

An Absolute Beginners Guide to BookBuzzr and Internet Marketing

(For Authors)

**BookBuzzr – The World’s No. 1 Online
Book Marketing Technology for Authors**



Who should read this guide?.....	3
What is BookBuzzr? Why is it important to me?	4
What can you do with BookBuzzr?	5
OK. I understand BookBuzzr can help me sell more books. What are my first steps?	6
How do I login?	6
I've logged in. What next?.....	7
How do I market my book on Facebook, MySpace, and Bebo?.....	8
How do I replace my book cover image with the BookBuzzr widget on my author site? .	8
How do I add the widget to my blog?.....	8
How do I market my book to my Google Mail, Hotmail, Yahoo Mail and other email contacts?.....	8
What is the email signature feature? How do I use it?	8
How do I market my book on Twitter? How do I set up my Twitter details?	9
How do I market my book on social bookmarking sites such as Digg, LinkedIn Groups, Reddit, Delicious etc.?	9
Whom can I contact for more information?.....	9

Who should read this guide?

This guide is meant for authors who have registered on fReado (www.freado.com.) If you are reading this guide, it's most likely because you are partnered with BookBuzzr in order to market your book more effectively on the Internet. BookBuzzr is the world's leading online book-marketing technology for authors.

"BookBuzzr picks up more readers than anything else. It's hot"

- Larry Harrison

Author of "Glimpses of a Floating World"

"Whenever I see those widgets, I feel like a kid. "Whoa...look at that!" Those flipping pages - how'd they do that? I'm sure I'm not alone here. One word: Interactive. BookBuzzr widgets do everything, and they can be posted nearly everywhere.

They benefit me mostly because the use of online book marketing tools, not to mention, online sales will continue to expand and grow."

- Clint Adams

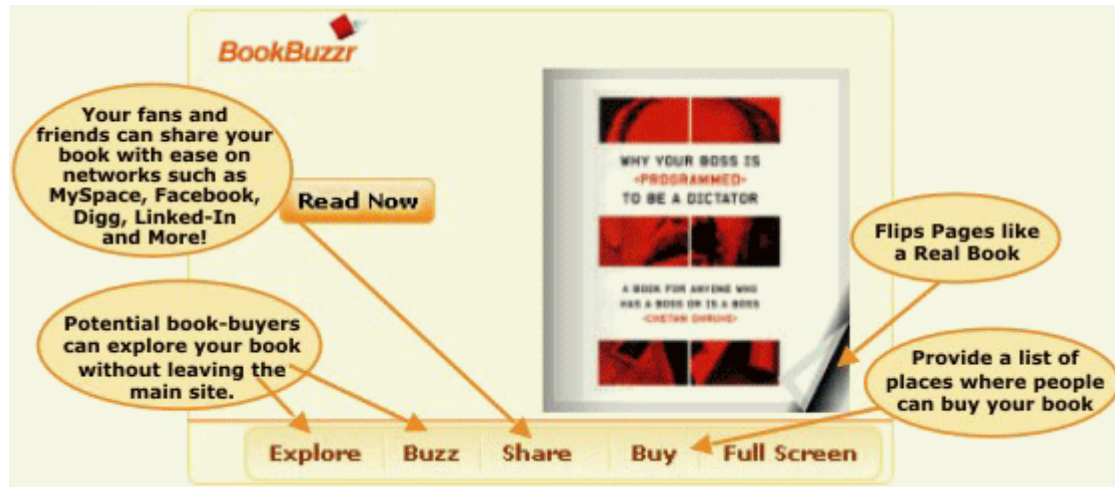
Author of 5 books

"I love BookBuzzr! It's an innovative tool that gives readers a more real-like reading experience, since you can flip pages by dragging the corners. You can zoom in on text, which is great for those who love large print. You can read and write a review. You can also buy the book and share an excerpt with your friends by posting the BookBuzzr widget to your Facebook, Myspace, blog, website. As a book marketing coach, I recommend this necessary tool to all authors and publishers."

- Cheryl Kaye Tardif

Author of "Divine Intervention"

What is BookBuzzr? Why is it important to me?



As an author, you know that a lot of effort goes into your book's cover – its title, the imagery and so on. Of course, the cover's aim is to get a reader to open the book and sample your writing – and then hopefully, buy the book. In terms of marketing a book, giving a reader the opportunity of glancing at the cover and flipping through the book's pages is the bare minimum required.

