



*Welcome as an opt-in subscriber to my
Write What Inspires You! Newsletter*

As my thank you, I offer the following marketing tips I've learned along the way and continue to learn as I navigate the ever-changing publishing landscape.

- 1. Are You Marketing Just Your Book or Yourself Too?*
- 2. The Importance of Keywords in Your Marketing Toolbox*
- 3. The Almighty News Release*
- 4. Where Does One Begin in Creating a Media Kit?*
- 5. How to Avoid the Feeling of Isolation by Conducting Author Visits*
- 6. 3 Tips for Squeezing in Your Exercise During Your Busy Day*

P.S. I know the last one isn't a marketing tip, but it's imperative we exercise to stay healthy.

Bio: Multi award-winning children's author, Donna McDine's creative side laid dormant for many years until her desire to write sparked in 2007. With six children's books to her credit, Angel's Forever Home (March 2019), Dee and Deb Off They Go Kindergarten First Day Jitters (December 2015), A Sandy Grave (January 2014), Powder Monkey (May 2013), Hockey Agony (January 2013) and The Golden Pathway (August 2010)... McDine's adventures continue as she ignites the curiosity of children through reading. She writes from her home in the historical hamlet of Tappan, NY. McDine is a member of the SCBWI, New York State Reading Association and Family Reading Partnership.

The logo features the text "Marketing Yourself & Your Service" in a white, sans-serif font. The text is set against a background of overlapping teal and purple rounded rectangles. A thin white horizontal line is positioned below the text.

Marketing Yourself & Your Service

Are You Marketing Just Your Book or Yourself Too?

By Donna M. McDine

Since signing my first book contract with Guardian Angel Publishing, February 2008, I have read time and time again that the marketing of your book begins well before publication. Profound statement and right on the mark. Don't miss another important aspect. You need to pair your book marketing with marketing YOU the author. Do not become a wallflower, and only peel yourself from the wall when you want to position and sell your book.

Active membership in a writing community is essential, both online and in-person. Start out slow and don't give in to joining too many groups. Being an active participant in one or two communities is much better than joining five plus and the members hardly or never hear from you. Start out by introducing yourself and then respond to fellow members posts constructively. Never attack or bash. Remember what mom always said, "Treat others how you want to be treated." With respect, correct?

When a fellow member seeks advice on a particular topic and you have experience to offer, share what worked for you and what didn't. The conversation ease is set from the get-go when fellow members sense you are not here just for your book, but to partake in an exchange of information. A trust naturally develops over time as you converse, cheer members successes, and encouraging even louder when a rejection is received. Relationships forged in this manner are usually a win-win outcome for all involved. Over time you will begin to wonder how you made through it the publishing roller coaster ride without them.

Go ahead put yourself out there and connect with fellow writers. You were brave enough to submit your manuscript to the publishing Gods so this should be a snap. Most of all have fun and make new friends.

Keyword Eye Basic (SEO & PPC Tools)

Home | Keyword: children's books (Phrase, Google US) | Keyword: children's books (Related, Google US) | Selected Keywords

Keywords | Visualizations | Grid View

Keyword	Search Engine	Search Volume	PPC Comp.	PPC Comp. Score (%)
childrens book characters	Google US	260	Low	5
adult children of alcoholics book	Google US	480	Medium	63
children picture books	Google US	260	High	82
favorite childrens books	Google US	210	Low	26
multicultural books for children	Google US	590	Medium	56
famous childrens books	Google US	590	Low	9
children book online	Google US	170	Medium	56

1 - 25 of 100 items

Database Statistics | Questions? Please email support@keywordeye.com | Copyright © 2014 Keyword Eye Ltd

The above goes well beyond your website and blog, when writing articles for magazines or guest blogger posts, keywords should be at the forefront of your writing. Of course, your byline helps in getting your name out there further, which is extremely helpful if someone searches your name. To show how important it is to get your name out there and keywords associated with you, I've included snapshots of "Rockland County Children's Authors" and "Whale Poachers Children's Book."

