

00:00:00:00 - 00:00:09:16

Lisa Angle

Welcome, everybody. And hopefully you're all authors and looking to get more readers.

00:00:11:16 - 00:00:19:24

Lisa Angle

My name is Lisa Angle and I run 90 degrees media because I am the right angle to help you write. And so your story.

00:00:22:00 - 00:00:58:20

Lisa Angle

My guest today is Bee Bloeser and I first met Bee in 2021 because we both released books that year. Mine a novel and hers a memoir. And we were on a radio interview together with a couple other indie authors, and we just started talking about how we've been marketing our books. I will look to be introduced herself and tell you a little bit about her book and her journey as an author.

00:00:59:24 - 00:01:32:10

Bee Bloeser

Okay. Thanks, Lisa. Hi, everybody. Well, I had never written a book before. I had written my entire career, but those were clinical reports in my career as a speech language pathologist. But after my late husband passed away nine years ago now and I was reading through his files, he had so much detail, so many documents about our lives in West Africa.

00:01:32:22 - 00:02:10:14

Bee Bloeser

He was one of the people who helped eradicate smallpox. And we lived in Nigeria and then Equatorial Guinea. And the children and I wound up being evacuated out of there because of some situations. And he had so much detail that I thought, I have no choice. I have to write this book. Well, I didn't know how to do creative writing, so I started the first thing I did was go to a meet a group of made up group on writing.

00:02:11:02 - 00:02:33:06

Bee Bloeser

And I walked in and I said, you know, I have a ton of documents and I decided I have to write this book. I don't know where to start. And so the advice I got that day was to start writing with, you know, while you have these documents, you can figure out a lot of things as you go along.

00:02:33:21 - 00:03:10:20

Bee Bloeser

And and I did start then and wound up joining two or three other writing groups as well, and in particular a nonfiction critique group, the Rita River Writers in Tucson, Arizona, where I was living. And so over the course of well, but the time I finally brought the book out, it was seven years. Part of that time was learning how to do creative writing and how to how to put it together and so on.

00:03:11:08 - 00:03:53:13

Bee Bloeser

And then a lot of the time was spent also on what I needed to do to even develop any sort of a following. Because early on I heard that, oh, you had to have a platform and you needed to the, you know, have tens of thousands. 100,000 followers would be nice, 200 would be better, and so on. So I and I eventually when I got the book well, when I felt like it was finished and I had been through a lot of critiques, a lot of eyes, which I highly recommend.

00:03:53:13 - 00:04:30:18

Bee Bloeser

Don't try to write a book by yourself. Then I did. I did start out trying to get an agent and I queried several agents and I had a really great response from one in particular, an agent in Canada, which I was excited about that because of the ties with UK and so on. And she was very complimentary two times, came back asking for more pages and very interested.

00:04:30:18 - 00:04:58:16

Bee Bloeser

And then she asked me to write a proposal and I spent four months working on a proposal and of when she read the proposal, she said, I just did not have enough followers. So I and then I also did send a proposal to a number of university professors. But then the pandemic hit, and I thought, this is too time.

00:04:58:18 - 00:05:33:16

Bee Bloeser

I. Book is about or the smallpox eradication program and our experiences with that. And so I felt like I had to get it out. So I wound up doing a hybrid thing and using Wheat Mart publishing in Tucson. I was acquainted with them. I had some fellow authors there in Tucson who had used Wheat Mark. So I had seen their work and and brought it out that way.

00:05:34:19 - 00:05:59:06

Bee Bloeser

My journey about the website began back at that very first meetup I went to and I decided to write a book when one of the people said, And you need to start blogging right now, you need to you need to blog. And it's really simple. She said, just go and type in WordPress.com and bring that up and and just start blogging.

00:05:59:07 - 00:06:37:02

Bee Bloeser

Just, you know, every few days, write write something about your story. And so I thought, oh, well, okay. So I went home and decided I would blog. In fact, I thought I was going to write three blogs. I was going to blog about my story. I was going to blog on Foursquare from my speech pathology background, something for parents and I

forget what the third but anyway, obviously I had no idea what blogging involved, but then I realized, okay, I found out.

00:06:37:18 - 00:06:58:05

Bee Bloeser

Well, you're going to blog. You have to have a blog site. You have to put it somewhere. So I, I had a number of people who were acquainted with WordPress.com and it seemed pretty simple. And so that's how I started out.

00:06:59:11 - 00:07:22:14

Lisa Angle

So before we, we talked a little bit more about, about your decision about WordPress dot com. Mm hmm. Let's can we back up a little bit and so that people will know some of the things that we will be talking about as far as developing a Web site.

00:07:23:13 - 00:07:24:03

Bee Bloeser

Okay.

00:07:25:18 - 00:07:56:19

Lisa Angle

First of all, you need well, first of all, talking to a blog. And some people say, well, what's the difference between a blog and a website? Well, they basically are the same thing. You can have a blog and you can have a website, but they're a presence on the Internet and some people use them interchangeably. But the first thing you need is a domain name.

00:07:57:11 - 00:08:26:09

Lisa Angle

Even if you don't use it right away, I know some of you have bought your domain name already and I recommend that you get your name. The other name that you're going to use as an author. I've had people who said my name is not available. So they do their first name, hyphen last name dot com, or they do dot net, dot net also works.

