



Social Media & Indie Book Marketing



17th Ed.

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Publishing & Marketing Indie Books, with Tyler Wittkofsky

Tyler! Welcome to our E-mag, so good to have you here for the first time!
Can you please introduce yourself and tell us a little of what you do?

Thanks for having me! My name is Tyler Wittkofsky, award-winning marketing and communications professional, multi-genre author, and publisher at Tea With Coffee Media.

Before we go to Tea With Coffee Media, please tell us more about your career as an Author.

I've been writing for as long as I can remember. You see, my grandmother who I lovingly call MaMa was a high school English teacher and



later my elementary school teacher. I spent a lot of time at the school and this was before video games and tablets, so I wrote to keep myself entertained.

I fell out of love with writing throughout school because of the amount of stress put on students to write papers.

A few years after college, I got back into writing when MaMa poked and prodded me to write again. The rest is history.



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When did you decide to make an Indie Publishing business? And above all, why?

I've been part of several indie anthologies and written with some amazing writers in blogs and eMags, so I've seen the talent in the indie writing community.

Some of these writers just lack the following or the funding or the resources to take their book to the next level. I wanted to give an option for those who are underserved to be taken care of.



Tyler, what are the major challenges that indie writers have to conquer if they want to have the numbers in sales?

The two biggest hurdles our authors come to us about are **marketing and funding**. While writing isn't a *pay-to-win* market, some of the people who lack a following need an extra hand to get a step ahead.

Marketing is challenging for most people because it's always changing. As a marketer, I'm always learning new processes and theories that help me to sell books.

How is social media important, in your point of view, and where should writers direct their focus when it comes to social media platforms?

Social Media is important in the means that it is an excellent way to bring humanity to the author. Not only does it give the author an opportunity to be their authentic self, they can also leverage it as a marketing tool to help propel themselves to that next level.

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What are the biggest mistakes you see writers doing, indie writers, to be more specific?

Writing what they think people want to read instead of what they want to write.

I see a lot of Indie Authors who try to write their book based on what's selling and what's hot. While *in theory* it's a good idea, in practice it often comes across as inauthentic and insincere.

Do you have to be a marketing expert to get things right?

You don't have to be a marketing expert, but you should *at least* invest in yourself and learn some marketing basics. Just like we do when we write a book, we must research what works best and the best uses and practices.

Now a crazy question: What are the funkiest ways of promotion you have found that worked?

One of my favorite promotions is when we do book signings. Many of the times, we will supply our authors with figurines to give away with every copy of the book they sell.

We hand paint them at the table to catch people's attention and bring them to the table to find out what we're doing.



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Tyler, for those who don't want to get their hands dirty with marketing, or not so much, can your publisher, Tea With Coffee Media, help? How do you guys work?



Absolutely.

We have a mission of helping all indie authors, not just the ones we publish.

We offer reasonably priced marketing, cover design, and editing services to any author needing our services.

All they have to do is visit our website at

<https://teawithcoffee.media/services/>

and fill out an inquiry form. Our team typically responds within a couple of days.

What's the biggest difference between Tea With Coffee Media and the others around? Why should people go submit their works to Tea With Coffee Media?

Let me start by saying there are a ton of indie publishers out there that we support. Inked In Grey, Creative James Media, Bag of Bones Press, and Ravens & Roses to name a few.

We support the indie publishers who have the same mission as us, we want to see them succeed just as much as we want to **succeed**. We can't take on *every* author, and some may not be a good fit for us but is for another publishing house.

Check out this TikTok we did:

<https://www.tiktok.com/@teawitcoffeemedia/video/7120999535551384878>.

As for why choose us, because we treat you like family. We do **everything** we can to make *your* dreams come true while ensuring we provide a sellable product.

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We're a small press by choice, we want to be able to treat our authors like the family they are to us.

How do you handle the marketing process, generally speaking? What are the results writers have seen with Tea With Coffee Media?

Marketing isn't a magic trick, it's a science experiment. We continually make adjustments as we see what does and does not work.

There is no automatic answer, it's about taking the time to find out what works for the individual book.

Is Tea With Coffee available for submissions at this moment?

Yes! We are currently looking to fill out our 2023 calendar. Anybody interested in submitting can visit our website at: <https://teawithcoffee.media/book-submissions>

Tyler, before we close up, I want to ask: "If readers wanted to buy a book from you, which should they pick first, and why?"

The Seeds of Love: Sunflower Kisses Book One. It's my first romance book, first series, and probably one of my favorite pieces I've ever written.

The story readers are calling "*hard-hitting and meaningful*" and "*touching and realistic*", The Seeds of Love: Sunflower Kisses Book 1 is the story of two lost souls who find each other at the right time in life, but is everything as it seems?



Thank you so much for being here with us Tyler!!! See you on the next one.

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Helpful Marketing Resources by Ashleigh Bonner

HELPFUL RESOURCE

Marketing and publishing

- [Creativindie](#) - Derek Murphy's site is filled with marketing, writing, and publishing tips

Book covers and graphic designs

- [Canva](#) - from business cards to book covers to YouTube thumbnails to... anything you can think of, Canva can help you make it professional

Get paid to write

- [Vocal](#) - has a lot of fiction
- [Stary Writing](#) - also has a lot of fiction
- [Medium](#) - mostly geared toward non-fiction. I use Medium all the time.

* Research these platforms before using them.

I hope you get much editing and writing done. Your words are magnificent and will make so many readers' days. Will your words be perfect? No. But no one's looking for

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perfect. Write good enough. Add tons of emotion. Edit thoroughly. And publish. Your ideas are unicorn laughs.

Medium

Medium, which I mentioned before, is a great place to write about tons of topics, reach a large audience, and make money.

As of this writing, you get paid by how long people read your work, how much they tip you (this is a new feature), and when they sign up using your personalized membership link.

This month, I've gone all-in, and I'm hoping to help more people live freer, find their purposes, and accept all of their so-called "flaws." Also, I want to make a passive income stream in a few years.

To help with this writing endeavor, I'm taking a blogging course by Ayodeji Awosika. It's called Medium Writing Superstars, and its high-quality videos, interviews, tips, and group coaching calls are skyrocketing my blogging skills.

So, I'm grateful to him for his work in putting the course together. His course has saved me years of fumbling around trying to figure out what to do.

