

1,000+ Ways to Promote Yourself and Your Books

Is it just me, or have you noticed that there are at least a dozen new ideas coming at you each day? New apps for iPhone and for Twitter, new groups on Facebook, new blogs to follow and always new technologies to try. Hard to choose what to look at, impossible to get a handle on all the options, and frustrating to know that somewhere in all those outlets are things that may really be beneficial, if only you had the time to uncover them and still do your day job.

What to do? Well, as Douglas Adams advised in *The Hitchhiker's Guide to the Galaxy*, "Don't Panic." Stay grounded and be strategic. Don't feel that just because a colleague tells you he knows the latest and greatest about how to use Twitter, Facebook, YouTube and Flickr, that what works for him is what will work for you – there's more available than anyone can try, or anyone can know.

That's not the issue. The real question is, "what is out there and how does that relate to what you're trying to accomplish?" Even that's not easily answered because the information is evolving daily. But, if you recognize that, you'll be more prepared to experiment and move forward.

There are lots of ways to come at it, but one is to let someone else do the research for you. For example, a recent article showcased *100 Ways to Use Social Media in the Classroom*. On that list are writing projects using the short Twitter format and research ideas that could be used by authors with student groups? Other items are not as much of a fit, but you can quickly peruse the list to figure out which can be of interest and how you could adapt them. Another thing to consider is which mechanisms have been proven to offer the best results. Look for that in *100 Ways to Measure Social Media*. As you'll see here, there are similar lists for using Twitter and Flickr, doing website marketing and for audience building. You can get good advice for organizing and conducting your work, and you can explore ways to market your career – here shown related to sports, but you'll find a good amount that applies to our work as well.

Of course, the main objective is to market children's books, so inspired by these, I've provided a new list of *100 Ways to Promote Your Children's Books*. But be sure to take note of the last few items there, which are to recognize that this will take perseverance, time, and patience – and know too that we can't expect to do it all.

100 Inspiring Ways to Use Social Media in the Classroom

<http://bit.ly/alnyIq>