Keyword Search: Rockland County Children's Authors

Google | Rockland County Children's Authors

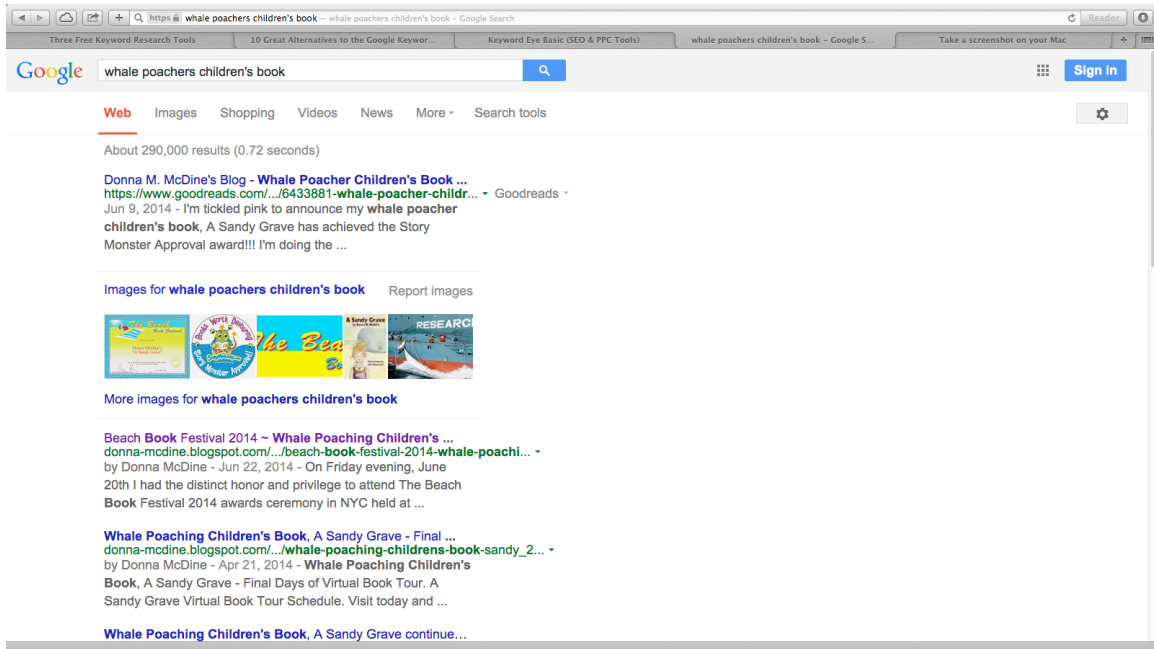
Web News Shopping Images Videos More Search tools

About 2,450,000 results (0.39 seconds)

- Rockland County - RCLS Local Authors - Library Guides at ...**
guides.rcls.org > Library Guides > Ramapo Catskill Library System - Shari Maurer is a YA author that lives in Rockland County. Cover Art - Tocher, Timothy. Timothy Tocher is a children's author and frequent contributor to Cricket ...
- RocklandHistory.org : Past Events : : 2nd Annual Rockland ...**
www.rocklandhistory.org/event.cfm?page=219 - Some of our children's authors will do readings throughout the event for our guests to ... The Historical Society of Rockland County | 20 Zukor Road New City, NY ...
- Hire Authors in Rockland County, New York - Gig Salad**
www.gigsalad.com > Book Speakers > Authors - Find and hire Author in Rockland County, New York or browse for Author acts by ... from children's literature and fiction novels to political and religious experts.
- Donna McDine Wins Award | The Rockland County Times**
www.rocklandtimes.com/2014/06/26/donna-mcdine-wins-award/ - Jun 26, 2014 - Rockland County children's author, Donna McDine's latest children's book, "A Sandy Grave," has been awarded the Story Monster Approval ...
- Rockland Author Writes Groundbreaking Children's Book in ...**
www.rocklandtimes.com/.../rockland-author-writes-groundbreaking-chil... - Nov 27, 2013 - Rockland Author Writes Groundbreaking Children's Book in Braille and ... and school districts, including several throughout Rockland County.

Search results: I'm listed in 3 of the 5 top searches. Not bad.

Keyword Search: whale poachers children's book



Search results: My latest children's book, A Sandy Grave is listed in the top 5 searches. How cool is that!

These results have taken me years to establish and I continue to do so on an ongoing basis. For example, being the guest author today at A.R. Silverberry's blog helps market me further. The more material published about you, by you and connected with keywords will help rise you to a top level in the search engines.

Good luck to you as you write informative content with essential keywords!



The Almighty News Release

By Donna M. McDine

Call it what you want, a news release, a media release, or a press release. Whichever of the fore mentioned you prefer know that releases are a critical promotional tool for any business, especially in our ever changing technological world.

Suppose for a moment you have achieved the golden moment of signing your first or tenth book contract or your very first byline has been published for the world to read. I know, you are walking on air and you may even envision yourself shouting from the rooftops, "Hello world I'm a published writer!" Go for it, let out your delightful shout of joy. When you are done, it's now time to get down to business in writing your perfect release.

