



Michael K Reynolds  
B&H PUBLISHING GROUP  
[michaelkreynolds.com](http://michaelkreynolds.com)

## TRUTH, LIES & SOCIAL MEDIA

### Insider secrets for bookselling success

With Michael K. Reynolds

This workshop is the perfect sequel to *SHOCKING ROMANCE: How to FALL IN LOVE with your writing platform*. While the first workshop delved into the powerful WHYs of a writing platform, this will be a rapid-fire exploration of the HOWs. If you didn't attend the first workshop, don't worry, they'll be something for all writers. We'll have a plethora of insider tips and strategies on branding, Social Media and Internet marketing specifically designed for authors. Buckle up and get ready to turbo-charge your publishing dreams.

The number one marketing strategy

The thin black line between marketing and ministry.

The foundational blocks of a writing platform. How to get the keystone right.

You are a writer? You're a brand. That's all there is to it. We'll explore how to determine your author brand and how to use it effectively.

Understanding the core truths of Social Media.

Debunking the myths of Social Media.

# *Platform: Truth, Lies, and Social Media*

Workshop #22, Sunday, 1:45–2:45 PM   

LOCATION: NEWTON: ROOM C



Michael K Reynolds  
B&H PUBLISHING GROUP  
[michaelkreynolds.com](http://michaelkreynolds.com)

Long before there was Social Media, there was Mass Media. We'll learn marketing secrets of the big advertisers and how they apply to your Social Media efforts.

## ***Insider Strategies:***

- ☐ Twitter: Crowd Shaping—What Twitter can do better than any other form of Social Media.
- ☐ Facebook: Relational Circles—Maximizing the power of Facebook for growing your readership.
- ☐ Blogging & Newsletters: Gardens In The Desert—The secrets to growing a well-engaged fan base through Blogs & Newsletters

Keeping Sane: Time management skills for platform building.