There's nothing wrong with this approach except that it works only in physical bookshops – the book will ultimately sit on a bookshelf somewhere, where a reader can easily browse through the book. But as you know, the world has changed a lot and people don't buy books only in bookshops. Books are also marketed online through blogs, social networking sites like MySpace and Facebook and of course, your own website.

Nonetheless, authors continue to use the book's cover image – basically just a static picture of the book cover – in their online marketing efforts. This image just sits there, and potential customers cannot do what they would in a physical bookshop – open the book and start flipping through the pages right there and then.

This is where BookBuzzr (www.bookbuzzr.com) comes in. It's a neat, nifty 'active book-cover widget' (basically, a software tool) that enables readers to easily do online what they would do in a bookshop – 'open' a book and start reading immediately. Readers do not have to hunt for your book's excerpt on your site. Bookbuzzr also displays the pages as they would in your physical book – with the same layouts, fonts and so on. Best of all, the pages really flip so the reader gets an authentic reading experience. Of course, you decide how many pages of the book you want to show.

Note: All authors who register with BookBuzzr are automatically listed on www.freado.com. BookBuzzr is meant for authors. fReado is for readers.

For help with BookBuzzr Book-Marketing Technology, please contact info@freado.com

What can you do with BookBuzzr?

1. Replace your book's cover image with the BookBuzzr widget

For starters, you can – and must – replace your book's cover image with the widget wherever your book appears. This would include:

- * Your website
- * Your blog
- * Your profile on social networking sites such as Facebook and MySpace

2. Market your book in your email signature

BookBuzzr also comes in the form of an email signature, where a few pages of your book turn like in a real book thus encouraging your email recipients to sample your book online. You can download this email signature when you sign-in as an author to BookBuzzr.

3. Gain more followers and market your book on Twitter

Moreover, given the growth of Twitter and its importance in helping authors build their platform and sell more books, a number of Twitter features have been added to BookBuzzr to help authors market their book on Twitter with a large degree of automation. The goals behind these features are:

- * To help the author gain more followers on Twitter
- * To make the book more visible among the authors' Twitter followers
- * To help readers of the book share the book among their Twitter followers.

4. Get found through search engines like Google

As you know, it's very important for users to be able to find your book through search engines such as Google. When you sign-up, you also get listed on our sister site, fReado.com, where readers can interact with you and with other readers. Further, you can link from fReado to your own author-site or blog thus helping your search engine rankings. Because fReado.com is optimized for search engines and because fReado.com is regularly crawled all over by the major search engines, the information about your book will soon be noticed and your pages should be listed in response to web searches.

OK. I understand BookBuzzr can help me sell more books. What are my first steps?

1. Go to www.bookbuzzr.com
2. Sign-up
3. Upload your image
4. Add your personal information
5. Set up your Twitter details
6. Upload your Books

The rest of this guide will provide you with detailed instructions on each of these 10 steps.

How do I login?

Go to www.bookbuzzr.com

Click on the Login button

Provide the email address given to you in another email .

I've logged in. What next?

You should see a page that lists your book (s). Click on the link that says "About" (you should find this beside the "My Books" link. This should take you to a page that lists your bio. Now click on the "Edit" link on the top right hand corner. This should take you to a page that says "Edit Profile". Here you can do the following:

1. Upload your profile picture (optional)
2. Change your email address (important)
3. Provide your website URL (if available)
4. Provide your Twitter ID (if available)
5. Click on "Save Changes"

Now click on the "My Books" link. This should take you back to the page that you saw when you first logged in (listing all your books.) Here, click on the "Edit Details" link that appears at the bottom of your book description. Now you should come to a page that provides boxes to edit your book information. Please do the following on this page:

1. Upload your book cover image
2. Update your book description if necessary
3. Add your book to the appropriate book category
4. You may ignore the next few questions (Publisher, Copyright, ISBN, Related Links) if you so desire.
5. You can add in the story behind your book

Then click on "Save and Next"

Now you can update the following fields:

1. Set the appropriate pages to display (in your case, since only the Excerpt has been uploaded, you don't need to do anything here.)
2. Enter links on the Internet where your book has been mentioned by bloggers or by the media (if available.)
3. Enter links to videos relevant to your book if available
4. Enter any Praise and Reviews (if available)
5. Provide links to author interviews
6. Provide links to where readers can buy your book (ex: Amazon, Barnes and Noble, your publisher's website etc.) This is important!

