

Lisa Angle

The right Angle to help you write and sell your story



Lisa Angle of Ninety Degrees Media helps authors with websites, video, and social media. She earned a master's degree in Computer Based Education from Cal Poly, San Luis Obispo. While in SLO she worked as Marketing Director for the SLO Museum of Art and taught creative writing at Cuesta College. *Writers Digest* choose her website Angle on Writing as one of the 101 best sites for writers. She's Chief Technology Officer for Small Publishers, Artists and Writers Network and Assistant Marketing Director for the Ojai Film Festival.

Whether somebody chooses the indie author route or traditional publishing, their online presences bolsters book sales. No matter the publisher, the bulk of publicity efforts fall on the author. Each of these two presentations cover different aspects of important tools for today's book marketing.

What is a Writers Website? And Do You Need One?

Most writers need a website at some point in their careers. For those selling a book a website serves as a crucial part of the marketing plan. If sticky web terminology tangles up your brain, this presentation will straighten the mess out for you. You'll find answers to these questions:

- What are the essential pieces of a writer's website?
- Do I need hosting and what does that mean?
- If I don't want to blog do I still need a website?
- Now that I have a website and/or blog, what do I do?
- How do I know if anybody visits my website?

Social Media Nails for Building Your Author Platform

If you don't have a platform you must engineer one from the ground up. Essential building materials include community relations, personal branding, and online visibility. Tap into social media to seal bonds between all these different facets. If you don't see the point of social media, this presentation will help you find a grip and hammer in some of the basic principles. You'll find answers to these questions:

- Which social networking sites are key to my platform?
- What are three crucial actions I must take once I sign up for an account?
- How do I stand out in the noisy online crowd?
- If I don't have anything to say, what do I post?
- Experts tell me "Don't post 'Buy My Book!'." Is that true?

What Students Say...

"Her attitude is positive, but realistic. I like the way she comments and makes the person still feel intelligent."

"She has a good rapport with the class, and she kept us firmly on task."

"She creates a good, non-threatening environment for her students."

"A good facilitator—she did an excellent job getting and encouraging everyone's involvement."