[Here's the affiliate link if you're interested in Ayodeji's course.](#)

BOOK SHOUTOUT

This poison heart by Kalynn Bayron

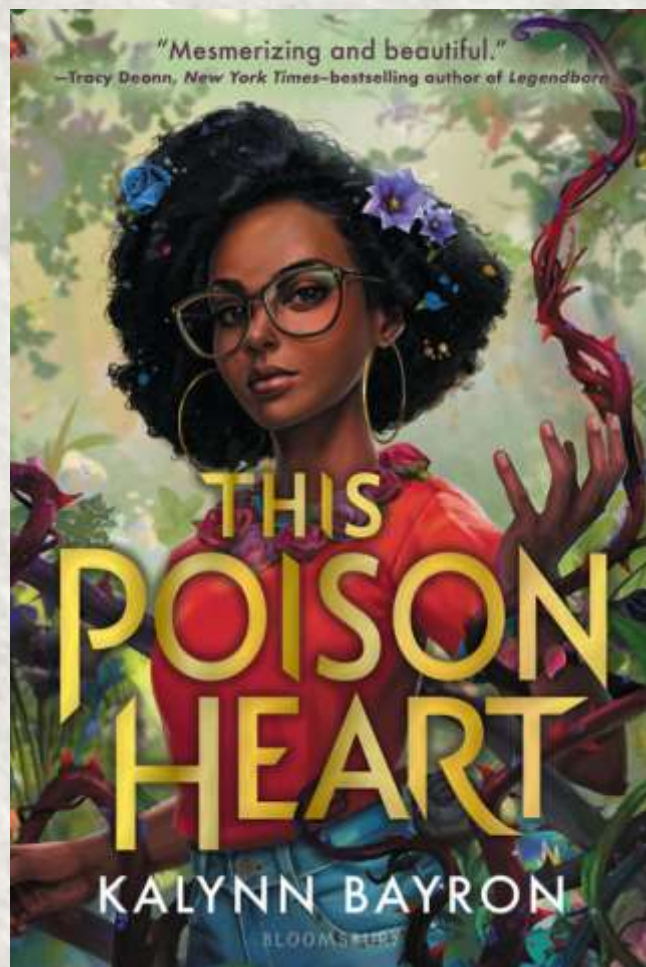
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Briseis has a gift: with a single touch, she can grow plants from tiny seeds to rich blooms.



When Briseis's aunt dies and wills her a dilapidated estate in rural New York, Bri and her parents hope that, surrounded by plants and flowers, she will finally learn to control her gift. But their new home is sinister in ways they never expected.

[Grab your copy here!](#)

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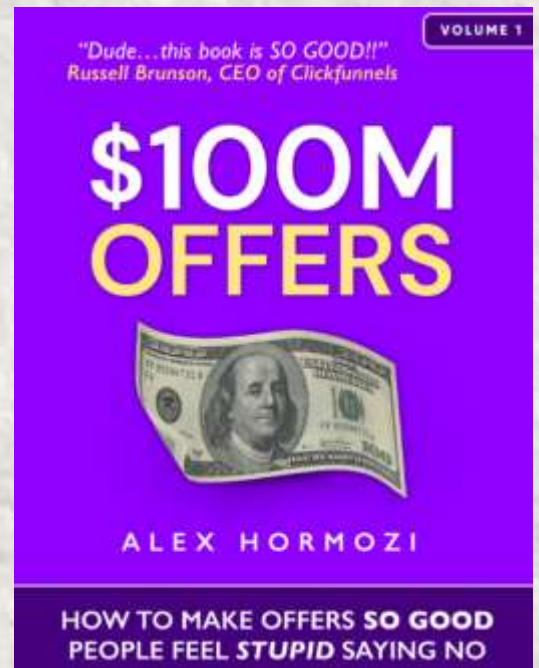


“\$100M Offers: How To Make Offers So Good People Feel Stupid Saying No... is one of those books worth a kidney or two.

We spend years writing, editing, crying, laughing, and obsessing, but getting our babies in front of people is our barrier. They're not even ugly babies; most of us just don't know how to sell them.

The books... *cough*, not the babies. You know what I mean. So, anyway, if this book sounds interesting, pick up a 99 cents Kindle copy.

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Do you want more publicity?

If you're looking for places to submit your sci-fi, romance, wild fantasy stories, or something else, I've gathered 125+ writing magazines just for you! Their rates, rules, and submission links are available. Good luck!

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** Note: There are three affiliate links in this newsletter. If you make a purchase, I'll get a small commission at no cost to you.*

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I offer FREE 2,000-word editing samples for all types of editing, and it's my greatest pleasure to offer authors developmental editing, line editing, copyediting, manuscript critiques, proofreading, and copywriting.

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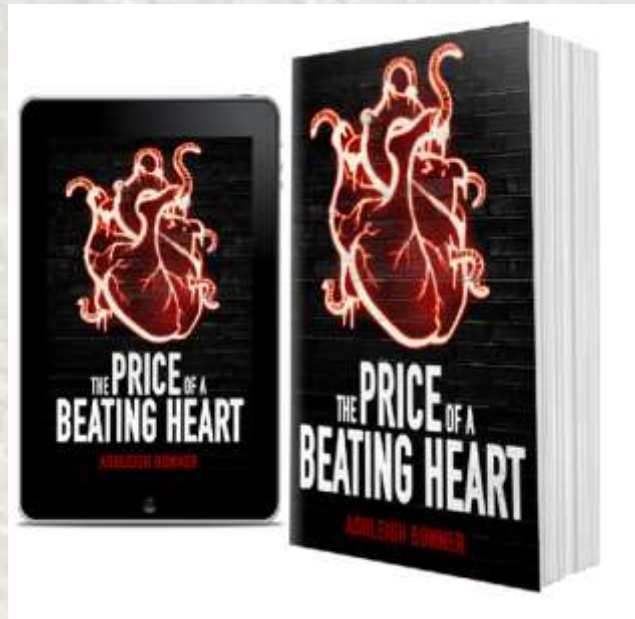
Use the code: SCBW10 to get 10% off on your order.

All right, that's it.

Talk soon ;) , and do stay tuned for my book, *The Price of a Beating Heart*.

May this dystopia darken some days and brighten more hearts.

If you're interested in reading *The Price of a Beating Heart* when it releases, click on this [lovely Goodreads link](#).



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Ryan Cipriani, Cip Stack, Krög and Social Media presence.