You may hem and haw a bit and wonder why such a formal announcement is important? For one, with the Internet at our fingertips promotional opportunities are just a click away. And second, just because your latest book or byline is published doesn't mean a large majority of the population even knows about it. Strengthen your chances in getting your name and platform out there by writing and publishing your releases. It is never too soon to set yourself apart from the pack. Establish yourself as an expert in your field by writing articles on your latest published works that compliments the subject matter. You can then write a release about your published credits and point your readers to your blog, website, and/or Ezine Articles page for your related articles.

Keyword search and implementation into your releases is as critical as when blogging. You will be pleasantly surprised to see how quickly your name and material cross-reference each other when doing so.

For instance, as I write this article on February 22, 2020 I conducted the following Google search: "Donna McDine, award-winning children's author" and the following pulled up on the first Google search page:

[Award-winning childrens author, Donna McDines Biography](#)

www.donnamcdine.com › bio

Donna McDine's creative side had laid dormant for many years until her desire to write sparked in 2007. With five **children's** picture **books** to her credit. McDine's ...

[Donna M. McDine, Award-Winning Children's Author ...](#)

www.authorbookings.com › members › donna-mcdine

Jan 18, 2020 - I am an **award-winning children's author**, who continues to ignite **the** curiosity through reading! Multi-**award-winning children's author Donna McDine's** creative side laid dormant for many years until her desire to write sparked in 2007.

[Donna McDine - Amazon.com](#)

www.amazon.com › Donna-McDine

Award-winning children's author, Donna McDine's creative side had laid dormant for many years until her desire to write ... An image posted by the **author**.

[Donna M. McDine, Award-winning children's author - Home ...](#)

www.facebook.com › DonnaMcDineAuthor

Donna M. McDine, Award-winning children's author. 887 likes · 2 talking about this. Ignite curiosity in your child through reading, Musings of an...

[Donna M. McDine, Award-winning children's author - Powder ...](#)

www.facebook.com › ... › Videos

Forced into a life at sea by **the** Royal Navy Press Gangs, 12-year-old Tommy Kitt finds himself in a floating sea of misery. Poor living conditions and...

[Donna McDine - Award-winning Children's Author, Reiki ...](#)

allauthor.com › author › donnamcdine

Follow **author**, get book updates and ask questions to **author Donna McDine.** ... I am proud to say I'm a **children's author** of five **award-winning books** plus a sixth ...

[Donna McDine - Certified Reiki Master - Energy of Serenity ...](#)

www.linkedin.com › donnamcdine

View **Donna McDine's** profile on LinkedIn, the world's largest professional community. ... Energy of Serenity - Reiki Services & **Award-winning Children's Author.**

The above is a mixture of my blogs, website, LinkedIn, AllAuthor, AuthorBookings, Facebook, etc.. See how all my work intertwines with the other?

The proof is in the Google search! Don't wait. Get down to the business side of writing and create your release today. Are you still hesitating because you don't have published credits yet, how about you write up a media release of an interview or article you have posted on your blog. This is what I did early on in my writing career and still do. It's imperative you get the momentum going or your rankings will steadily drop.

I encourage you to write and post media releases when announcing new business products, author appearances or your latest book release and don't forget to send your release to your local media. An online search will easily provide you with a listing of media release sites and I've included the link below of my search on February 22, 2020.

Top 20 Press Release Websites To Follow in 2020 | Newswire Websites
https://blog.feedspot.com/press_release_websites/

I'd enjoy hearing your about your successes in utilizing press releases as part of your book marketing efforts.

Keep writing!



Where Does One Begin in Creating a Media Kit?

By Donna M. McDine

Media Kit? Why would I need a media kit, I'm not even published yet? To be quite honest with you it's never too soon to start. To begin now will make it much simpler to add to as you move forward in your writing career. The essential components in creating your media kit are:

About the Author or Writer (Bio): This one pager consists of your current bio, education, current work-in-progress, and contact information (email, blog and website addresses). After you become published update your bio to reflect each success.

Appearances: Appearances may include volunteer reader at your local library and/or school visits and later on as you become published you will be known as the local children's author, which then will open up doors to school visits.

Interviews (online and in-person): Before I became published - myself and fellow aspiring writers interviewed each other for our blogs to get our names out there. It's fun and simple. Contact a fellow writer and exchange questions and there you have your first finished interview.

Awards and Publishing Credits: This may be blank for now, but create the page with this heading and you can fill in your information as you go along. Your publishing credits include no-pay, low-pay, and paying markets both online and print.

