

# WORDPRESS FOR AUTHORS

BETSY COHEN

WORDCAMP PHOENIX 2013

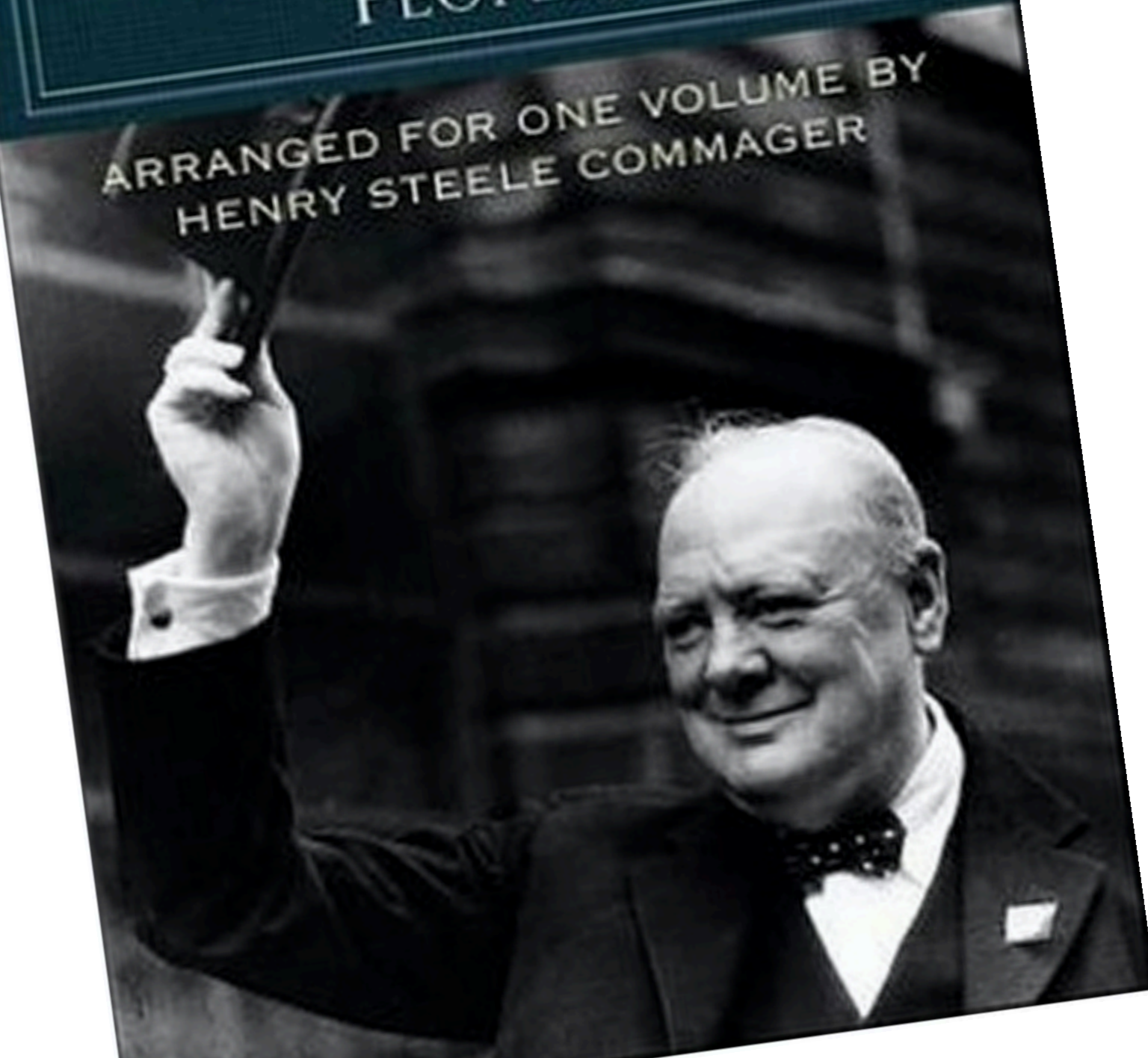
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**“History will be kind to me  
for I intend to write it.”**

**~ Winston Churchill**

# CHURCHILL'S HISTORY OF THE ENGLISH-SPEAKING PEOPLES

ARRANGED FOR ONE VOLUME BY  
HENRY STEELE COMMAGER



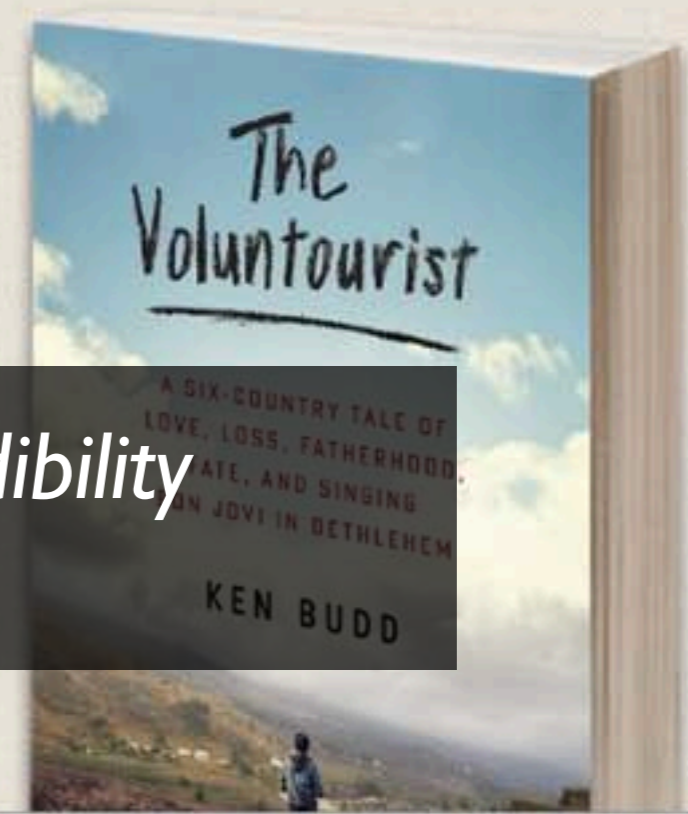
# KEN BUDD

AUTHOR OF THE VOLUNTOURIST

KENYA - Learn More

## I want to live a life that matters.

With these eight emotional words, Ken Budd embarks on a quest to help others—from New Orleans after Hurricane Katrina to a special needs school in China, from climate change research in Ecuador to projects in Kenya, Costa Rica, and the West Bank. A moving memoir of sacrifice and



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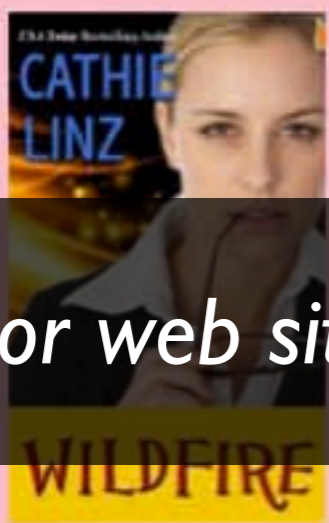
# CATHIE LINZ

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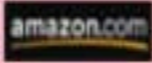

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*A bad author web site could be worse than no website at all.*

# WORDPRESS FOR AUTHORS: OVERVIEW

## 1. DESIGN

- For your goals
- For your audience
- For yourself

## 2. BUILD

- Domains
- Hosting
- WordPress

## 3. UTILIZE

- Update
- Interact
- Build Author Platform

## 4. Q&A

“Easy reading is  
damn hard writing.”

~ Nathaniel Hawthorne



# 1. DESIGN THE RIGHT SITE



# 1.1. Determine and Prioritize Your Site's Goals.

Then, design your site to drive visitors  
towards these goals.

# Common Goals

- Sell Books
- Establish credibility as an expert
- Develop a loyal readership
- Garner media attention

# Paullina Simons

THE OFFICIAL SITE

HOME

BLOG

BOOKS

BIO

MEDIA

NEWS

MESSAGE FORUM

ABOUT

Paullina



**Paullina Simons** is the international best-selling author of novels such as *Tully*, *Red Leaves*, *Eleven Hours*, *The Bronze Horseman* and *Tatiana and Alexander*.

novels have captured the minds of readers in countries all over the world.

[READ MORE](#)

THE LATEST NOVEL

## Children of Liberty

Like 248

Coming to Australia this October and to American stores in February!