Ryan! Welcome to our E-mag! Thank you so much for accepting our invitation. Please introduce yourself to our readers.

Thank you so much for the chance to speak to you and your readers, Julio!



I am Ryan Cipriani, a fantasy, sci-fi and horror author. Some of my works include the cosmic ghost story *A Fathom Infinite* that I am currently querying, “*For Those About to Ragnarok: Snaggletooth Maxx and the End of the World*”, a fantasy tale about a rock band that has to stop the apocalypse (also currently being queried), and a long trail of horror and sci-fi short stories.

I used to be a contributing writer to the ill-fated [online fiction zine](#) *The Lemonade Stand Massacre* as well! *Lately* though, my focus has been on inspiring and teaching other writers through my [daily newsletter](#) and [podcast](#) on Substack called *The Cip Stack*.

From all your many accomplishments as a writer, can you tell us which in particular are you the proudest of?

Absolutely, my seminal work, the [fantasy saga](#) I have poured almost a decade of my life into, *The Mythical, Mystical, Magnificent Adventures of Krög: the Battle Prince*, and its

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companion saga [The Legendary Final Days of Krög: the Battle King](#).

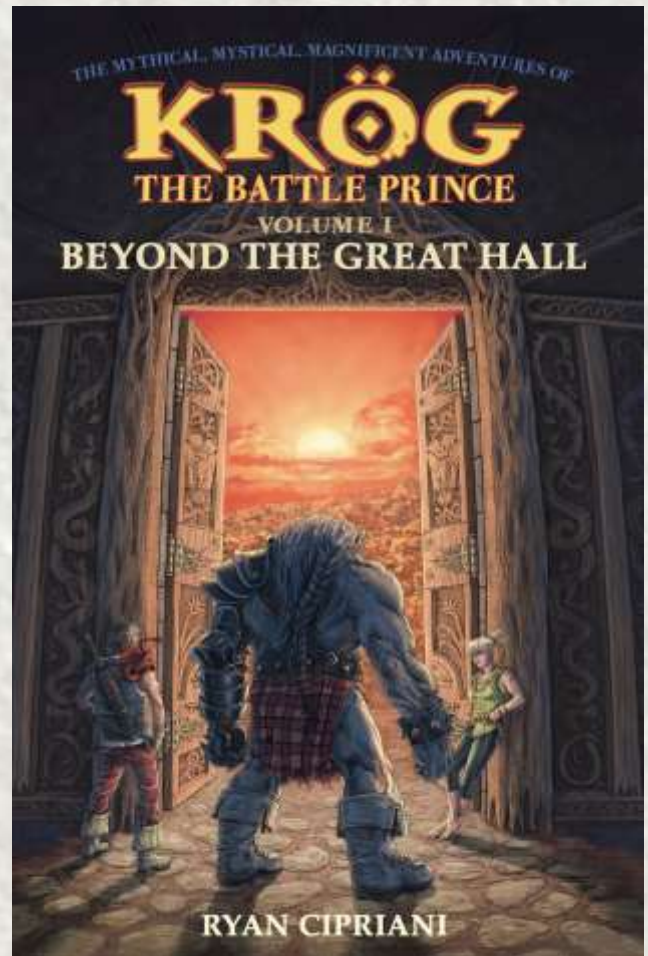
Those two series represent the work I am unquestionably most proud of, and I'm excited that [Krög's](#) tales are slowly beginning to gain more notoriety.

Ryan, you have always been active in the Writing Community, but lately, you have been ultra active. Can you tell us a little about why you decided to ramp-up your engagement on Social Media?

Yeah, I've been flooding the zone lately, haven't I?

I was in a job interview recently when I was asked how I contributed to a team, and I told my interviewer that I contribute by sharing knowledge. Knowledge that remains with only one person lives and dies with that individual. Knowledge shared to a community lives on and makes those around us better. I see the writing community as a team. We all work together to add culture and flavor to the world by creating stories, essays, novels, poems and songs. When I thought about myself as a member of that community, I realized I had a lot of knowledge I wanted to pass on. That I wanted to inspire others to become writers. Which is when I started to lean into my [social media presence](#).

I think often times, writers tend to think of publication as a zero-sum game. That there are only so many readers to go around. I think this is crazy. No reader ONLY reads the work of one writer. They may have favorite writers, but readers are a



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diverse group. We should work to stop seeing one another as competition and enrich our community, and the world, by sharing our knowledge, our talents and our inspiration.

I legitimately love to write. I want other people to share that passion.

What are the tiny results you are noticing already? What is different between the two periods?

So it depends on what you are defining here as *results*, and my answer may not be what your readers are expecting. I've gotten a [more followers](#) and had some great interactions, to be sure.

I think a lot of people approach their social media presence with a “collections” mindset. How many follows, likes, retweets, etc can I collect? For me, the result I love is the second part: the interactions. I've seen the result of my sharing my knowledge. I've had other writers share with me that they were inspired by my essays and articles. *Those are the tiny results* I'm really paying attention to.

I'm a fan of Gary Vaynerchuk, and he said something in a recent post that really resonated with me. The crux of it was *to share that come from your soul, because that's what lands with people*. So I started writing and producing content for social media that came from my soul. [Sharing my love of writing](#) with others. When I think about results in social media, that's what I'm looking for, and that I have seen growth in. Do I see writers encouraged by what I do? Yes? Awesome, I'm gonna do more of it. A lot more.

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A mini-vlog, with shorts, a podcast, a newsletter and a site! But let us focus on twitter first. Followers and reader engagement. Has that changed lately?

[Twitter](#) is kind of a funny beast- or rather, *the way we approach it* is sort of funny.

The writing community really likes to interact with one another- which is great!- and that is why we see so much of each others' activity. I realized that I was not necessarily reaching potential readers this way. Although, that's not to say there isn't significant crossover between writers and readers. Most writers ARE readers. But since I've been pushing out so much content specifically for writers, I'm getting a lot of awesome interactions with them.

What I have started doing that helps me interact with potential readers, is trying to [add some value](#) to other communities that I have interest in. I love horror movies and Dungeons and Dragons and retro video games, for example. So I've started to interact with the people in those communities and strike up new conversations. What I've found is there are some really amazing fan groups out there that might one day be interested in what I've written! For now though, I'm just loving talking to them and drawing additional inspiration for my work.

