

Marketing for Romance Writers Member Benefits



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About Marketing for Romance Writers

Marketing for Romance Writers is a peer-oriented mentoring group open to the entire literary community. Ask your marketing-related questions, or request help, advice, or opinions. You can learn how to create a professional image and use it effectively, as well as ask for opportunities to join other authors in promotional efforts. You can learn the business aspects of writing.

Marketing for Romance Writers Member Benefits

News about pitch sessions and calls for submission are posted on the Yahoo group. As a member, you can attend exclusive, member-only pitch events with publishers. Members can attend free, online workshops and seminars.

Marketing for Romance Writers promotes for its members on most social media. Get your book cover pinned on one of the MFRW Pinterest boards, and show off your cover models. Share your tweets with the MFRW street team and get them shared on Twitter. The hashtags #MFRWorg #MFRWauthor and #MFRWhop promote for you. You can get interviewed on BlogTalkRadio. Link your blog to a community hop via a unique software "ribbon" with exciting themes, and draw readers to your site.

If you have questions about marketing your books, join us. The MFRW motto is "seek, teach, share, learn, succeed." Services and membership are free.

Marketing for Romance Writers Core Values

Our motto and core values are "seek, teach, share, learn, succeed."

Seek

Finding ways to advance our careers, brainstorm new ventures and ideas, get feedback, and find others interested in working together.

Teach

We provide free workshops. You can take a class or teach one.

Share

We welcome marketing-related material that asks a question, offers a promo or idea, or is a request for help, advice, or opinions. We offer opportunities to promote and join others in promotional efforts. We are open and honest about what we do, being transparent in our dealings with other members.

Learn

Whether you lurk and read, ask questions, offer advice, join a group, take a class, or read our blogs, you have the opportunity to learn the business of marketing your books.

Succeed

You can get involved in a promotional opportunity, attend pitch sessions, read calls for submission, submit books to our Pinterest page, interview on our radio program, help out with blog hops, tweet, follow other authors and be followed on social media, and post on our promotional group on Facebook.



Marketing for Romance Writers Activity Sites

You can find us in many places online. Here are our website and Yahoo Group.

Website <http://MarketingForRomanceWriters.org>

Yahoo Group <http://groups.yahoo.com/group/MarketingForRomanceWriters/>

Social Media

Twitter http://twitter.com/MFRW_ORG

Facebook <http://is.gd/mfrwfb>

Pinterest http://is.gd/mfrw_pin

G+ http://is.gd/mfrw_gplus

BlogTalkRadio http://is.gd/mfrw_btr

Coffee Time Forum http://is.gd/mfrw_ctr

Street Team <https://groups.yahoo.com/groups/mfrwstreetteam/>

Goodreads (coming soon)

Summer Camp

Marketing Summer Camp: http://is.gd/mfrw_campinfo

Resources (camp handouts) http://is.gd/mfrw_resources

Newsletters

Ezine <http://is.gd/mfrwpaperli>

Newsletter <http://is.gd/mfrwnews>

Blogging and Blog Hops

MFRW Author Blog <http://mfrw-authors.blogspot.com>

MFRW Marketing Blog <http://mfrw.blogspot.com>

MFRW Bloghop Start Page <http://is.gd/mfrwave>

MFRW Bloghoppers (Author workgroup) <http://facebook.com/groups/mfrwbloghoppers/>

MFRW Erotic Hops <http://facebook.com/MFRWBloghopsErotic>

MFRW Mainstream Hops <http://facebook.com/MFRWBloghopsMainstream>

MFRW Rainbow Hops <http://facebook.com/MFRWBloghopsRainbow>

MFRW YA Hops <http://facebook.com/MFRWBloghopsYA>

Marketing for Romance Writers Blog Hop Requirements

To promote you best, the MFRW bloghop system needs:



- good links from you
- unique blog post titles
- social media involvement
- active participation
- blog posts relevant to the hop
- follow MFRW on social media
- use the MFRW hashtags on Twitter

Good links from you means the URL you provide is accurate and complete. Our automated hop system depends on accurate input, so take time to write all URLs completely, please. A unique title means not everyone saying "Spring Fling Blog Hop" or whatever the title is for that hop. Many of us also link to Triberr, which means our posts are shared over other social media, and if 20 authors are in a hop and all are using the same title, it looks as if someone is posting the same message 20 times. That looks like spam and get them unfollowed or reported for abuse. If you have a unique and interesting title, you gain more readers too.