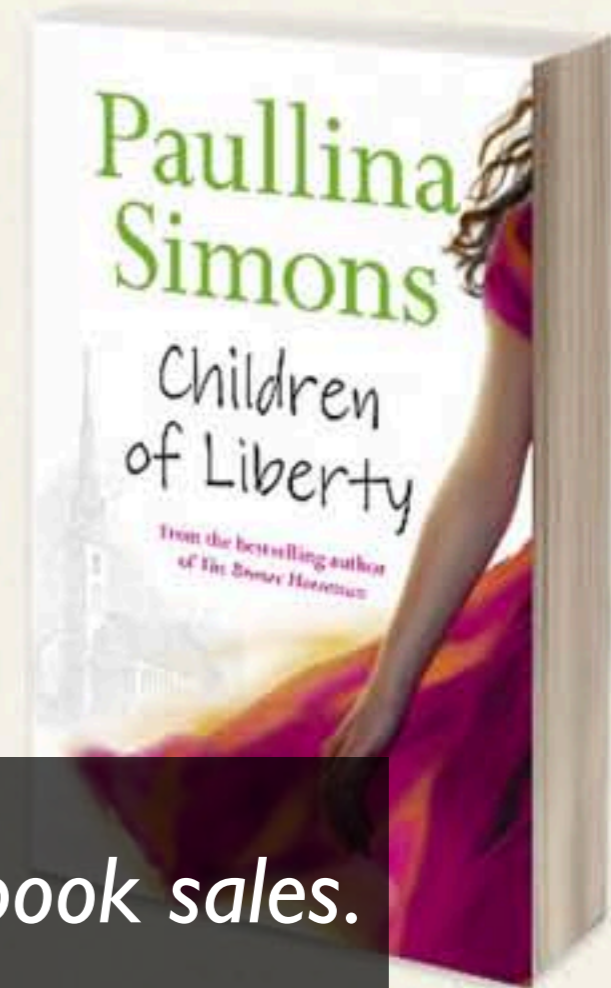
From Paullina Simons who brought you the unforgettable *The Bronze Horseman* comes the much-anticipated *Children of Liberty*.

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At the turn of the century and the dawning of the modern world, Gina from Belpasso comes to Boston's Freedom Docks to find a new and better life, and meets Harry Barrington, who is searching for his.

The fates of the Barringtons and Attavianos become a wild and thrilling journey between the old and new, between what is expected and what is desired, what is chosen and what is bestowed, what is given and what is taken away.

As America races headlong into the future, much will be lost and much will be gained for Gina and Harry, whose



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# M. MARK MCKEE, PSY.D. & ASSOCIATES, P.C.

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children, adolescents, and their families

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## About the Practice



M. Mark McKee & Associates is devoted to working with children, adolescents and their families. practice has served the Chicago suburbs and

## Therapy Services



Psychotherapy services are individualized and are developed with a clear theoretical foundation and draw upon sound, research-based best

## Psychological Testing



We specialize in psychological evaluations and have so for some 40 years of combined practice between Dr. McKee and Dr. Duff. We provide

## Meet Dr. McKee



Dr. Mark McKee, Licensed Clinical Psychologist Following his discharge from the United States Marine Corp, Dr. McKee received his Bachelor of

*Highlight awards and testimonials to establish credibility*

# Kristyn Kusek Lewis

writer, mama, wife, daughter, sister, dog lover, girl's girl

About Me

Contact

My Book

Articles

## childhood dream jobs

Posted on Nov 26, 2012 in Family, Writing

How did you answer the “What are you gonna be when you grow up?” question when you were a kid? I always said writer, though I also wanted to be Holly on “Land of the Lost” and, in fourth grade, famously stated that I wanted to be a housewife (and a mom), which is still true and something I’m damn proud to do.

LinkedIn released this cool infographic about childhood dream jobs in the U.S. and, looky-there, my husband and I are both #3 on our respective lists.

## Hello!

Welcome to my website. I’m a veteran magazine writer and author. My debut novel, HOW LUCKY YOU ARE, will be published by Grand Central Publishing on September 4th.



To encourage interaction and develop relationships with readers, focus on your blog and prominently feature links to your social media pages

TOP DREAM JOBS FOR MEN IN THE U.S.



2. AIRPLANE PILOT



3. SCIENTIST

TOP DREAM JOBS FOR WOMEN IN THE U.S.



3. WRITER, JOURNALIST OR NOVELIST



Recent Posts



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## Press Kit

PDFs, jacket covers and high resolution JPEG photos of Joseph are available for download. Please use each image's accompanying photo credit, where listed.

Visit the Multimedia page for [photo galleries](#) of Joseph conducting research, with friends and more.

### PDF Downloads

- **POWER PLAY Press Release** (PDF, 16K) - [download](#)
- **KILLER INSTINCT Press Release** (PDF, 170K) - [download](#)
- **The Story Behind KILLER INSTINCT** (PDF, 173K) - [download](#)
- **Author Bio** (PDF, 18K) - [download](#)
- **Short Bio** (PDF, 48K) - [download](#)
- **National Press Club Breakfast Panel** (PDF, 187K) - [download](#)

### Covers



*For media attention, drive visitors toward you Press section with impressive quotes, extensive list of press mentions, and a complete press kit.*

## 1.2. Consider Your Site's Audiences.

Then, structure your site to provide easy access to what your audiences want

# Common Audiences

- Fans, readers, potential readers
- Reviewers
- Media
- Other authors





## book clubs

I would love to participate in a phone/Skype conference with your book club about *Here, Home, Hope*. Please fill out the form below to schedule an author's visit.

Name of Leader \*

First

Last

Email \*

Phone

Skype ID

Number of People in Group \*

Requested Date of Visit \*

Captcha

### Connect With Me



### Email Updates

### Kaira's Recent Tweets

- #RealYou: Happiness is not a goal; It's a by-product. ~ Eleanor Roosevelt 1 day ago
- RT @melissaonline: Are successful women achievers? <http://t.co/gVZuK2iw> 1 day ago
- RT @GloriaFeldt: Happy 2013: Why #Women Must Change Our Narrative to Break Through to #Leadership <http://t.co/mrLDdYsi> #fem2 #p2 @Womens...

Fans come to find out about you, many to connect with you.

## ABOUT CAPRICE

Heavily influenced by a hybrid diet of heavy metal and hot sauce in her formative years, Caprice lives her life as though each day were her last, disregarding past-due notices and the "Don't Walk" sign when crossing busy intersections. She spends her time writing novels, TV shows and feature films. Her work is a hilarious and thought-provoking amalgam of biting observational humor, incisive pop culture commentary, an exploration of modern romantic relationships and a pinch of rosemary. Because rosemary makes everything better. Seriously. Try it.

### THE FORMATIVE YEARS

Caprice was born in Hollywood, but don't hold that against her. She doesn't go wandering around with a tiny dog in her purse. Rather, she goes wandering around with a fairly small dog in a little red wagon. (Alright, there's no little red wagon, but that's an adorable image, isn't it?) Caprice shares a birthday with everyone's favorite mouthless feline, Hello Kitty. Her mother, renowned film, television and stage actress Tina Louise, is perhaps best known as Ginger Grant from the beloved sitcom "Gilligan's Island." The beloved TV icon tells anyone who comes close enough that Caprice is named after her mother's first love, Grammy winner Les Crane, who conducted legendary TV interviews with Malcolm X, Bob Dylan (the singer's first name was Robert, but after a few years he was called Bob) and The Papas (who lacked a name until Les suggested one that would eventually stick).

Soon after graduating, she landed a job with MTV Networks. At MTV, she wrote and produced a massive array of comedy, dramedy, news, reviews, biography, rock-star hagiography, L.A. is covered in smogaphy, promotions, devotions and countless commotions.

*Reviewers want to know more about you and the book's backstory. Make sure your bio is engaging, and consider including fun extras related to your books.*



## FOR WRITERS

So you want to be a novelist?

Well, there's no one path to take. Novelists come in all shapes and sizes. They're men and women, wunderkinds and retirees. Some of them are very attractive. The rest of us resent them horribly. And if there was a single magic bullet, or a list of steps to follow that would guarantee publication, believe me, someone would have published it by now. What follows is just my take on the question - a completely idiosyncratic, opinionated, flawed and somewhat sassy take on some of the steps you can take to get published. Important caveat: I have only written two books, and I'm thirty-two, which, as my mother would hasten to point out, means I am probably not qualified to give advice to anyone about anything. If you're looking for lessons from the life masters - people who've made long careers in the world of fiction - then run, do not walk, to your local bookshop and buy Stephen King's *On Writing* and Anne Lamott's utterly indispensable *Bird by Bird*, and Eudora Welty's *One Writer's Beginnings* and Ursula LeGuin's *Steering the Craft*.

If you want my advice, read on (and if you've already written your book and just want to figure out how to get it published, skip ahead to Step 8).

### 1. The Unhappy Childhood

The big joke in the publishing community is that smart editors shouldn't waste their time at lunches or conferences, but should instead proceed directly to the local elementary schools. There, they will carefully note the boys picked last in gym class, the girls sitting alone in the cafeteria - all of the outcasts, misfits, geeks, dweebs and weirdos - and give them some kind of small identifying tag (much like wildlife services will tag animals to follow their progress through the years). Twenty years later, the editors should track down the kids they've tagged, now hopefully grown to more successful adulthood, and say, "Okay, where's the book?"

Why do unhappy kids grow up to be writers? I think because being an outsider - a geek, a dweeb, a weirdo, a smart, mouthy girl or boy who just doesn't fit in - means that you're naturally equipped for observing life carefully. You're not on the inside, you're on the outside - and nobody's a more careful, dedicated observer of life than a kid or teenager who's trying to figure out how to finally fit in with the in-crowd.