If you want to interact with your readers, go to [where your readers are](#). Most of them may not hang out among the writing community, so remember where you got your inspiration from in the first place, and go chat up those fan groups!

The little vlogs you are launching on Twitter are super cool and straight to the point. Where did this idea come from?

We're a visual species. More and more social media is falling the direction of being video focused. Which, for writers, can be frustrating, because our work requires someone to read

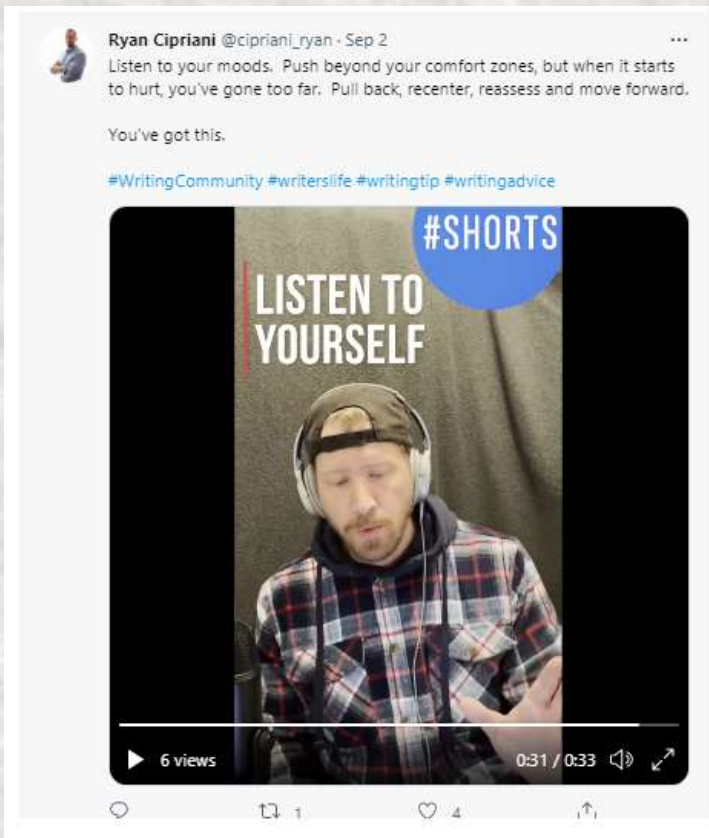
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rather than watch. That doesn't necessarily have to be the case though.

I started thinking about all of the advice and motivation that I was writing into [my newsletter](#), and realized it was basically a script for a [podcast](#) or [vlog](#). Or, *why not both?* If I took video of myself reading through my newsletter and highlighted key

points, I could bring some of the best aspects of that content directly to the writing community in the most succinct, efficient format.



Writers are busy! We've got a million projects we're working on and writers block to overcome! Even writers don't always have time to sit down and read a newsletter. So why not give them the most salient points as quickly as possible in a format we're already looking for?

I'll be honest, watching myself back in the vlogs is always kinda cringe, but I can't help that I'm excited about the stuff I'm talking about. I hope people are finding it valuable!

Are they achieving what you intend to, or pushing things that way?

Again, this sort of depends on what you are hoping to achieve in your social presence. If I were strictly follower and like focused, I would maybe be trying to throw out nonsense tweets that have viral potential like *'chocolate covered almonds hit*

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different after running through the sprinkler, amirite? or something like that.

What I want to be doing is to interact with the [writing community](#) in a wholesome, positive, uplifting way. I want to **inspire more writers. I want to grow other people's love of writing**, because I truly believe the next great story is out there waiting to be written, and the person thinking about it might just need an extra nudge to start writing. **That's what I'm really grooving on right now. And from some of the interactions I've had lately, yeah, it seems to be going that way. So slowly but surely, it's definitely pushing things that way.**

Key thing that I have to remind myself: this robust of a presence in social has only been part of my creation process for a few months. It often takes years to gain traction in a community. **I'm okay with that. I'm here to play the long game. I'm here to add value to this community as much as I can for as long as I can because I absolutely, without question, love it. I love it.**

The newsletter. Does every writer need to have a newsletter?

I think it depends on what your goals are and how engaged your readers are with your content. There are a lot of different ways to approach a [newsletter](#). For most writers, if you really want to keep your audience engaged, I bet a weekly or even monthly newsletter where you talk about the progress of **your projects and what's really exciting to you would be good.**

[Twitter](#) kind of functions as a newsletter of sort- it was originally intended as a microblog site, so if your audience is **listening to you on Twitter, or TikTok or Insta, you're probably accomplishing what a newsletter would.**

It's interesting, as the social spaces get more crowded, more and more people are moving back to email as a way to

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interact and get information out, so you might see newsletters pop **back up as a regular part of writers' outreach strategy.** Really though, like I said before, it depends on what you want to accomplish. My newsletter is around 1000 words every morning, which is a bit of a lift at 5AM when I get up to write it, and it does eat into my creative writing time. I may scale back slightly in a year or two to leave myself time to write more fiction.

If you have a goal that you think regular outreach to your community would aid, then yeah get yourself a newsletter and start writing!

You have quite an interesting approach to your newsletter, can you talk a little about that?

Originally when I started on [Substack](#), I had a short lived current events and politics newsletter that I sent out weekly. I would break down a headline story here the States, an important story in international news since most Americans **don't tend to be** as aware of international events, and then a culture story that I just found interesting.

Basically I took that format and carried it into writing.

Each week, I write three stories broken up over five days. The longest story, the first article in each newsletter, tends to be about the art and craft of writing. The second story, which is slightly shorter, tends to be about the technical aspects of writing, or solves an issue writers struggle with. I just did a series of writing prompts recently that people loved!

And then the third section is just something random **floating around in my mind.** I've done coffee, exercise, video games, all kinds of stuff- **doesn't have to be strictly writing**

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related, just other fun things to chat about since we all have interests outside of writing!

That structure isn't strict, either. There are lots of exceptions. This week, for example, I'm writing more about my experiences as an introvert and how that has impacted my approach to being a successful commercial writer. So it's writing adjacent, but also talks more about human psychology and offers some strategies for other introverts to conquer unique challenges we face.



[Your interview](#), Julio, was a notable exception! People really liked that interview, and I want to do more of them, but I'll be honest, I didn't want to just immediately follow it up so that I could give your series its own moment and time to breathe. That was a great article, I really appreciate you offering the awesome answers you did!

