



LORRAINE M. HARRIS  
Published Author  
P.O. Box 333  
Oxford, Florida 34484  
lorrainemharris@gmail.com  
lorrainemharris.com

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### Ten Internet Marketing Tips

Authors should become acquainted with what is available on the Internet. The Internet provides an array of marketing, promoting, and selling opportunities.

As always, the Websites that I mention follow my rules which are:

- The Websites suggested are **easy** to use. The only requirement will be for the author to sign up or register,
- All the Websites mentioned are "**free**," and
- The **time** you spend on the site depends on you. However, it will take about ten minutes or less to sign up or register. After that, it's up to you if you want to revisit the site to see updates, new offerings, etc.

### **Tips for using the Internet to market, promote and sell your book.**

1. Help other authors by posting a book review on on-line bookstores such as [www.amazon.com](http://www.amazon.com), [www.barnesandnoble.com](http://www.barnesandnoble.com), etc.
2. Join an associate program available on [www.amazon.com](http://www.amazon.com) [www.barnesandnoble.com](http://www.barnesandnoble.com), etc. to earn money.
3. List your events such as book signings, guest appearances, etc. on sites such as [www.booktour.com](http://www.booktour.com), [www.upcoming.org](http://www.upcoming.org), etc.



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### Ten Internet Marketing Tips (Continued)

4. Use [www.googleanalytics.com](http://www.googleanalytics.com) to analyze traffic going to your website.
5. Join relevant online Websites that allow you to market, promote and sell your book(s). I recommend Websites such as [www.authorsden.com](http://www.authorsden.com); [www.oncewritten.com](http://www.oncewritten.com), etc.
6. Add your Website to search engines such as [www.addme.com](http://www.addme.com), [www.addpro.com](http://www.addpro.com), etc.
7. Submit articles for online publication at [www.ezinearticles.com](http://www.ezinearticles.com), [www.allthewebsites.com](http://www.allthewebsites.com), etc.
8. Send your press releases to Websites such as [www.free-press-release.com](http://www.free-press-release.com), [www.pr9.net](http://www.pr9.net), [www.prfree.com](http://www.prfree.com), etc.
9. Develop book related products using the Website, [www.cafepress.com](http://www.cafepress.com). Use your book cover and create T-Shirts, coffee mugs, etc.
10. Use [www.booksense.com](http://www.booksense.com) to locate independent booksellers who may be willing to stock and display new author books.

If you have not been using the Internet to market, promote, and sell your book(s) what are you waiting for? If you have a question or suggestion, please email me at [lorrainemharris@gmail.com](mailto:lorrainemharris@gmail.com).