Also (and this is totally my own take on things, unproven by any kind of study or research), but I think that kids whose parents are divorced, separated, single, or otherwise un-Cleaver-ish might have a slight edge over those who grew up in happily-married homes. For kids, divorce is a mystery, a puzzle that begs to be put back together - what went wrong? Was it my fault? Can Humpty Dumpty be put back together again? All of these questions reinforce the powers of observation, the questioning spirit, the impulse to try to make sense of life that can lead to becoming a writer. Or a mass murderer. I guess



*Other authors want to know how you're doing it!*

# 1.3. Design it to Reflect Your Personality.

Keep it simple, and focus design elements on the desired brand/image and the author's creative preferences.

**“Be yourself.  
Everyone else is taken.”**

**~ Oscar Wilde**

# Design Tips

- First and foremost, it must be intuitive
- Go for a simple, uncluttered layout
- Personalize with subtle accents, color and imagery
- Focus on you, the author, over the individual works.
- For DIY-ers, choose a theme that gets you most of the way there



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CALAMITY  
PHYSICS



FAILED BEGINNINGS  
THE BOOK  
MISSING VISUAL AIDS  
1973 NEWSPAPER CLIPPING  
FIND OUT WHAT IT ALL MEANS (SPOILERS)  
ST. GALLWAY YEARBOOK  
SMOKY MOUNTAINS MAP  
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*What Not To Do: Make People Think!*

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### WHAT'S NEW ON JKROWLING.COM

- *The Casual Vacancy* TV adaptation
- J.K. Rowling at the London 2012 Olympic Games
- Watch Live Webcast with Scholastic and Bloomsbury
- Press & Media for *The Casual Vacancy*



Using the website...

Use the arrows to navigate the timeline



Use these buttons to filter the timeline content

Timeline filter:

- ✓ About J.K. Rowling
- ✓ *The Casual Vacancy*
- ✓ Harry Potter

If your website needs a user guide, you might want to simplify.

Use these buttons to view more content →

- About J.K. Rowling
- News / Events
- Works



# GILLIAN FLYNN

HOME

GONE  
GIRL

DARK  
PLACES

SHARP  
OBJECTS

ABOUT  
GILLIAN

NEWS &  
EVENTS

FOR  
READERS

CONTACTS



## About Gillian

Gillian Flynn was born in Kansas City, Missouri to two community-college professors — her mother taught reading; her father, film. Thus she spent an inordinate amount of her youth nosing through books and watching movies. She has happy memories of having *A Wrinkle in Time* pried from her hands at the dinner table, and also of seeing *Alien*, *Psycho* and *Bonnie and Clyde* at a questionable age (like, seven). It was a good childhood.


In high-school, she worked strange jobs that required her to do things like wrap and unwrap hams, or dress up as a giant yoghurt cone. A yoghurt cone who wore a tuxedo. *Why the tuxedo?* It was a question that would haunt her for years.


For college, she headed to the University of Kansas (go Jayhawks), where she received her undergraduate degrees in English and journalism.

After a two-year stint writing about human resources for a trade magazine in California, Flynn moved to Chicago. There she earned her master's degree in journalism from Northwestern University and discovered that she was way too wimpy to make it as a crime reporter.

On the way to New York City, she was a geek with a journalism degree — so she moved to New York City and joined *Entertainment Weekly* magazine, where she worked for 10 years, visiting film sets around the world (to New Zealand for *The Lord of the Rings*, to Prague for *The Brothers Grimm*, to somewhere off the highway in Florida for *Jackass: The Movie*). During her last four years at EW, Flynn was the TV critic (all-time best TV show: *The Wire*).

Clean and simple, with typography and texture to add personality.

 Gillian Flynn is on Facebook »

 Book Club »

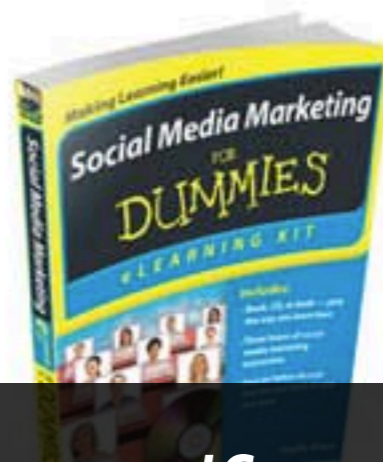
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# Phyllis Khare

## Speaker, Trainer & Author



Author of **Social Media Marketing eLearning Kit for Dummies** and co-author of **Facebook Marketing All-In-One for Dummies**, Phyllis Khare brings her energy, enthusiasm, training and inspirational skills to life in **her books and presentations**.



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I respect your privacy.  
Your info is safe with me.

*Build yourself up: Focus on you, the author, over the individual works.*

Her career, shaped by decades of musical entertaining and teaching worldwide audiences now focuses on Social Media Marketing. Ever the entertainer, Phyllis who once focused on teaching young people through song and dance, now helps people of all ages take advantage of the ever-changing social media environment to **open more doors to more customers**.

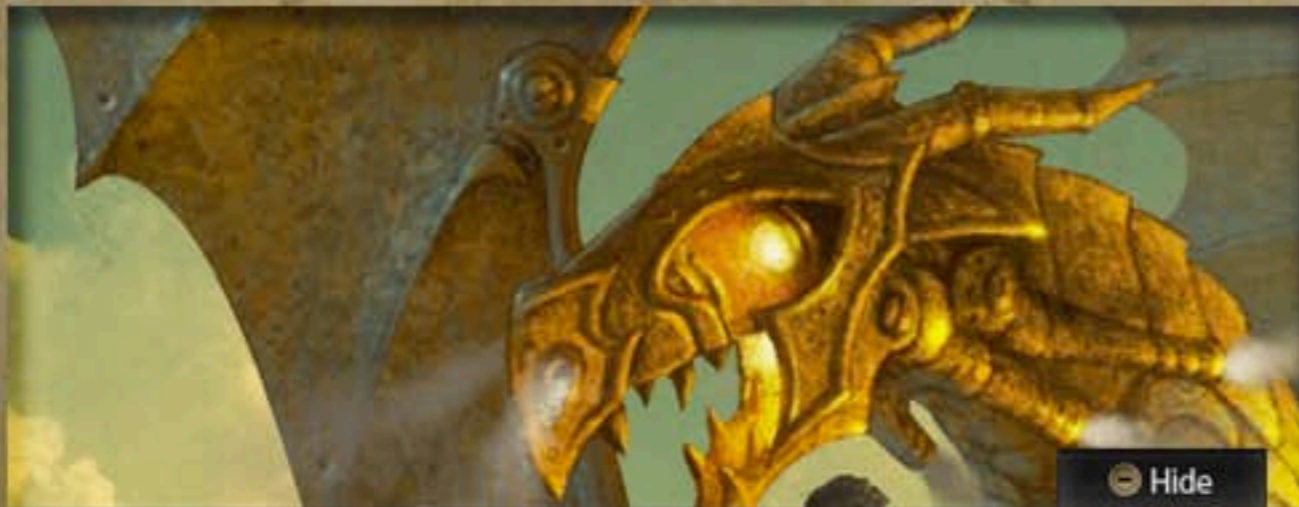


Welcome to the online world of Rick Riordan

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Return to the world of Camp Half-Blood. Click here!

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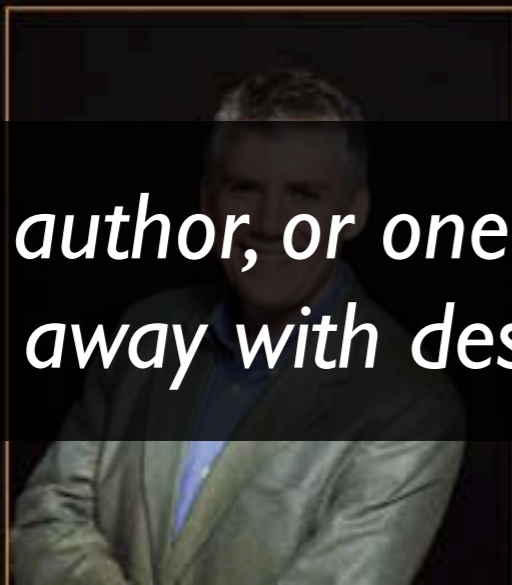


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## MEET RICK RIORDAN



Rick Riordan is the #1 New York Times bestselling author of the Percy Jackson and the Olympians series, the Kane Chronicles, and the Heroes of Olympus. He is also the author of the multi-award-winning *Tres Navarros* series for middle grade readers. For fifteen years, Rick taught English and history at Saint Mary's Hall in Houston, Texas. In 2002, Saint Mary's Hall honored him with the school's first Master Teacher Award.