Thank you Ryan, [I had a blast answering your questions and being featured on your Newsletter!](#) About your interaction with readers. How do Krög fans interact with you, and how you interact with them? What are the do's and don'ts you found out by sheer experience?

Readers want to ask a lot of questions of the author. People [who read Krög](#) are very curious about *why* I made certain decisions with the characters or plot threads, mostly because they want a deeper understanding of the satire. Often they want to

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clarify “wait, was this part *supposed* to be funny?” (the answer is almost always, yes, it was - [Krög's saga](#) is *very* sarcastic).

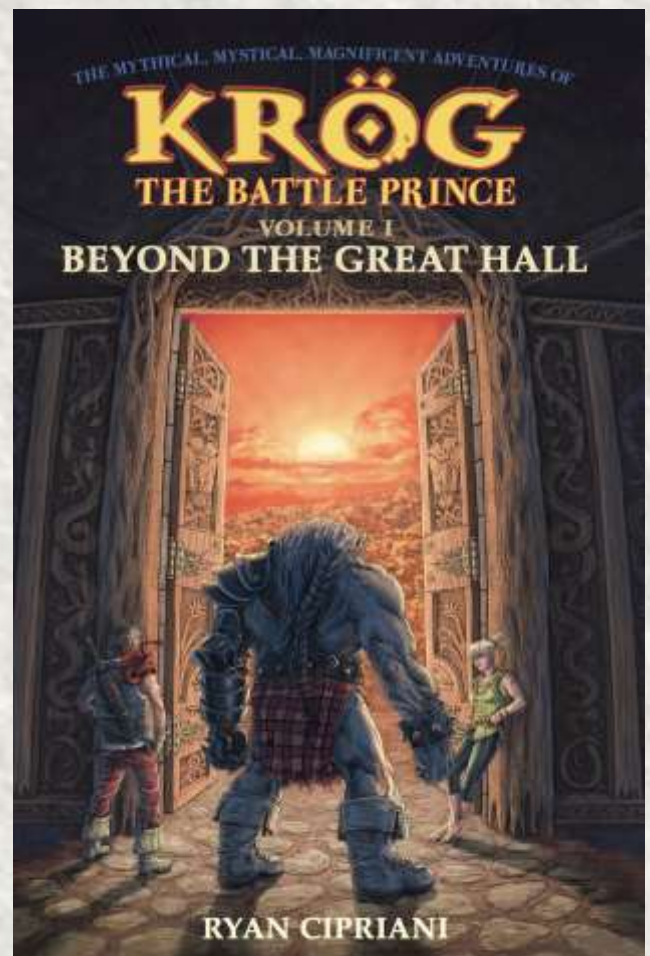
What I like to do, though, is flip the script. I ask my readers “What was *your* favorite part?” “What did this event mean to *you*?” “Why do *you* feel this way?”

I do this for a few reasons.

One, I truly believe that no matter what my intention was in writing [Krög the Battle Prince](#), like any piece of art, once it is out in the world it no longer totally belongs to me. It belongs to the readers and those who experience it, and they have their own thoughts and feelings about what's in the story. I don't like to undermine their true experience or feelings. And I've found that if I tell them “*well actually what I was trying to do with this part was...*” it can take away from their experience. So I like to validate their experience rather than ‘*correct*’ it.

Also, it brings me closer to the reader. I *want* to know what people get out of it. One of the most moving stories I have about [Krög](#) was a friend of mine who read it on as he was dying in the hospital. Our last conversation was about how much it brought to him in his final days.

If I talk too much as the author, then I miss out on those kinds of stories. So I ask questions. Tell me *your* experience [reading Krög](#). That's the important part.



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What is a good way to keep contact with readers of your books, besides the newsletter?

[Social media](#) is great for this. And **unless you're getting too personal, don't be afraid of DMs!** I will always respond to direct messages about my books or writing. So keep it polite and **on topic, but don't be afraid to ask questions directly to your favorite writers.**

Likewise, for writers, **don't be afraid to ask questions of your readers!** Typically crowd sourcing answers is the best way to do this, like on Twitter or an IG poll, but if you have a beta reader or ARC reader that consistently gives good, actionable feedback, reach out directly. **KEEP IT PROFESSIONAL.** That goes both for writers and readers.

All that to say, we live in an era of availability. Most writers make themselves available in some way. If you want to keep in contact with your readers, establish a platform for yourself and be consistent. **That's the key. Value your readers.** Respond to them when they have questions. Be encouraging and be friendly. I can be kind of a curmudgeon out in the world, but **when I'm speaking to readers I try to be nothing but grateful, humble, and warm.**

It doesn't matter if they grab me in a coffee shop or "at" me on Twitter. I like hearing from my readers.

So yeah, pick a platform, establish yourself there, and be reliable and consistent. If you want to be a commercially successful writer, you have to have a good rapport with your readers. Make yourself available to them.

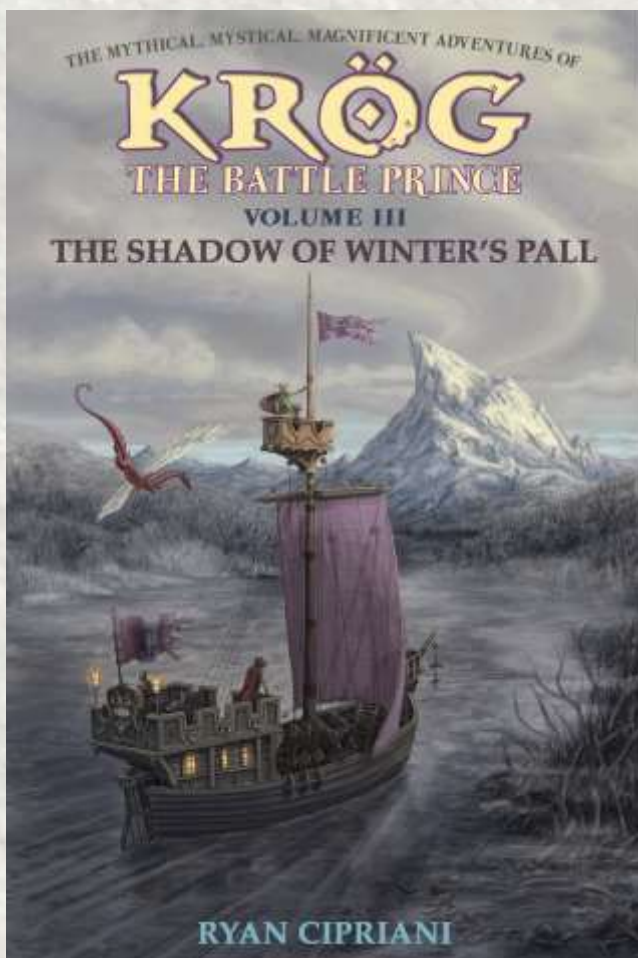


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What are the most effective ways, you have found to get readers attention on social media, specially Twitter?