Social media involvement means you are using social media somewhere. Our blog hop system asks for Twitter, Facebook, Goodreads, and Pinterest. You don't have to be using all of them, but if you're not using any of them, you are missing out on a tremendous opportunity for promotion.

Active participation means we expect you will talk about this hop on your social media, and other means of reaching your readers. We have a Facebook page dedicated to each of our four categories of hops where you can share news of your current releases, share links to your blogs, and which you can ask your readers to like. We have Twitter hashtags you can share (see below).



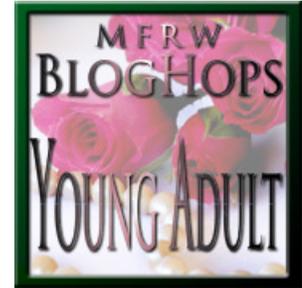
Blog posts relevant to the hop mean you are not leaving your blog empty for the hop. You have a fresh post, with a topic that goes along with the theme. If you want to take part in multiple hops at the same time, that's your call. However, there will not be a way for you to measure the effectiveness of either one. Your stats will not reveal which reader came to the blog from which hop. To be effective, you should stagger the visits so you can see where to spend your time and energy.

Follow MFRW on social media because we promote you online. Where possible, follow our accounts. If you write sweet inspirational romance, you aren't expected to like our erotic hop page, and vice versa. In fact -- you're not expected or required to follow any of our accounts. However, you can be more effective if you use the tools we provide to

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assist you. Being part of a team means you support one another and are not just in it for yourself.

Use the MFRW hashtags on Twitter such as #MFRWorg. We have some new ones for you to try: #MFRWauthor and #MFRWhop. Creating a hashtag used only by a small group is part of what makes Twitter fun. You can search this tag and find others using it -- and find new people to follow.



Street Team

We're often asked how we do it all. Truth is, we can't! There is a street team where you can send info to share. You don't have to be a member of the street team -- but you do have to be a member of the Marketing for Romance Writers Yahoo Group.

To request shares, simply email your request to the group owner mfrwstreetteam-owner@yahoogroups.com

You are welcome to join this group and share posts by others. There's no long term commitment. Share as posts come in, and ignore the ones that don't fit your own genre and interest. You can leave and come back. Just ask to join and say you're a member of MFRW. We'll let you back in. Please don't bounce in and out every week, but if you'd like to give a week when you have it, we'd be grateful. There are thousands of members, and almost all of us have new books we'd love to have shared. Imagine if every time you had a new book out, you could have a team sharing that info for a few days. Wouldn't that do wonders for your launch? Give a couple of days yourself to help others, and see how great it makes you feel.

Here's the link to join. <https://groups.yahoo.com/groups/mfrwstreetteam/>

Group Files

Files

2013 Pitch Camp

All class handouts can be found here

Banners

put your urls in the description area

Blog Hops

Information on MFRW Blog Hops

Blogger Tips

Tips on using various Blogging Platforms

Group Rules

How to play nicely

MFRW Badges

Badges for Bloggers and Members

MFRW-Blog-Promo-Submission

Use these forms to submit promos and blog information

MFRW-Classes

Class Handouts from MFRW Workshops

MFRW-MFRWA_Blog_Info

Files and how to use the Blogs

MFRW-Newsletter

editions of the newsletter

MFRW-Newsletter-Forms

Use these Forms to Submit to Newsletter

There are files on the Yahoo Group that provide information on the blog hops, our annual pitch camp, the rules, and all sorts of other goodies. You can add a banner to the Banners folder for others to share (a banner exchange), or pick up tips on blogging. Grab a badge from the MFRW badges folder. Get the form to submit to the newsletter here as well. This is only a small showing of the various forms available.

Click here to find more.

<https://groups.yahoo.com/groups/MarketingForRomanceWriters/files>

Marketing for Romance Writers Staff

Like you, we are authors with books to promote. Buying a book by one of the staff would be a great way to show your support. Another is to share their book release info with your readers. Invite them to blog with you. Repin their pins on Pinterest. Retweet their tweets. Like them on Facebook. Comment on their blogs. Become their fan on Goodreads. Let them know you care.