While teaching full time, Riordan began writing mystery novels for teenagers. His *Tres Navarros* series

## RECENT NEWS

### SERPENT'S SHADOW AND THE MARK OF ATHENA

DECEMBER 22, 2012

Both *The Serpent's Shadow* and *The Mark of Athena* were chosen as Best Books of 2012 by

### RIORDAN INTERVIEWED IN THE OBSERVER

Read Rick's interview on the enduring power of myth:  
<http://www.guardian.co.uk/books/2012/dec/09/rick-riordan-interview-heroes-olympus>

*A series author, or one who writes about specific themes can get away with designing the site around the books.*



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# NICHOLAS SPARKS

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## FREQUENTLY ASKED QUESTIONS

Nicholas answers several questions unrelated to any of his works. Want to know why he writes the way he does, what he does in his free time, or what he's working on now? Read the questions and answers below.

For Nicholas's answers questions about the books he's written, view our [individual book pages](#) for book specific FAQs. Please note that answers may give away important plot points about the books. If you haven't read a particular book, proceed with caution as you will encounter "spoilers."

### GENERAL FAQs

#### When will Nicholas's next book be out?

Nicholas's next novel, not yet titled, is scheduled for release in September 2013. For ongoing information, please sign up for Nicholas's [mailing list](#) or follow updates on [Facebook](#) and [Twitter](#).

#### When will Nicholas's next movie be in theaters? on DVD?

*Safe Haven* will be in theaters on February 14 (Valentine's Day!) 2013. *The Lucky One* is now available on DVD and for home viewing.

#### When will I be able to see Nicholas's TV shows?

Nicholas Sparks Productions has three television shows that have been green lit for development by cable networks, but they are still in the early stages.

#### When is Nicholas's next signing in my area?

Nicholas adds events throughout the year and his current appearances schedule is listed [here](#) on the website.

Nicholas's next international book tour will be announced in mid to late 2013.

### FAQS ANSWERED BY NICHOLAS

#### Why are all of your novels set in North Carolina?

Because I live in North Carolina and am familiar with the area, because few other novelists write about the area, and because I want to create a sense of familiarity when readers buy each novel.

Why did you write in the romance genre?  
I chose that genre because there was little to no competition.

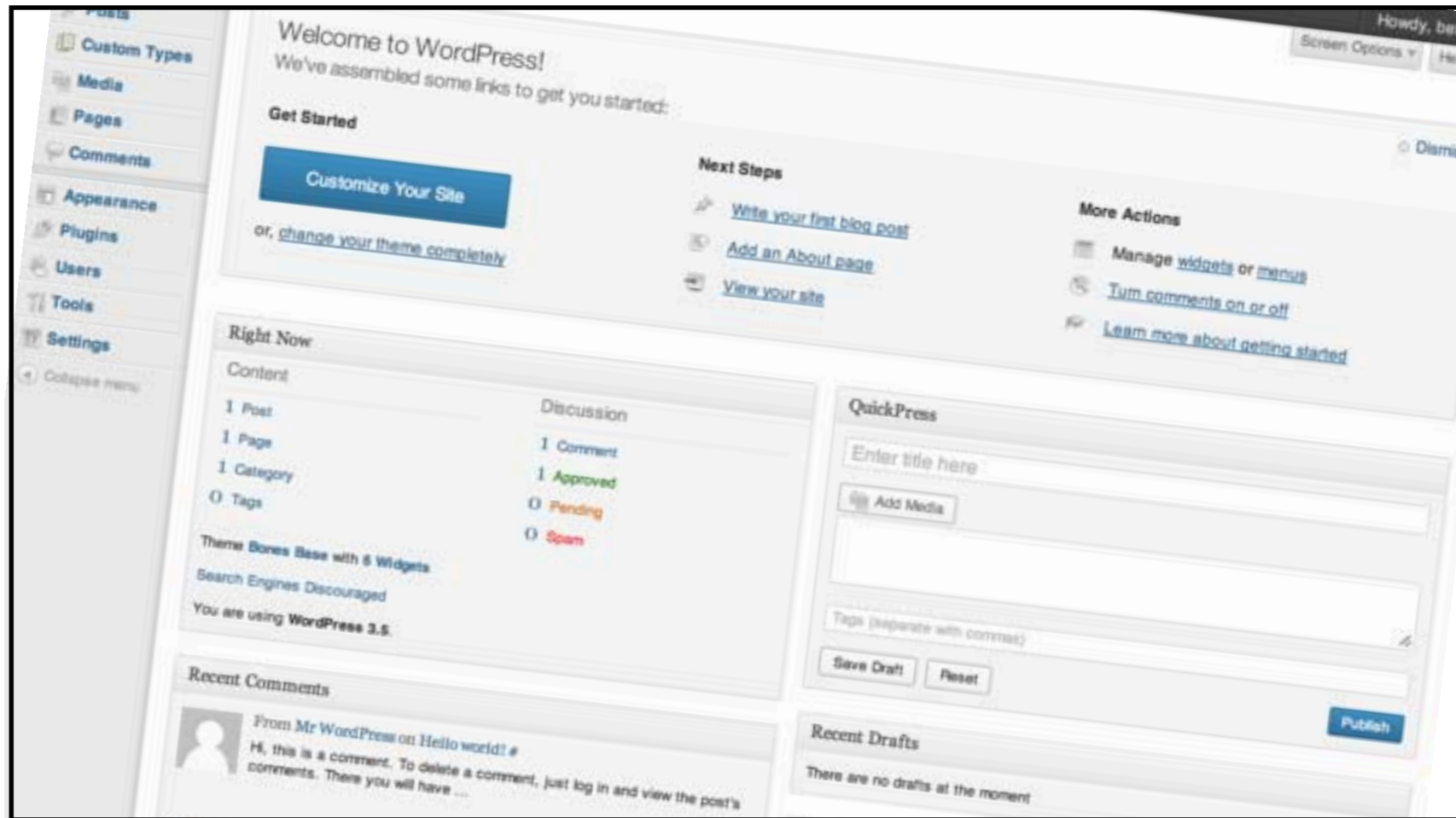
#### Do you ever incorporate anything from your own romantic life into your books?

Not necessarily. Some of my stories have been family stories but as far as my own romantic life, I guess the closest you can say about that is that most of the women characters in my novels are very similar to my wife in a lot of ways.

#### Which one of your books would you say is the most interesting book you've written?

Interesting for me, or interesting for the reader? I can't answer the latter, and as for the former, it's hard to say. I'm

A little color goes a long way to set this author's tone.



## 2. BUILD IT RIGHT

## 2.1. Set Up Your Site.

WordPress, hosting, domains... oh my!

# Domains

- Buy a domain from your registrar or hosting company.
- In most cases, author name should be primary domain name.
- Book name domains can forward to the site, or to the book's page on the site

# Hosting

- Security is more important than ever
- Best: Virtual Private Server, Cloud hosting or WordPress managed hosting
- Avoid low-cost shared plans



# WordPress

- Install: 5-min install or 1-click
- Create pages and menus
- DIY-ers: Install a theme or theme framework
- Extend with customization and plugins

# Themes: Preferably Custom. If not, Select a Minimal Theme

- Look for a plain vanilla, super-clean theme
- Look for decent padding, margins and white-space
- Look for readable typography, font-styles that feel right to you
- Many themes allow you to customize color, header, and sometimes even layout and fonts



HOME

CATEGORY 1

CATEGORY 2

CATEGORY 3

CATEGORY 4

## Hi! Welcome...



Lorem ipsum dolor sit amet, aliquam nec rhoncus amet amet sodales, quis ut augue nulla aliquam sed pretium, metus ornare nullam sit erat, praesent eros mi mollis. Ultricies amet porttitor ultrices tincidunt diam est, lectus volutpat hac, ligula velit, pede a pretium tincidunt.



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02 January 2009 – 0 COMMENTS

## Testing the Typographical Elements

Subcategory 2.1

Subcategory 2.2

Lorem ipsum *emphasised text* dolor sit amet, **strong text** consectetur adipisicing elit, abbreviated text sed do eiusmod tempor acronym text incididunt ut labore et dolore magna aliqua. Ut quoted text enim ad minim veniam, quis nostrud exercitation [link text](#) ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute ~~deleted text~~ inserted text irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat code text cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Blockquote. Velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

Cite author with link text, 2008

### Header 2

Extended paragraph. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint

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Woo THEMES

### FLICKR PHOTOS



Free theme example: Mainstream by WooThemes



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*Premium theme example: Minimum by StudioPress*

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Low-cost theme example: Booker by ThemesKingdom



## Duis eros lectu interdum non vestibulum ve porta eget magna.

Sed accumsan dolor tristique sem congue vestibulum. Vivamus justo enim, ultrices et ullamcorper sed, adipiscing nec mi. Nullam ultricies auctor leo, ac eleifend nibh ultricies eu. Aenean mauris tortor, tempus id cursus ut, consequat id du. Fusce ac metus vitae lorem pharetra ultricies. Duis ac felis erat, quis dictum felis. Donec sed tortor enim, et pharetra nulla. Vivamus sem diam, laoreet at.

