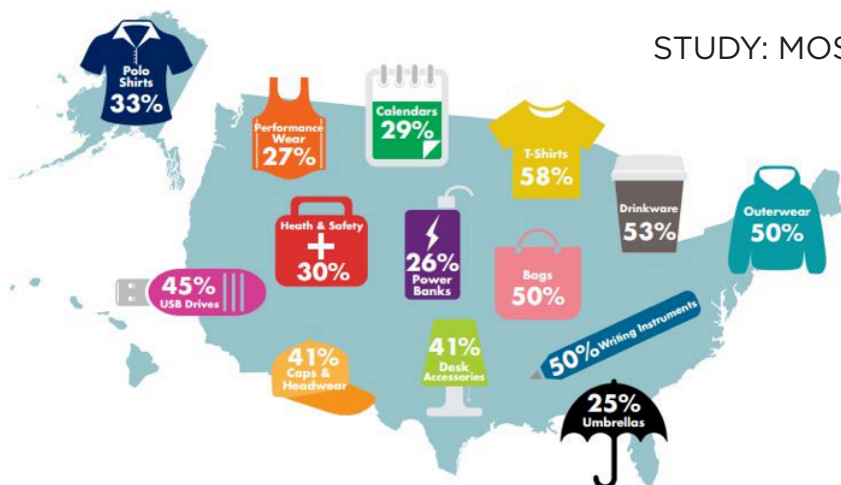
<http://coschedule.com/blog/how-to-design-blog-graphics-with-free-tools/>

<http://thinkcreativecollective.com/blog/2015/6/1/blog-brainstorming-finding-your-best-content-in-30-mins-or-less>

SAMPLE IDEAS

Ideas can spring from your genre, your book content or storyline, your character(s), or your audience

- MWW magnets—playing with words as a fun tool for writers
- Praying Upside Down—Christmas gift tags (with written prayers for those who celebrate it as a religious holiday); iPhone wallpaper (inspiration for every day); note cards and ABC Prayer Cards
- “pray” upside down necklace—inexpensive (etsy vendor did stamping; I used jewelry cords I already had on hand) and unique. Look for ways to combine your other hobbies or talents.
- Inspirational books—leave where they might be helpful (hospitals, doctors offices)
- Nonfiction book—send with large coffee mugs to radio talk show hosts (people love freebies and they drink coffee for long periods of time—even if they don’t read the book right away, they’ll have a reminder in front of them)
- Mysteries—investigative tools (magnifying glass), fingerprint kit (have a contest—who was here?), wanted poster
- Book about someone who travels—luggage tag, passport promotion (contest with stamps or stickers for completing certain challenges)
- Create a fan page for protagonist on Facebook
- Books in general—bookmarks are the obvious (leave at libraries, coffee shops, churches, waiting rooms), pens (leave one in bank bag at drive-up window—never know who will pick it up)



STUDY: MOST REMEMBERED PROMO ITEMS

Use the item itself to inspire what you’ll say on the item. For example: umbrella—facing life’s storms together. Pen: writing your story together. Let the available items inspire you, but don’t select something that makes no sense for your brand image just because you like it. It’s all about the audience.

<https://www.ipromo.com/blog/asi-study-points-to-most-remembered-promo-items/#prettyPhoto>