Rochelle Weber - Newsletter Publisher

Newsletter Editor

Website <http://rochelleweber.com>

Blog <http://rochelleweber.blogspot.com>

Rochelle's Reviews: <http://rochellesreviews.blogspot.com>

Twitter <http://twitter.com/RochelleWeber>

Facebook Profile <http://facebook.com/rochelle.weber2>

Facebook Page <http://facebook.com/Rochelle.Weber.Author?ref=hl>

Goodreads <http://goodreads.com/user/show/784467-rochelle>

Emerald - Newsletter Editor, Facebook Moderator

Website <http://thegreenlightdistrict.org/>

Blog <http://thegreenlightdistrict.org/wordpress>

Twitter http://twitter.com/Emerald_theGLD

Facebook Profile <https://facebook.com/EmilyEMcCay>

Facebook Page <http://facebook.com/EmeraldAuthor>

Goodreads <http://goodreads.com/author/show/652859.Emerald>

Amazon Author Page <http://amazon.com/author/emerald>

Barbara Donlon Bradley - Newsletter Editor

Website <http://barbaradonlonbradley.com>

Blog <http://barbaradonlonbraldey.blogspot.com>

Twitter <https://twitter.com/barbbradley>

Facebook Profile <https://facebook.com/barbbradley>

Facebook Page <https://facebook.com/pages/Barbara-Donlon-Bradley/118673448173249>

Pinterest <http://pinterest.com/barbaradbradley/>

Goodreads <http://goodreads.com/user/show/7773192-barbara-bradley>

Mona Karel - Group Moderator, Facebook Moderator

Bloghop Coordinator

Website <http://mona-karel.com>

Blog <http://mona-karel.com/blog/>

Twitter <http://twitter.com/MonaKarel>

Facebook <https://facebook.com/pages/Mona-Karel/101308129961137>

Goodreads http://goodreads.com/author/show/4878639.Mona_Karel

Catrina "Kitty" Barton - Group Moderator

Website <http://kittyb78.weebly.com/index.html>

Blog <http://kittyb78.wordpress.com/>

Twitter <http://twitter.com/Kittyb78>

Facebook Profile <http://facebook.com/catrina.barton.5>

Facebook Page <http://facebook.com/KittyB78>

Pinterest <http://pinterest.com/CatrinaBarton/>

Goodreads http://goodreads.com/author/show/6423796.Catrina_Barton

Jeanne Barrack - Group Moderator

Blog <http://thesweetflagmenlove.blogspot.com/>

Blog <http://jeannebarracksguideposts.blogspot.com/>

Blog <http://jeannebarrack1.wordpress.com/>

RJ Garside - Group Moderator

Website <http://rjgarsideauthor.com>

Blog <http://rjgarsideauthor.blogspot.ca/>

Twitter <http://twitter.com/rjgarside>

Facebook Page <http://facebook.com/pages/RJ-Garside/219776698134808>

Paloma Beck - Blog Coordinator

Pinterest Coordinator

Website <http://PalomaBeck.weebly.com>

Blog <http://RomanceBeckons.blogspot.com>

Twitter <http://twitter.com/PalomaBeck>

Facebook <http://facebook.com/PalomaBeckAuthor>

Pinterest <http://pinterest.com/PalomaBeck/>

Goodreads <http://goodreads.com/PalomaBeck>

Sarah Cass - Pinterest Coordinator

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Facebook Profile <http://facebook.com/sarah.cass.rp>

Facebook Page <http://facebook.com/sarahcass.author>

Pinterest <http://pinterest.com/sadiecass>

Goodreads https://goodreads.com/author/show/6535487.Sarah_Cass

Kasey Lane - Twitter Coordinator

Website <http://kaseylane.com>

Blog <http://kaseylane.com>

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Facebook Profile <http://facebook.com/kaseylanewrites>

Goodreads <http://goodreads.com/kaseylane>

OPEN - Goodreads Coordinator

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Blog
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Facebook Profile
Facebook Page
Pinterest
Goodreads

Kayelle Allen - Founder

Website <http://kayelleallen.com>
Blog <http://kayelleallen.blogspot.com> <http://romancelivesforever.blogspot.com>
Twitter <http://twitter.com/kayelleallen>
Facebook Profile <http://facebook.com/kayelle.allen>
Facebook Page <http://facebook.com/KayelleAllen.Author>
Pinterest <http://pinterest.com/kayelleallen/>
Goodreads http://goodreads.com/author/show/710889.Kayelle_Allen

Thank you

Our staff works hard to promote, teach, help, and to find new ways to support our growing community. Thank you for taking part in Marketing for Romance Writers and our promotional endeavors on your behalf.