Quisque feugiat, diam ac posuere pharetra, arcu ligula aliquam risus, ut feugiat urna ante a eros. Phasellus malesuada tincidunt adipiscing. Nunc dictum lobortis dignissim uis nisi leo, laoreet sit amet semper in, ullamcorper vitae eli.



 BUY E-BOOK 10\$

 BUY PAPERBACK 25\$

Low-cost theme example: BookPage, avail. on Themeforest



# Extend WordPress with Custom Post Types

Custom Post Types simplify the addition and formatting of complex content.

- Books - best for prolific writers
- Events/appearances
- Reviews
- Press mentions

- Dashboard
- Posts
- Media
- Forms 1
- Pages
- Books**
- Books
  - Add New Book
  - Book Catalog
  - Book Categories
- Authors
- My Calendar
- Appearance
- Plugins 10
- Users
- Tools
- Settings
- BackupBuddy
- Agivee
- Collapse menu

# Edit Book Post [Add New Book](#)

**The Song Remains the Same**

Permalink: <http://bspr.studioplusone.com/books/the-song-remains-the-same/> [Edit](#) [View Book Post](#)

Upload/Insert [Visual](#) [HTML](#)

Rich text editor toolbar with icons for Bold, Italic, Underline, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Table, Table of Contents, Undo, Redo, Text Color, Background Color, and a yellow 'V' icon.

From the New York Times-bestselling author comes a novel that asks the question, who are we without our memories? And how much of our future is defined by our past?

One of only two survivors of a plane crash, Nell Slattery wakes in the hospital with no memory of the crash – or who she is, or was. Now she must piece together both body and mind – with the help of family and friends who have their own agendas.

She filters through photos, art, music and stories, hoping something will jog her memory, and soon – in tiny bits and pieces –Nell starts remembering...It isn't long before she learns to question the stories presented by her mother, her sister and business partner, and her husband. In the end she will learn that forgiving betrayals small and large will be the only true path to healing herself – and to finding happiness.

Path: p

Word count: 152 Draft saved at 2:57:25 pm. Last edited by admin on December 13, 2012 at 3:06 pm

### Book Descriptions

## Instructions

Enter book title and summary above, and add relevant details in the fields that follow.

**Book Subtitle**

Add subtitle of the book.

**Author Page URL**

Use only for multiple authors to link from the catalog to the author page.

**ISBN10**

Add the Book 10-digit ISBN

**ISBN13**  Add the Book 13-digit ISBN with the dash

**Book Publication**

Add the publication date - mm/dd/yyyy

### Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **Nov 29, 2012 @ 14:50** [Edit](#)

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All Book Catalog [Most Used](#)

- Fall 2013
- Spring 2012
- Winter 2012
- Summer 2013

[+ Add New Book Catalog Item](#)

### Book Category

All Book Categories [Most Used](#)

- Fiction
- Non-fiction
- Self-Published & Independent

*Custom Post Types are great for a consistent format across multiple book pages.*







## Reviews

“What every parent needs to know — a 'must read' for any parent and an absolute necessity for parents of newborns.”

— Elizabeth M. Frick, PsyD.

[READ FULL REVIEW](#)

“A great, practical approach... Will recommend that all my patients' parents have it at their bedside, in the kitchen, in the car...”

— James Pollack, MD, Pediatrician

[READ FULL REVIEW](#)

“Family psychologist McKee tenders a concise road map to building a positive, rich bond with one's child.”

— Kirkus Book Reviews

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“Family  
psychologist  
McKee tenders a  
concise road map  
to building a  
positive, rich bond  
with one's child.”

- Kirkus Book  
Reviews

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This reviews page is cleaner with pull-quotes that automatically link to full reviews, thanks to custom post types and custom templates.

[READ FULL REVIEW](#)

Dr. McKee's manual provides a road map to providing a positive foundation...

— Jennifer Duff, Psy.D., Licensed Clinical Child Psychologist

# Extend WordPress with Plugins

- SEO
  - WordPress SEO by Yoast, unless you are using a theme framework with built-in SEO features
- Caching
  - W3 Total Cache
  - SuperCache
- Site and Database Backups
  - BackupBuddy
  - Backup to Dropbox
  - Simple Backup
- Forms
  - Gravity Forms
  - Gravity Forms MailChimp Add-on
- Redirection
  - If moving from old site
- Extend Further
  - Slider
  - Editorial Calendar
  - Jetpack
  - and more!

## 2.2. Create and Organize Your Content.

Keep your site's goals and audience  
in mind at all times!

# Page Suggestions

- Book Info
  - *(See next slide)*
- About the Author
  - Bio
  - Photo
- Media/Press
  - Mentions
  - Audio/Video
  - Press Kit
- Appearances/Events
- Blog
- Contact
  - How to reach you
  - Who to contact for press etc.
  - Form

# Book Info

- Book Cover
- Title
- Book Summary
- Short Quotes from Reviews
- Full Reviews
- Excerpt
- ISBN
- Publisher
- Reading Guide
- Buy links
- Share & Shelve
- Other fun stuff
  - Book Trailer
  - Character profiles
  - Author's bookshelf
  - Extra/related content

The Official Author Site of  
**Kristen Houghton**



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“ A master observer of women and relationships... a must read for all women who put ourselves last on our exhaustive to do list.”

Maria Rago  
author of *Shut Up Skinny Bitches!* Ph.D., Clinical Director Rago Counseling Center for Women's Issues



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search

### recent press

The Paperback and Kindle versions of *The Horror Zine* with my new short story *The Shuttle Bus Man*, are now available. Many thanks to the talented editor, Jeani Rector for all her hard work!

### a word from kristen

December, 2012  
I've also thought about what your beliefs may be. During the months of December and January, one half of all sales of my ebook *No Woman Diets Alone - There's Always a Man Behind Her Eating a*

### twitter feed

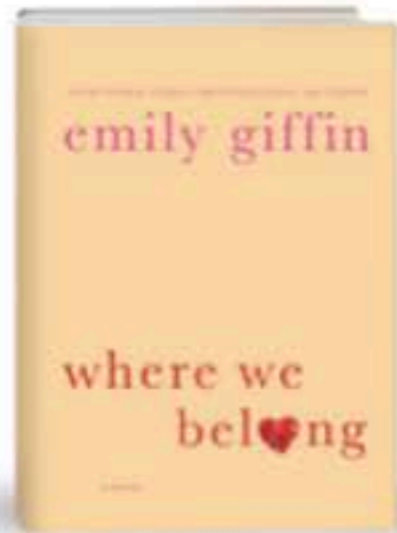
[@kristenhoughton](#)  
Dieting in America  
<http://t.co/DEMhNKut>  
about a day ago

[@kristenhoughton](#)  
This article is from 4/12. In 1/13, I'm still getting emails from women in affairs. Worth a re-read.  
<http://t.co/lbMqyxuy>

Home page targeting multiple audiences, with focus on author and books.



## bookshelf

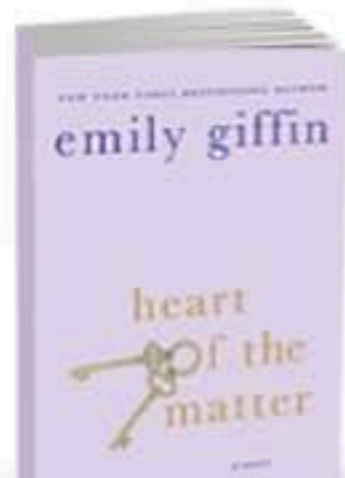


### where we belong

[ABOUT THE BOOK](#) [CHAPTER ONE](#) [READING GUIDE](#) [BUY THE BOOK](#)

"In another surefire hit, the *Something Borrowed* author serves up pathos, humor and one doozy of a twist."

—*Entertainment Weekly* ("Summer Must List")



### heart of the matter

[ABOUT THE BOOK](#) [CHAPTER ONE](#) [READING GUIDE](#) [QUOTES & REVIEWS](#) [BUY THE BOOK](#)

"Giffin's talent lies in making her characters believable and relatable, and readers will be enthralled by this layered, absorbing novel."

—*Booklist* ("Starred Review")



### books

#### bookshelf



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[something blue](#)

[something borrowed](#)



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FOR BOOK CLUBS

Emily Giffin has a beautiful bookshelf page with lots of links.



### love the one you're with

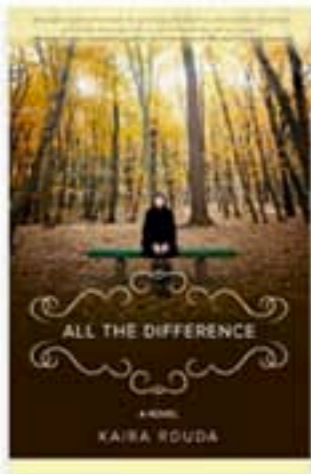
[ABOUT THE BOOK](#) [CHAPTER ONE](#) [READING GUIDE](#) [QUOTES & REVIEWS](#) [BUY THE BOOK](#)

"Giffin's talent lies in taking relatable situations



## books

Kaira's passion for writing has taken her in two different paths — but both have the common theme of writing for and empowering women. Her debut women's fiction novel *Here, Home, Hope* is the first of several novels to be released in the coming years. Her debut nonfiction title, *Real You Incorporated*, is the first in a series of Real You books.



