

Ideas from the Marketing Support Group

March 23, 2015

- YouTube videos, embedded in e-mail signature blocks.
- Graphic designers can create distinctive signature blocks
- Website info: GoDaddy, WordPress, Vista Prints for templates; Rick Lakin at <http://icrewdigital.com/>
- You Tube and Vimeo – storage platforms; once made can be linked to your email and other electronic signatures, your web site, FaceBook, Linked In, etc.
- Classes at San Diego Continuing Education center 8355 Aero Drive [619-388-1800](tel:619-388-1800); classes on computer programs, social media,
- Use speaking engagements to promote your books: you contact them: Toastmasters, Rotary clubs, AAUW (American Association of University Women), Jewish Community Centers, etc.
- Freelance opportunity: introductory material for literature that has recently gone into the public domain and is being re-published: <http://blackseahorsepress.com> – Sebastian Certik. A copyright filed between 1923 and 1963 , but not renewed, is in the public domain. See also <http://www.teachingcopyright.org/handout/public-domain-faq>
- Freelance idea: in-flight magazines
- Contests for short stories: 1) Glimmer Train and 2) Bristol
- Vista Print – good quality business cards, has a web site template; websites: \$10.00/month
- <http://www.vistaprint.com/>
- Artwork for book covers: Natalie (?) Walstein [952-454-5111](tel:952-454-5111)
- Natalie (?) : info@lovelyletterspress.com
- Tom Brittain <http://brittainsfineart.com>
- Jeniffer Thompson at MonkeyCMedia [619 955-8286](tel:619-955-8286)
- <http://monkeycmedia.com>
- Destin Daniel Cretton : film adaptations of books – speaker at 2014 Pt. Loma Nazarene Univ. writer's conference Symposium by the Sea
- UT Headline writers may be possible speakers for creating book titles; words for tag lines, log lines on website – for drawing attention and interest in your work

