



## Daily Outreach Checklist

Use this checklist to double your growth rate with outreach activities.

### Facebook

- Profile Cover: Does your profile cover clearly describe who you are, what you do, and how people can connect with you (as an author) on social media?
- Groups: Join groups on topics that are related to the genre(s) you write and start joining in the conversations. DO NOT go in there just to self-promo and then leave. Engage in real conversations about issues that are central to the genre. Be an expert/thoughtful and genuinely friendly and people will be much more inclined to hover over your profile picture next to your comment, see your profile cover, connect with you on social media, and visit the Amazon page for your book.
- Engage: Like and respond to every comment that people leave on your posts! Don't just respond, and don't just like – do **both!** This is how you build connections with future readers and improve the “know, trust, like” factor.

## Instagram

- Bio: Ensure that your bio very concisely states who you are, what people can expect when they follow you / why they should follow you, and a call to action to follow a link.
- Link: The link in your bio should go directly to a specific page. Not the homepage of your website. If they are willing to take action, give them more possible actions to take. Give them the link to the Amazon purchase page for your latest book, or your latest blog post. There are specific actions and they don't have to guess at what you want them to do next.
- Seek your future readers: use hashtag searches like #amreading and #bookish (for two brief examples) to find readers. Next, interact with the readers that you *honestly* believe would be interested your work. Do not interact (like + follow) all of them, just the ones who you *really* believe would like your book(s) based on the ones you can see featured in their account.
- Engagement: As with Facebook, like and respond to every comment you receive on your posts. Unlike Facebook, you'll probably get a lot of fake comments and spam. Delete spam, and ignore fake comments.

## Twitter, etc.

Use the two checklists above and apply them to Twitter, Pinterest, and more. Social media platforms such as these all have the same basic concepts about connecting people through content so think critically about how you can apply these active marketing outreach techniques to the platforms where you are most active and see the best results.