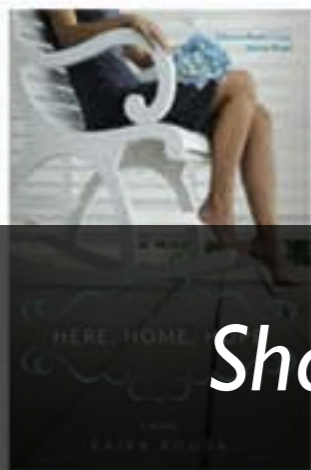
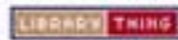
### All the Difference

[About the Book](#) [Reading Guide](#) [Reviews](#) [Buy](#)

From the bestselling author of *HERE, HOME, HOPE*, comes a novel of suspense and choices, with a nod to the best of Susan Isaacs's tales of suburban murder. Once again, everything isn't what it seems in the suburb of Grandville. *ALL THE DIFFERENCE* is the story of three Grandville women whose lives become entangled by the choices they make and how, ultimately, one of them turns to murder to achieve her goals.

### » Share & Shelve

[goodreads](#)



### Here, Home, Hope

[About the Book](#) [Excerpt](#) [Reading Guide](#) [Reviews](#) [Buy](#)

*Desperate Housewives* meets *The Middle Place* in this absorbing, witty story about one suburban mother's journey from midlife crisis to reinvention with the help of her husband, friends and neighbors. Kelly Johnson's witty reflections, self-deprecating humor and deadpan wit will have readers laughing out loud. As bestselling author Katrina Kittle, *The Blessings of the Animals*, said: "If you've ever felt your own life contained a list of Things

to Change (and whose hasn't?), then you will fall in love with Kelly Johnson, the restless protagonist of *Here, Home, Hope*. Kaira Rouda's funny, moving novel is a model of inspiration and reinvention for anyone cooking to find what's next in life."

Share & Shelve for each book

### Connect With Me



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### Kaira's Recent Tweets

- TY RT @fctetier: #Follow these #authors: @justinlevy @KairaRouda @KarleneSinRob @KathyCondon @katrinasawa @kbairdmurray 26 minutes ago
- Thanks @JerseyGirlBook for naming *ALL THE DIFFERENCE* <http://t.co/N1Np3WWI> one of your Top 10 Books for 2012! <http://t.co/Khsmmuo4> 6 hours ago
- #RealYou: It is not how much we have, but how much we enjoy that makes happiness. ~ Charles Spurgeon 7 hours ago

# PETER CAREY

## PARROT AND OLIVIER IN AMERICA

the story | jackets | reviews | profile | video 🎥 | author's bookshelf

This list is certainly not exhaustive, but it gives a good idea of what the author read while he was writing *Parrot and Olivier in America*.

Roger Boesche, *The Strange Liberalism of Alexis de Tocqueville*

Edwin G Burrows and Mike Wallace, *Gotham*

Hugh Brogan, *Alexis de Tocqueville*

François de Chateaubriand, *Mémoires d'outre-tombe*

Louis Chevalier, *Laboring Classes and Dangerous Classes in Paris During the First Half of the Nineteenth Century*

Michael Chevalier, *Society Manners and Politics of the United States, Boston 1839*

Leo Damrosch, *Jean-Jacques Rousseau: Restless Genius*

Robert Darnton, *The Literary Underground of the Old Regime*

Charles Dickens, *American Notes*

Max Doerner, *The Materials of the Artist and Their Use in Painting*

Allan Fea, *Secret Chambers and Hiding Places*, [www.gutenberg.net](http://www.gutenberg.net)

TR Fehrenbach, *Lone Star: A history of Texas and the Texans*

Waldemar H. Fries, *The Double Elephant Folio; the story of Audubon's Birds of America*

Doris S. Goldstein, *The Religious Beliefs of Alexis de Tocqueville*

Doris S. Goldstein, *French Historical Studies, Vol. 1, No. 4*

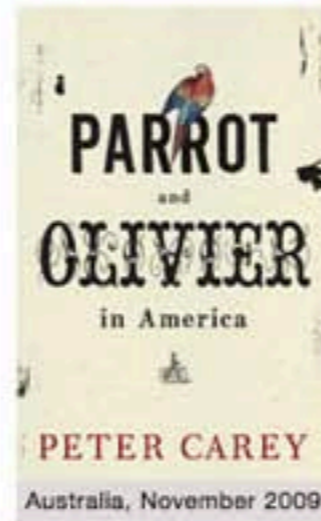
Jacques Hébert Archive, <http://www.marxists.org>

Eric Homburger, *The Historical Atlas of New York City*

Robert Hughes, *American Visions, the Epic History of Art in America*

Andre Jardin, *Tocqueville*

Klein Daniel and John Majewski, *Turnpikes and Toll Roads in Nineteenth-*



new novel  
all titles  
talking  
life  
biblio

Peter Carey lists the books he read while writing. Interesting!

## New Moon Playlist

(Note: this loosely follows the story sequence. I'm going to put a B, E, or J after each song, so you'll know who's perspective I'm hearing it from (that means where they fit in the novel). Mostly B's of course, since she's telling the story.)

1. "Do you realize?" - The Flaming Lips (B)
2. "Papercut" - Linkin Park (B)
3. "Hyper Music" - Muse (B)
4. "Apocalypse Please" - Muse (B)
5. "Time Stands Still" - The All-American Rejects (B)
6. "Empty Room" - Marjorie Fair (B)
7. "Unwell" - Matchbox Twenty (B)
8. "Pain" - Jimmy Eat World (B)
9. "Ride" - The Vines (B)
10. "Fix You" - Coldplay (J)
11. "Blueside" - Rooney (B)
12. "Over My Head (Cable Car)" - The Fray (B)
13. "Going Under" - Evanescence (B)
14. "Tautou" - Brand New (B)
15. "Be My Escape" - Relient K (B)
16. "Never Let You Down" - Verve Pipe (J)
17. "Sing For Absolution" - Muse (E)
18. "Ya Mamma" - Fatboy Slim
19. "D.O.A." - Foo Fighters
20. "Stare" - Marjorie Fair (B)
21. "Memory" - Sugarcult (B)
22. "The Truth About Heaven" - Armor For Sleep (B)
23. "Sound of Pulling Heaven Down" - Blue October (E)

Alternates:

1. "Drag" - Placebo (E)
2. "Hate Me" (radio edit) - Blue October (E)
3. "World Has Turned and Left Me Here" - Weezer (B)
4. "Best I Ever Had" - Vertical Horizon (B)
5. "My Immortal" - Evanescence (B)

*More fun: Stephenie Meyer has Playlists that inspired each book.*

# TOM CLANCY

[HOME](#)[BOOKS](#)[AUTHOR](#)[CHARACTERS](#)[PRESS ROOM](#)[NEWSLETTER](#)

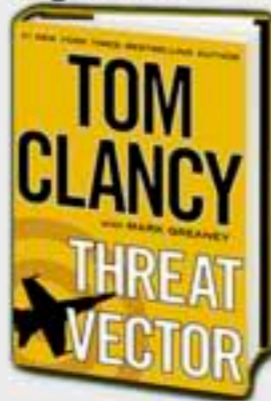
©2012 David Burnett

Tom Clancy has written sixteen #1 *New York Times* bestselling novels including *The Hunt for Red October*, *Red Storm Rising*, *Patriot Games* and *The Sum of All Fears*. [Read more>>](#)

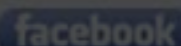
**Now available from the #1 *New York Times* bestselling author**

Jack Ryan has only just moved back into the Oval Office when he is faced with a new international threat. An aborted coup in the People's Republic of China has left President Wei

Zhen Lin with no choice but to agree with the expansionist policies of General Su Ke Quiang. They have declared the South China Sea a protectorate and are planning an invasion of Taiwan.



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"Heart-stopping action. . . entertaining and eminently topical."

— *The Washington Post*

## CHARACTER PROFILES

### Jack Ryan

Jack Ryan's success is solidly based on the foundation of his middle-class upbringing and inquisitive mind. After graduating from Boston College on a Naval ROTC scholarship, he was commissioned as a Second Lieutenant in the United State Marine Corps. His military career ended when a helicopter crash left him seriously injured.

During his recovery he met his future wife Cathy, made millions in the stock market, and took a job teaching history at the US Naval Academy. On a trip to London, he thwarted an attempt on the life of the Prince of Wales. This led to a career with the CIA--first as an analyst, then a reluctant field agent, and ultimately, as the Deputy Director of the CIA.

His next post was as National Security Advisor. His actions during the brief secret military confrontation with Japan led to his appointment as Vice President of the United States. One tragic moment thrust him into the Presidency, from which he is now retired. But is his country done with him?