Lean into your strength. If you are great at short, witty writing, snap off those awesome ten word tweets that make people crack up or think deeply. I am not that guy. So I lean into the [visual elements of Krög](#) that people find most intriguing.



The book covers I commissioned are absolutely stunning, so I like to show them off (shout out to Jon Hunt). Also, when I talk about writing, I get REALLY excited and start waving my hands around and making all kinds of funny faces. That's part of the reason I [started doing video](#). I was told that my words sounded much more compelling coming out of my mouth sometimes than my written posts did. Having the additional context of tone and tenor make a difference.

So figure out what is strong about your content. Great covers? Show 'em off. Do you have a wonderful reading voice? Record sections of your book for people to listen to! Snappy dialogue? Post pieces of it!

At the end of the day, it is a NOISY space in social media. Don't expect to get instant traction. Keep leaning into your strengths, stay consistent, and remember that Rome wasn't built in a day. If your goal is to have a strong social media presence, be

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prepared to stay the course for months or years as you work to differentiate yourself.

Just to finish things up here, it's a process and we forget about this, so let's put things into perspective: How long have you been working on Twitter engagement to get here?

It is a process, and one I am definitely still quite in the middle of.

I came raring out of the gates with my new twitter profile last year, but I quickly got worn out, especially because I was spending more time in the political community than. A lot of it made me sad, and I ended up taking a total break from social media for several months.

I started back at it at the beginning of the summer and really ramped up my presence in July. As I've worked to streamline the processes, I've found a way to be active but also balanced. I've gained about 400 followers in that time, but I want to make clear that follower collecting is not necessarily my goal. I want to be part of an engaged, vibrant and sharing community. Which has definitely taken off since I've started to post more consistently and more actively.

I want to emphasize this. Nothing I've done or said has gone viral in any way. The follower growth I expect will slow for a while before it picks up again. That's sort of how social works. Things jump up and then plateau. If you want to grow a following, you can't get discouraged, and you can't expect to have one or two brilliant tweets that launch you into the stratosphere. The virality of a single post does not make you a social media star. Not for long at least. Offer your communities value. Give back. Share your knowledge. Impart your wisdom. That's how you build a community.

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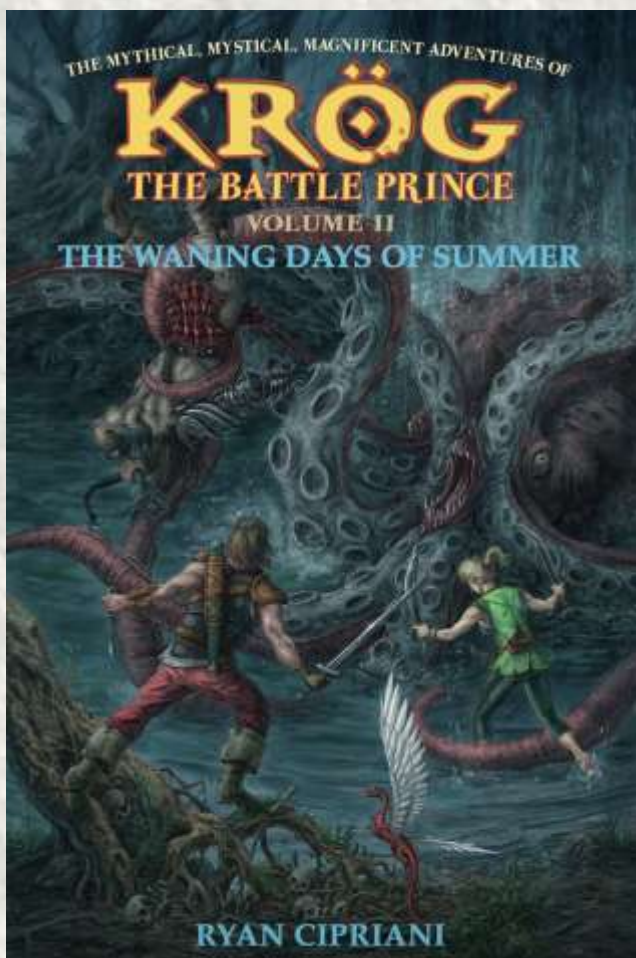
Scribble's Worth

Book Reviews

Ryan, before we close shop, is there anything you want to say to your fans and followers?

Thank you so much for being here with us!

First, I want to once again sincerely thank you for the opportunity and platform to speak to your readers. I truly appreciate it, and I'm grateful to have this chance. To my existing readers, I cannot appropriately express how grateful I am for



your support and your readership. There's a lot more to come, and I hope I can continue to earn a space on your bookshelf.

For people interested in my work: I'm in the process of getting Krög the Battle Prince's website store up and running so that I can directly ship books to my readers, rather than going the Amazon route. [Amazon is faster!](#) So if you're anxious to read, all four books in the first saga are there and available! I've just been wanting to send more personalized thank you's out to readers, and I'll have that chance

soon.