Media Releases: Even without publishing credits you can create a media release about upcoming interviews and book reviews on your blog and of course tying in with interviews make sure you write up a media release about your personal interviews. It's important you send out your media release to your network and post on media release sites such as www.prlog.com.

Book Reviews: Yes, even if you don't have a book published yet do not forget this important part for when you do so you can place excerpts of book reviews for easy reference.

Some of your pages will be blank for now, but you will be surprised how quickly they will fill up. All of my pages started out blank and are now filling up. The saying from the movie *The Field of Dreams*... "Build it and they will come" is true for your media kit too. The intention and creation of blank titled pages will bring it to fruition. Oh and yes, working at your writing craft is essential too.

If you have any questions I'd be happy to help. Feel free to email me privately at donna@donnamcdine.com. You may also view my media kits at <http://donnamcdine.com/mediakit.html>.



How to Avoid the Feeling of Isolation by Conducting Author Visits

By Donna M. McDine

Your writing career is moving at a steady pace, but from time-to-time, the feeling of isolation overwhelms you. What is a writer to do to get one's self out into the world of the living, but not neglect your writing goals? One of the best ways to get yourself known locally as a serious writer would be to participate in author visits to elementary schools, middle schools, and high schools in your area - depending on what genre you write for. Also check out your local library and bookstores – they too may be interested in having you conduct an event. Presenting your short story or non-fiction article for children's magazines can be fun way to present the creative writing process to children of all ages without overwhelming them. And since you are writing for children, why not spend time with them?

It can be daunting to research school visits, considering the Internet comes up with over 2 million hits when typing in "School Author Visits." Why not check out the following resources:

Local Schools: Contact an elementary school in your area and find out whom you need to present your school visit request to. The school secretaries are happy to point you in the right direction, whether it is the principal, PTA or program coordinator of the school. **IMPORTANT:** Keep in mind you don't necessarily need to have a published book to conduct a school visit. You may be able to present a published short story or non-fiction article to the class. In addition, let the school know that you can meet with respective teachers and conform the event to coincide with their ELA State Assessment Guidelines.

Your network of fellow writers: We are all cheering for one another and I'm sure your network would be happy to discuss their ideas of school visits. If you are just starting out, the Society of Children's Book Writers & Illustrators – <http://www.scbwi.org>, has a wealth of information on all topics for writing for children.

Local Librarian: I have had wonderful success in becoming "buddies" with my local librarian. They are a chock full of information when it comes to conducting events for children. You never know, they may be so impressed with your initiative that they may request that you conduct a visit at their library. What better way to keep children inspired to read by meeting a local writer living in their midst?

Local Bookstores: Approach the manager or owner to see if they would be interested in having you conduct an author visit. If they are, obtain their guidelines for conducting such a visit and tell them that you will get back to them with your proposal / school visit kit. Be sure to leave your business card with them.

Register at GigSalad: GigSalad has all the ingredients you need to mix up a successful party, production, or event of any type or size. Find and book everything from bands, musicians, and DJs to entertainers, speakers, and event services. With tens of thousands of performers and professionals for hire across the U.S. and Canada, our marketplace provides an easy and secure way to create an extraordinary gathering, whether you're a first-time event host or a seasoned pro. Book something awesome!

Video Conference: conduct a virtual author visit with classrooms across the globe. Terrific resources to register your author profile are:

Nepris: www.nepris.com - Nepris connects educators and learners with a network of industry professionals, virtually, bringing real-world relevance and career exposure to all students. Nepris also provides a skills-based volunteering platform for organizations to extend education outreach, and build their brand among the future workforce.

Skype in the Classroom: <http://education.skype.com> - is a free and easy way for teachers to open up their classroom. Meet new people, talk to experts and share ideas.

Skype an Author: www.skypeanauthor.wikifoundry.com - is a place to join a network of authors willing to Skype into classrooms to speak with teachers and children.

Put, yourself out there...it will not only be fun for the children but for yourself!



3 Tips for Squeezing in Exercise During Your Busy Day

By Donna McDine

Any parent that doesn't think they have time for exercise can try the following tips to ensure you get your exercise:

1. Before your household wakes, get up 30 minutes earlier, wash your face, put your shorts and t-shirt on, pop in your Pilates CD and complete a 20 minute stretch session.
2. If you are like many households that have staggered departure times get in 15 minutes on the treadmill or weight strength training before your next child gets up.
3. Or take a 15-minute brisk walk right before your little ones come home from school. Not only will you get additional exercise you will get your endorphins pumping when you need it most during homework, carpooling for sports and dinner preparation.

Before you know it, you have 50 minutes of exercise accomplished before your head hits the pillow at the end of the day.

Good luck to being good to yourself!