### John Clark

The man known as John Clark was born John Terrence Kelly. As a Navy SEAL in Vietnam he was awarded the Navy Cross (later upgraded to a Medal of Honor by President Jack Ryan).

His life took a tragic turn with the death of his wife in a car accident. His subsequent relationship with a young runaway named Pam led to her death and resulted in his war on the drug dealers of Baltimore. A detective, one Emmet Ryan, who didn't care for a vigilante drug war on his beat was closing in on Kelly. With the help of the CIA, the former SEAL faked his death and started a new life as John Clark.

Since then, Clark has worked for the CIA as one of its most effective field operatives. He crossed paths with Jack Ryan for the first time in Colombia on the same mission where he met his future long time partner Ding Chavez. Most recently, he and Ding have headed the anti-terrorist force Rainbow Six in England.

He is married to Sandy and his daughter Patsy is married to Ding.

More fun stuff: [Tom Clancy has character profiles.](#)

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# THE HAPPINESS PROJECT



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## Tips & Quizzes

January 2: 6 Simple Strategies To Pitch Your Ideas. And To Make Them Irresistible.

December 19: 7 Tips for Sticking to Your New Year's Resolutions.

December 5: Trying To Resist Holiday Temptations? 7 Tips for Abstainers and Moderators.

November 28: 14 Writing Tips from Anne Lamott.

November 21: 8 Tips for Dealing with Difficult Relatives During the Holiday Season.

November 14: Feeling Resentful? 6 Hard Facts About Shared Work.

November 9: Want a "Tips for Happiness in Your New Home" Card To Accompany a Gift? Or For Yourself?

November 7: 12 Tips for a Happier Home, Adapted from Nursery School.

October 24: 13 Tips for Being Happy in Your New Home.

### Gretchen Rubin



Gretchen Rubin is one of the most thought-provoking and influential writers on happiness. Her books [Happier at Home](#) and

[The Happiness Project](#) were both instant New York Times bestsellers, and [The Happiness Project](#) has spent more than a year on the bestseller list. Here, she writes about her adventures as she test-drives the studies and theories about how to be happier.

**I love to hear from readers.**

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And more fun stuff: Gretchen Rubin has tips and quizzes

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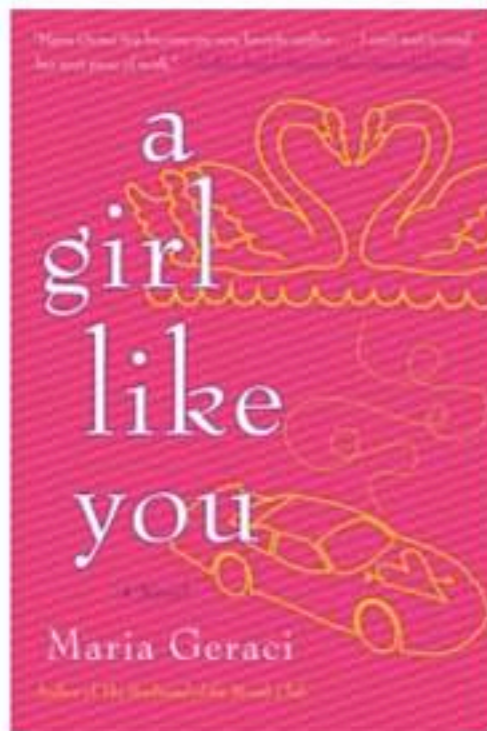
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# MARIA GERACI

AUTHOR OF FUN, ROMANTIC WOMEN'S FICTION



## BOOKSHELF



### A Girl Like You

- ◆ Berkley Publishing
- ◆ On sale August 07, 2012
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*"A lovely story starring a heroine who could be any one of us. An unexpected delight!"*—Carly Phillips, *New York Times* bestselling author

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### The Boyfriend Of The Month Club

- ◆ Berkley Publishing
- ◆ December 07, 2010
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 Iadorethe trappings of Christmas, had already succumbed... [Continue reading](#) →

### LAURIE STOLARZ'S NEW BOOK!



Hey, everyone! Big congratulations to GCC-member Laurie Stolarz! Her new book, *Deadly Little Lessons* released this

week! Here's a little about the... [Continue reading](#) →

### DIAL US FOR MURDER IS COMING BACK!



I've told you about *Dial Us for Murder*, the amazingly-insanely-disturbingly-ridiculously absurd mystery party company

that Debbie McMahon and I created....

[Continue reading](#) →

### true cover reveal!



Check out the cover for *True*, the third book in Hilary Duff's ELIXIR series (co-written by me)! The book comes out April 16, 2013. For a [sample chapter](#), [click here!](#)

#### About This Site



EliseAllen.com is the personal and professional web presence of Elise Allen, writer of Young Adult and Childrens' fiction, as well as television, features, and

internet programming. Her books include the Young Adult novel *Populazzi*; and her co-writing work on Hilary Duff's *Elixir* series.

#### Blog Categories

[Family Scoop](#) (43)

[Scoop Soup](#) (39)

[Fit'n'Food Scoop](#) (35)

[The Book Scoop](#) (104)

[Industry Scoop](#) (37)

Consistent footer with author bio lead-in and blog categories.



# Betsy's Guidelines for User- and SE-Friendly Content

- Lots of content: Good for SE's, But can be overwhelming for humans.
- Break up content into bite-size pieces for easier digestion: Short pages, short paragraphs, short sentences... and don't forget the short words (unless your audience is unusually erudite).
- Focus individual page content around a single keyword or phrase to enhance SE visibility.
- Properly tag headings — `<h1>` — and subheadings — `<h2>`, `<h3>` etc. — to break up longer passages and make content accessible via text readers.
- Add visual interest and enhance “scan-ability” with bullets, block quotes, links, and data tables whenever appropriate.
- Images are also great, adding visual interest and providing a queue to a section's topic. Be sure to use high-quality images or your credibility will suffer.

has stayed in the top 50 books of the new year.

### *And Then I'll Be Happy! Stop Sabotaging Your Happiness and Put Your Own Life First.*

Praised by reviewers as a "must-read," her book, ranked among the 100 top-sellers by Tower Books, offers realistic, solid solutions for creating a happy, healthy, personally successful life that you can live on your own terms. Critics hail her work as "fresh, insightful, sharp, sexy-funny, and sophisticated..... Savvy, sane advice for all!"

**TOWER BOOKS.**

*And Then I'll Be Happy!* has been consistently ranked in the top-selling 100 books by Tower Books for 2010, 2011, 2012

### *Nourishing Thoughts - The Little Book of Wise Sayings*

A small book of thoughtful sayings, and short tales that will teach you how to nourish the "self within" and become whole. Each segment begins with a life statement and ends with a Nourishing Thought coming from an eclectic mix of writers, historical figures, actors, and ancient spiritual sages. From Mark Twain to Buddha to Katharine Hepburn to Julius Caesar, to a surprisingly, serious statement made by the Queen of Comedy, Lucille Ball, the sayings offer practical advice on living a nourishing, positive life. Each "nourishing thought" will help you towards having your own "great sense of self."

Under the name CK Houghton, she is currently at work on the ©2012 *Catherine Harlow, Private Investigator* series. The first in the series is due in late 2013.

Kristen's work includes interviews and reviews for HBO documentaries, OWN, The Oprah Winfrey Network, and The Style Channel. She appears regularly on TV, radio, and internet shows as a Lifestyle expert. Her writing appears regularly in The Huffington Post, More, twodaymag, the San Francisco

She is the former head writer of the editorial for the magazine.

Also as CK Houghton, Kristen writes "nice little horror stories" guaranteed to make you check your locks and look under the bed before going to sleep." Her collection of short stories is due to be published in Summer 2013.

### twitter feed

[@kristenhoughton](#)

Dieting in America

<http://t.co/OEMhNKut>

about a day ago

[@kristenhoughton](#)

This article is from 4/12. In 1/13, I'm still getting emails from women in affairs. Worth a re-read.

<http://t.co/ibMqyxuv>

about 2 days ago

[@kristenhoughton](#)

Great interview for A Book Lover's Library! Many thanks Rebecca Graf for interviewing me~

<http://t.co/COEmEWs1>

about 5 days ago

### blogroll

[The Huffington Post](#)

[twodaymag.com](#)

[Dr. Maria Rago - Love Your Body](#)

[Recipe for Life](#)

[Bliss.com](#)

[BlogHer](#)

[Words to Mouth](#)

A few of my guidelines are featured here, including block quotes, headings and links



“The author is a *start up*. Indie and publisher-supported alike, authors are now wearing many hats to bring their books into the mainstream.”