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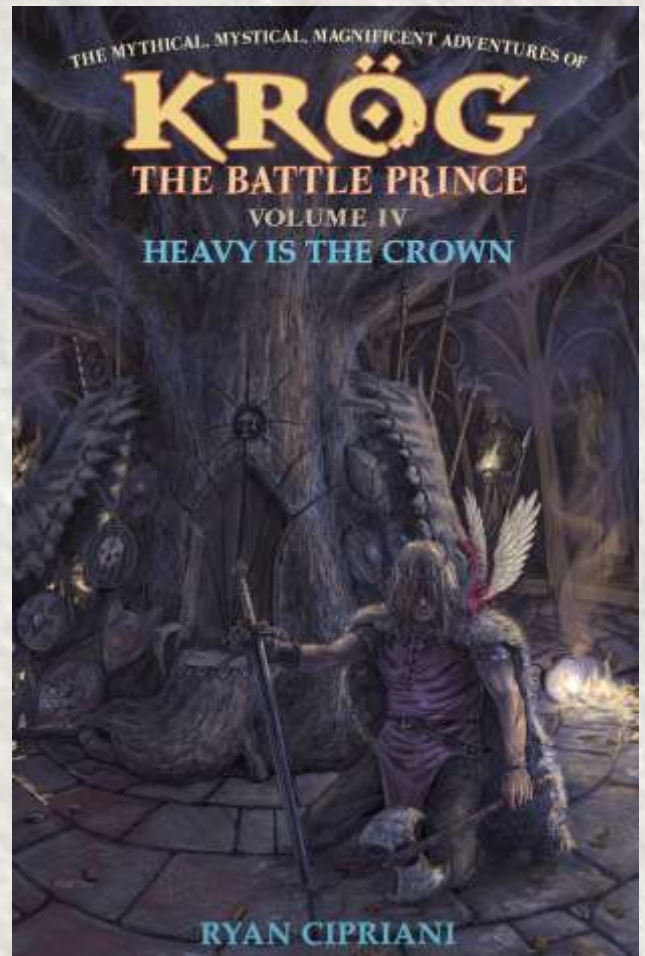
For existing fans of the saga- I'm seriously considering moving forward with self-publishing *The Legendary Final Days of Krög: the Battle King*. It's a huge project, but I want readers to have the full story of Krög. More to come.

Also! Christy Laumon and I have been in talks of getting *The Lemonade Stand Massacre* online mag back up running. We want to take creative control since the original version kinda fell apart. I don't think we can get Evan Pratt back for fans of his work- still a great guy, still writes, his writing journey has just taken him a different direction. But Christy and I do want to bring in other contributing writers, so hopefully more to come on that.

Finally, if you are a new writer, or a writer in need of motivation, support, guidance or technique, [check out my Substack, "The Cip Stack"](#) or its accompany podcast or vlog on Youtube. Clips of it can also be found on IG and TikTok, but you get the deepest content with my daily writings. I want to make you a great writer. There need to be more writers in the world.

Links to all my socials are below! Come hang out! Let's talk writing, reading, and all the other great things. Best to you all!

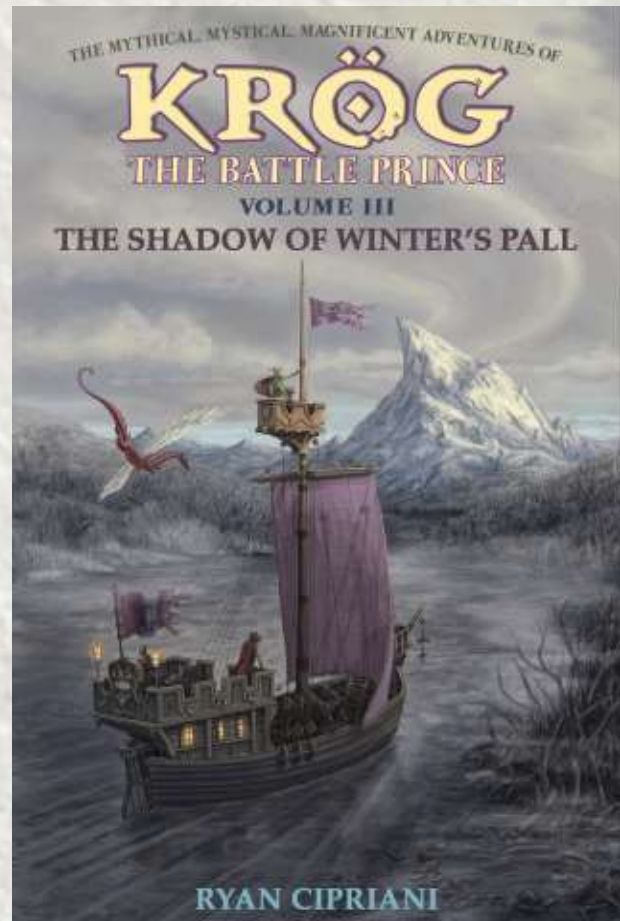
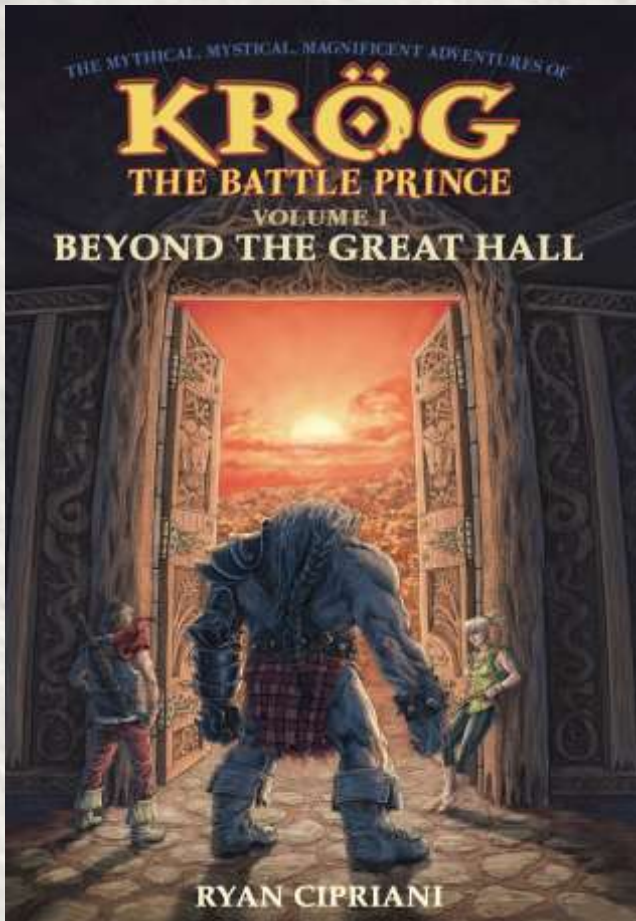
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- Twitter: @Cipriani_Ryan I
- Instagram: @KrogtheBattlePrince
- Youtube: Ryan Cipriani
- TikTok: @TheGrimSkald
- Substack: The CipStack
- Medium: Ryan Cipriani
- Apple/Spotify/Amazon Podcasts: "The CipStack Podcast" and "The B-Siders"
- Amazon Author Page: Ryan Cipriani

You can read more about Krög's saga at www.krogthebattleprince.com



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Lee Hall on Twitter Book

Hello Lee, and welcome once again to our E-mag! ([First interview here](#)). Lee, you have recently reached 35K followers on Twitter, where you are most active, how do you feel about that?



