

Spirit Authors Course Outline

~ Module 2 ~

Module	Mod 2
Title	80 Days to Build Your Online Promotional Platform
Who is it for?	Anyone who has completed, or is nearing completion of their final draft, and has not yet developed a comprehensive strategy for using the Internet to reach their potential readers.
Duration:	10 weeks
Aims	To help you identify and understand your target audience, and help you develop a "fan base" of followers, long before your book is published using online promotion strategies. <u>NOTE:</u> if you are getting ready to publish but do not yet have your online promotional methods in place (see below), you SHOULD either take or download this module <u>now</u> as you will not be able to move on to Module 4 without these things in place first.
Objectives	By the end of this module, you will be able to: <ul style="list-style-type: none"> • Identify your niche audience and where to reach them • Locate the materials you need to build your online campaign • Create a plan for your pre-launch promotion • Know precisely how you want to show up in the online universe • Utilise a range of methods to establish yourself as an expert • Utilise different methods of blog integration to grow your fan base • Utilise social networks to increase visibility and become known • Invent personalised ways to increase rapport with your readers
Lesson Content	<ul style="list-style-type: none"> • Lesson 1: Your readers: knowing, finding and reaching them • Lesson 2: Your pre-launch essential checklist and action plan • Lesson 3: Integrating and leveraging blogs and RSS • Lesson 4: Using autoresponders, newsletters and giveaways • Lesson 5: Unlocking the secret powers of Twitter • Lesson 6: Unlocking the secret powers of Facebook • Lesson 7: Unlocking the secret powers of LinkedIn • Lesson 8: Multimedia platforms (YouTube, BlogTalkRadio) • Lesson 9: Choosing and using forums to expand your influence • Lesson 10: Tricks for staying sane, saving time and keeping it real
Download Content	<ul style="list-style-type: none"> • PDFs of all lessons • MP3s of all lessons • PDF Workbooks to help you move through the lessons • "How To" videos (when applicable) • Templates to help you work more efficiently (when applicable) • MP3s of member calls
Community*	<ul style="list-style-type: none"> • Access to Online Community • Get peer support to help achieve your goals • Get feedback on your manuscript and other work by peers • Special Q&A section to post your questions • Interact directly with Lynn
Calls	2 live calls per month
Rewards*	SPECIAL GIFT for those who demonstrate completion of all weekly challenges within 2 weeks of finishing the module.
Bonuses*	Discounts and other unplanned special bonuses will be revealed as you go along.
Notes:	Items marked with an asterisk (*) are NOT available during a "Test Drive", but will be available if/when you register for the Module.

To register for Spirit Authors Module 2, go to:

<http://spiritauthors.com/register-module-2>

PDF link: <http://spiritauthors.com/pdfs/Spirit-Authors-Module-2-Overview.pdf>