~ Niya Sisk, [BookDaily.com](http://BookDaily.com)

**3.1. Keep it Fresh.**

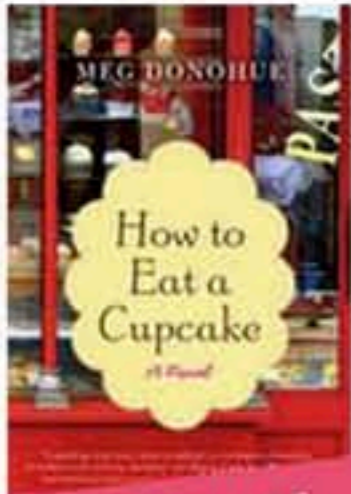
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**September 18, 2012 at 6 PM**

*Book Passage Ferry Building*

I'm so excited to read with the fabulous *Katie Crouch* and *Anna Lefler* at the *Chick Lit & Wine event at Book Passage!* Wine, chocolate, and books! Hope you can make it. Many thanks to Syrah of *Chick Lit & Wine* for inviting me to join this great event.

Past events include...

## JUNE 2012 EVENTS

Old events on Upcoming Events list? #FAIL

## **3.2. Interact.**



# Readers *Want* to Interact With You.

- Who me? If you're the author, then Yes, You!
- Collect email addresses for a newsletter or for occasional announcements.
- Stay in touch with these people! It doesn't have to be weekly or monthly, but at least every few months when there is book news, contests or other announcements.
- Encourage comments on your blog posts.
- Respond to each comment personally to develop relationships.
- When appropriate, follow up with these commenters via email to ask permission to add them to your email list.

Congratulations, Toby!

It looks fabulous and sounds delightfully intense.

[Reply](#)



**toby** says:

October 6, 2012 at 6:29 am

I hope you'll give it a look!

[Reply](#)



**Holly Robinson** says:

October 6, 2012 at 2:19 am

Truly an amazing book! You keep knocking them out of the park! Congratulations, Toby!

[Reply](#)



**toby** says:

October 6, 2012 at 6:29 am

Thanks for helping make it so!

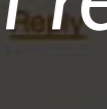
[Reply](#)



**Tim Dittmer** says:

October 6, 2012 at 6:16 am

Nice work. Enjoyed Blood Orchid, even though I'm a guy. ;-P Your work is well done.



**toby** says:

October 6, 2012 at 6:29 am

Thanks Tim. Its been great getting to know you on Twitter!

## CATEGORIES

- Blogging (34)
- Conservation (3)
- Creativity (43)
- dogs (4)
- Domestic Diva (6)
- Fiction (38)
- Food (6)
- Hawaii (63)
- Life (93)
- Local (9)
- Parenting (11)
- Personal (78)
- Photography (6)
- science (1)
- Social Media (8)
- The Writing Life (73)
- Therapy (19)
- Toby's Books (4)
- Uncategorized (24)

*Toby Neal responds to almost every comment personally.*

## **3.3. Extend your Author Platform.**

“Whatever your goal, whether to sell a series to a major publisher or to become a successful self-published author raking in the bucks, building an author platform is indispensable in today’s writing marketplace.”

~ Toby Neal, self-published author of the *Lei Crime Series* and a short ebook called *Building an Author Platform that can Launch Anything*



# Your Website is a Hub.

- Cross-promote your content on social media and book websites.
  - Facebook
  - Twitter
  - Goodreads
  - Amazon Author Central
- Re-tweet and promote via blog when your followers, fans, colleagues have news worth sharing. They'll repay these favors when you need them.
- Deals, giveaways, and contests are great reasons to reach out to fans across all of your networks and drive them to your site.

**“If you want to be found, stand  
where the seeker seeks.”**

~ Sydney Lanier,  
American musician and poet

# Elise Allen



Though Elise Allen hails from Philadelphia (home of Tastykakes, the best soft pretzels ever, and her beloved Philadelphia Eagles), she resides in Los Angeles, where it never has the audacity to snow. Elise has a wildly eclectic writing career, including sitcoms, kids' TV shows, Barbie movies, and internet shows starring her heroes, The Muppets. She is Hilary Duff's co-author for the book ELIXIR, and looks forward to the release of her first solo YA novel, POPULAZZI.

[Like](#) (2) [Email](#) [Facebook](#) [Twitter](#)

## Most Recent Blog Posts

### [I Smell Awesome](#)

Posted: 1:54 AM PST, December 28, 2012

You don't see me spouting a lot of beauty advice here, mainly because I'm a hot mess who spends the bulk of her days in pajama bottoms and hoodies. Kinda like a cozy Bill Belichick. ... [Read more](#)

### [My Christmas Tree!](#)

Posted: 1:41 AM PST, December 26, 2012

So last year, I had some [Christmas tree anxiety](#). Despite the fact that Iadorethe trappings of Christmas, had already succumbed to decorating my house with lights, and desperately wanted a tree... [Read more](#)

### [Laurie Stolarz's New Book!](#)

Posted: 2:10 PM PST, December 21, 2012

Hey, everyone! Big congratulations to GCC member [Laurie Stolarz!](#) Her new book, [Deadly Little Lessons](#) released this week!

Here's a little about the book:

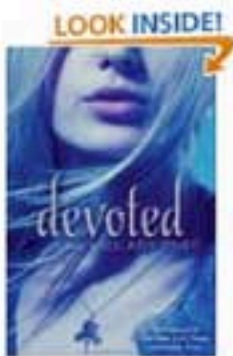
[Camelia Hammond's trying ...](#) [Read more](#)

## Books by Elise Allen

Showing 10 Results

Sort by [New and Popular](#)

[All Formats](#) [Kindle Edition](#) [Paperback](#) [Hardcover](#) [Audible Audio Edition](#) [See more](#)



**Devoted: An Elixir Novel** by Hilary Duff (Nov 6, 2012)

★★★★★ (26 customer reviews)

Formats	Price	New	Used
<b>Paperback</b> Order in the next <b>17 hours</b> to get it by Tuesday, Jan 8. Eligible for FREE Super Saver Shipping.	<b>\$9.99</b>	\$5.49	\$5.38
<b>Kindle Edition</b> Auto-delivered wirelessly	<b>\$8.89</b>		

Other Formats: [Hardcover](#)  
Sell this back for an Amazon.com Gift Card



★★★★★ (101 customer reviews)

Formats	Price	New	Used
<b>Paperback</b> Order in the next <b>16 hours</b> to get it by Tuesday, Jan 8. Only 20 left in stock - order soon. Eligible for FREE Super Saver Shipping.	<b>\$9.99</b>	\$3.99	\$0.08

## Customers Also Bought Items By

- [Lauren Conrad](#)
- [Cynthia Hand](#)
- [Becca Fitzpatrick](#)
- [Sarah Dessen](#)
- [Rachel Hawkins](#)
- [Lauren Oliver](#)
- [Nicole Richie](#)
- [Stephanie Perkins](#)

Elise Allen's latest blog posts on her Amazon author page



# Summary: Design

- Prioritize goals for the site, and design accordingly
- Consider your audiences and provide easy access to material for each
- Keep it clean, subtly adding your personality

# Summary: Build

- Setup self-hosted WordPress site with author's name as the domain
- DIY-ers: Choose a well-designed minimal theme
- Customize with plugins to optimize, speed up, back up and extend your site.
- Create and structure your content with your site's goals in mind

# Summary: Utilize

- Keep content fresh, up-to-date
- Interact with your visitors to build relationships that you can leverage
- Cross-promote your content and others' content throughout your entire author platform

**“Just because you can create  
your own website, it doesn’t  
mean you should.”**

**~ Betsy Cohen (me!)**

# Resources

- *Self-Publishing Sees Triple-Digit Growth in Just Five Years...*  
<http://www.prnewswire.com/news-releases/self-publishing-sees-triple-digit-growth-in-just-five-years-says-bowker-175634901.html>
- *Essential WordPress Plugins for Book Authors*  
<http://wpmu.org/wordpress-plugins-for-writers/>
- **ePublishUnum.com**  
<http://www.epublishunum.com/>
- *Building an Author Platform that can Launch Anything*  
<http://amzn.com/B007MJYJRM>
- *The Ultimate Author Website Info-Pack (for the non-techie)*  
<http://www.30daybooks.com/free-pdfs>
- **Amazon Author Central**  
[https://authorcentral.amazon.com/gp/landing?ie=UTF8&\\*Version\\*=1&\\*entries\\*=0](https://authorcentral.amazon.com/gp/landing?ie=UTF8&*Version*=1&*entries*=0)

# More Resources

## Plugins

WordPress SEO — <http://wordpress.org/extend/plugins/wordpress-seo/>

W3 Total Cache — <http://wordpress.org/extend/plugins/w3-total-cache/>

BackupBuddy (Premium) — <http://ithemes.com/purchase/backupbuddy/>

Backup to Dropbox — <http://wordpress.org/extend/plugins/wordpress-backup-to-dropbox/>

Simple Backup — <http://wordpress.org/extend/plugins/simple-backup/>

Gravity Forms (Premium) — <http://www.gravityforms.com>

Redirection — <http://wordpress.org/extend/plugins/redirection/>

Custom Post Types UI — <http://wordpress.org/extend/plugins/custom-post-type-ui/>

Advanced Custom Fields — <http://wordpress.org/extend/plugins/advanced-custom-fields/>

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