Hello and thank you, it's great to be back!

35k is a fantastic milestone that has kind of made my near 10 year journey on the platform worthwhile, all thanks to the amazing people who found me and took the plunge into clicking that follow button. It's been a long time coming but I'm proof that you can find success on the platform from starting at zero.

Most Writers reading this use Twitter, so, let's talk about that. What are your basic advices about Twitter engagement?

Well, Twitter is pretty much a natural fit for anyone in the writing game. From the flash fiction hobbyists to those in book writing, journalism, poetry, screenwriting and much more – all of Twitter revolves around dialogue and if you can exchange that **dialogue with others then that'll drive engagement.**

Over the years of much trial and error I have found that if your tweets aim to inspire, inform, entertain, give value and or **incentive then you'll eventually get some engagement.** I call these the 5 elements of Tweeting success.

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What writers should STOP doing on Twitter in order to get more engagement, followers and better responses?

I don't have any hard and fast rules but first and foremost comparing one's self to others is an unhealthy habit. Everyone's Twitter is different and so is everyone's numbers. Try to focus on individual engagements to begin with – this is definitely prevalent for those with smaller followings; Rome wasn't built in a day so be sure to celebrate even a handful of likes you might get for a Tweet.

And if something doesn't work, its okay to change strategies and try new things. Being open to that will lead to good things.

I'm not really a follow for follow type of person anymore and I think that's important for everyone to know that you can decide who you do and don't follow on the platform because YOU always come first on social media.

There is a plethora of opinions being thrown around on the platform and that's something I tend to avoid. You can have a perfectly pleasant conversation with someone who doesn't share your beliefs and I think that may be my secret to success, being openly conversational with all and not sharing anything that stirs arguments or passionate opinion.

How important is social media nowadays when it comes to one's writing career, in your opinion?

It has been vital to mine. I think near enough 100% of my sales are driven by social media and so that's the best case scenario and opportunity it presents to authors looking to find a readership and sell. Not only has it helped me find a readership but I also found my editors, BETA readers and everyone else who helps to put together the publication of a book.

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Which are the Social Media Platforms that you would advise to engage on, from your experience, and why?

Of course I would say Twitter alongside that Instagram is good especially for the visual element of everything an author or **creative can share. It's always good to have multiple platforms to be present on in case trends change and they do over years.**

What type of engagement have the highest ROI? Which types of posts have the best engagements from your experience and why?

I think anything that encourages a high level of input from others leads to some kind of good ROI because this will bring eyes onto your profile in big numbers. A tweet that has a high amount of engagement will lead to visibility which will then lead to possible returns such as sales. I have two strategies when it comes to this:

A simple flash in the pan type of tweet that encourages engagement from all like a very simple question, or,

A build-up of tweets over so many hours or days that pushes the engagement/visibility up over that time.

Question asking on Twitter is a very popular trend because it works to increase engagement and visibility, I can get up 20,000 impressions for a simple question which will then lead to a sale or **two. I'd say that's worth it in my eyes.**

My tip for anyone looking to keep an eye on their numbers is to check out the analytics on twitter, I have a fascination with stats and numbers.

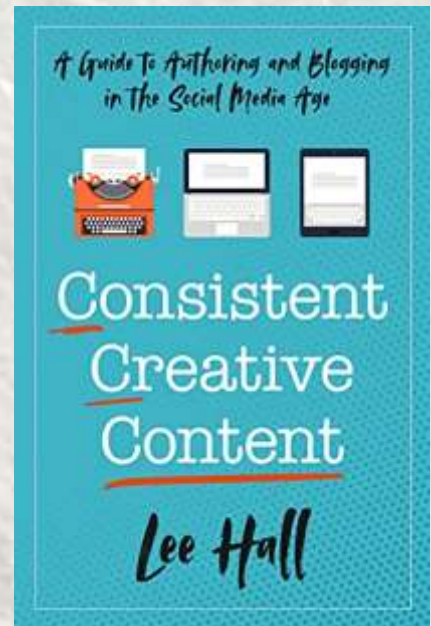
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Scribble's Worth Book Reviews

Let's talk a little about your books Lee. You DO have a book that talks about writing, and If I'm not mistaken, another one that talks about Twitter engagement?

Indeed I do have just the one book that talks about both of these things and much more. *Consistent Creative Content* is a guide book that lays out my journey on social media, blogging and publishing which all have worked in tandem to get me to where I am today.



Your site also has great tips on that. What can writers find there, for those who have never visited?

Thank you. [My Hall of Information](#) blog is simply that, a plethora of guides, reviews and information to help a fellow creative in the world of social media authoring and blogging. I recently celebrated **1000 Word Press followers**. You'll find plenty of free-to-read resources over there from Twitter stuff to book promotion and marketing methods.

Lee, how have your practices on social media influenced the number of sales you have been having so far? How much does your success in social media, your interaction with followers has been pushing sales?

I have a lot of fun on social media and that is probably the secret to all of this but all of it has a deep rooted aim to connect with others, learn and of course make others aware of my efforts as an author. This has pushed sales to a number that I am happy with and being happy with the results is what keeps me going.

Sales have continually improved along with my results on social media over many years. Like I said Rome was not built in a

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day but I have quite a bustling village compared to when I started, not quite an empire yet...

Are there other platforms that you can boost social media presence fairly steadily?

Often overlooked by many is the concept of blogging and what that brings to the table for social media presence. It's good to have a place away from the platforms which are subject to trends and current events as well as being a business but having your own patch away from that can and will directly boost social media presence. In recent times I have been having some fun figuring out Patreon which has become an extension of my blog but with just a lot more exclusivity and a closeness to my Patrons.

Just to close our interview, is there anything that you want to tell your fans? Any new book we will want to check out?

Of course I've always got something to plug and in just a few short weeks my next book will be released. Darke Apocalypse is



the 5th and final book in my [Occult Order of the Following Series](#).

Watch out for the cover reveal soon!

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For exclusive content and my best guides on Twitter do check out my audio coaching series on [Patreon](#).

Thank you so much for being here with us again Lee! Thank you!

Likewise, I appreciate the opportunity, thank you.



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