Then click on "Save." Congratulations! You're now ready to start marketing your book online. You can quickly glance through a short section that talks about how you can start marketing your book online in one day before moving on to actually marketing your book online.

How do I market my book on Facebook, MySpace, and Bebo?

To share your widget on most social networks, all you need to do is to go to your widget, click on the “Share” button and click on the appropriate social network. Then follow along to the simple prompts that come up and you should be able to set up your widget on your Facebook profile, MySpace page and more.

How do I replace my book cover image with the BookBuzzr widget on my author site?

Go to your BookBuzzr widget. Click on the “Share” button. There you will see a line of code with the text “Embed code” beside it. Click on the “Copy” button. Then paste this code into the HTML area where your book-cover image usually appears on your author website. Note that the widget is slightly larger than a book-cover image and so you may need to re-arrange your HTML page layout to accommodate this.

How do I add the widget to my blog?

Adding the widget to your blog is easy. Click on the “Share” button. There you will see a line of code with the text “Embed code” beside it. Click on the “Copy” button. Then paste this code into the HTML area where your book-cover image usually appears on your blog. Please note that this option does not work for blogs running on Wordpress. It works perfectly well for authors with Blogger accounts.

How do I market my book to my Google Mail, Hotmail, Yahoo Mail and other email contacts?

Click on Share. Click on “Email” (which is the third option after Post and Bookmark.) Then enter your email address from the appropriate email service (Hotmail, Google Mail, Yahoo Mail etc.) to send a mail to your contacts.

What is the email signature feature? How do I use it?

As an author your email signature is a fantastic place to distinguish yourself and stand-out from the crowd of emails that your recipients receive. In fact, it's an excellent way to unobtrusively market your book to all your email recipients. Let's do the math about the size of this marketing opportunity ... if you send an average of 10 emails a day you've got over 300 opportunities a month to tell your email recipients (clients, coworkers, friends, family and vendors) about your book.

To get your email signature, go to your book's marketing page (this should appear when you click on the “Start Marketing With BookBuzzr” button after you've added in the book information.) Now scroll down a little and you will find your “Email Signature.” You can get your own attractive email signature here.

For help with BookBuzzr Book-Marketing Technology, please contact info@freado.com

How do I market my book on Twitter? How do I set up my Twitter details?

On the same page (where you can get your email signature and your book-widget), you will find a button that says “Market On Twitter.” Clicking on this button brings up another screen that asks you to provide your Twitter information and authorize BookBuzzr to send Twitter tweets on your behalf. Enter your Twitter details and click on “Allow.” This allows you to tweet your book right now or schedule automatic tweets.

We'll first see what happens when you click on "Tweet My Book Now" ...

You'll notice that a message comes up with a previously created short URL for your book. You can change the message but you cannot change the short URL. Clicking on Tweet Now, should send out a Tweet on your Twitter account to all your followers.

Now let's see what happens if we click on "Set up Automatic Tweets" (this is actually the most exciting part of the Twitter feature-set!)

Here, you can set up BookBuzzr to tweet about your book once every day or once every week. You can also set up BookBuzzr to tweet about your book when readers open your book. If you select this option, BookBuzzr will send out a Tweet once every 24 hours after consolidating the number of people (represented by "N") who have opened your book in BookBuzzr full screen mode. For example, if 30 people open your book in a 24 hour window, a single tweet will go out to your Twitter followers with the message "My book 'Learn to Program With C++' was viewed in the last four hours on #BookBuzzr - by 30 Reader(s) - <http://bit.ly/151tu3>". If nobody opens your book, in a given 24 hour window, no tweets will go out. Tweets are sent out once every 24 hours. This will ensure that your book is brought up in front of your followers on Twitter without actually annoying them.

We're working on a lot more Twitter features and will let you know all about them through future communications.

How do I market my book on social bookmarking sites such as Digg, LinkedIn Groups, Reddit, Delicious etc.?

Again, this is very easy to do. You or fans of your book can share your book-extract on any bookmarking site by clicking on the “Share” button. Then click on the Bookmark link inside the share feature. Then choose the social bookmarking site and share the link. In the case of LinkedIn you will need to be part of a specific group before you can share the book.

Whom can I contact for more information?

You can contact BookBuzzr by sending an email to info@freado.com

For help with BookBuzzr Book-Marketing Technology, please contact info@freado.com