00:08:26:10 - 00:08:58:11

Lisa Angle

There's other things that like dot co that's for company. But if that's your only option that there are other options. It's like one author I worked with. She had another author with her same name. And because sometimes names can be pretty common, it's and that author wrote something totally opposite to what she's writing or not necessarily opposite, but in a totally different genre.

00:08:58:11 - 00:09:34:22

Lisa Angle

And she doesn't she didn't want anybody going there instead. So she put something else, mystery author in her domain name. And I tell people, go, that is a good place to buy your domain name, but don't buy anything else from them. They are notorious for

upselling. I know she bought hers through Google. You can go through register dot com if you have a lot of hosting services will provide you with your domain name.

00:09:36:18 - 00:10:08:16

Lisa Angle

I recommend getting it. If you go through GoDaddy, you can get it. A good price on getting your domain name for five years, which is good because search engines can tell how long you've had your domain name and how long you have it registered for. And if they know their robot, they know everything. But if they say that you have registered your domain name for a while, they go, Oh, this person's plans to stay in business for a while and hosting.

00:10:08:23 - 00:10:34:23

Lisa Angle

That's another big thing when you're talking about WordPress and WordPress.com, and we'll talk about that more in a few minutes. But hosting is where your it's like your domain name is your business name and then hosting is where people will find you. If you say you're going to open a store and office, you have to choose what neighborhood to have your office in.

00:10:34:24 - 00:11:08:11

Lisa Angle

You need to choose your do you want a storefront? Do you want an office in a back alley? Do you want your home office? So hosting is where all those files live that you that that you are going to make up your website and this is where you have to decide this is to be was just told she was telling us that she was just told that oh, I'll just go to WordPress.com.

00:11:09:03 - 00:11:45:18

Lisa Angle

And that's true. The reason I tell people to go to WordPress.com is it's a very popular WordPress is very popular. 43% of all the websites on the Internet are built with it. And if you start with WordPress.com as needed, you will get to know their interface and how things work. And I but I've heard a lot of people who have said, oh, I don't want I don't want that.

00:11:46:14 - 00:12:18:07

Lisa Angle

So Squarespace is also another good option. It's very much a drag and drag and drop. And they don't give you as many functions to use, which a lot of people like. A lot of people don't want to go to a cost, so they just want to go to their little corner market. And so that can be a good option.

00:12:18:07 - 00:12:53:01

Lisa Angle

Wix is another option that a lot of authors choose and some people use Weebly not so much anymore since Square bought them. They've kind of square kind of messed up,

you know, that goes and this is a lively you will get the slides with the replay and you and this will be hyperlinked in the slides so you can go and check out and read more about web builders or content management systems.

00:12:53:01 - 00:13:21:18

Lisa Angle

Sometimes they're called and some like the Wix and Squarespace, they're more of a drag and a drop. A drag and drop, whereas WordPress, it has more options. That's one of the good things. There are a lot of pros and cons and and these are also hyperlinked. If you click on, you'll be able to read more about the pros and cons of WordPress.

00:13:23:17 - 00:13:31:05

Lisa Angle

But do you want to talk about your decision making and experience with WordPress dot com.

00:13:32:16 - 00:14:13:04

Bee Bloeser

Okay. Well, I was told that that was an easy one to work with and it was the main one I was hearing anything about. I really hadn't heard much talk about the others and it was just kind of a given, I guess almost that I would just set that up. And there was there is a WordPress meetup in Tucson, and I went to one of those meetings which was most of the way, way, way over my head and more than I ever needed to know, or at least that I wanted to know.

00:14:14:07 - 00:14:59:03

Bee Bloeser

And I found WordPress dot com to be pretty easy to work with. I chose a template and you know, went through several trying to choose one. And when I had issues with trying to set it up I they have happiness engineers and you could message happiness engineer and get a response pretty promptly and that worked pretty well. But what I was hearing all along was that when you had a site on WordPress dot com, you never really on that site.

00:14:59:22 - 00:15:23:22

Bee Bloeser

And so all along I kept wondering I wonder if I should switch to wordpress dot org. But I also knew that if I did that I would need to have a host because I wouldn't be able to. I didn't have it in me to try to do all of the things that a host would need to do.

00:15:25:17 - 00:15:28:10

Lisa Angle

And here's one of your first attempts.

00:15:29:03 - 00:16:07:11

Bee Bloeser

Yes. And they at one point I had the vaccines and bayonets was super, super large. We may have a slide where is this one? I did before. I had a book cover before I had my design for a book cover. And this is just forthcoming. First person history. And I just searched a pixel and a unsplash, I think it is, and so on for free images.

00:16:08:01 - 00:16:53:10

Bee Bloeser

Just looking for something that could would convey some kind of ominous sort of feeling. And I used that and used part of the embassy seal. Yeah. That other one that you're. That's coming up right there, that's a larger font. And I chose the color for the same reason to convey tension then and but but this was as you can see, I had a book cover when this one was done and had quite a bit of text, pretty text heavy on the front end.

00:16:54:09 - 00:16:54:12

Lisa Angle

Of.

00:16:56:10 - 00:17:03:07

Bee Bloeser

And let's see, is there another one coming right up.

00:17:04:13 - 00:17:31:03

Lisa Angle

But since this is where you edit a video, we had a good thing to have. Although right there you can see it's not on her own YouTube channel. So if you have your own YouTube channel and put your own your videos on your own YouTube channel a little bit, but this is good. I think she did that later on, as we'll see.

00:17:31:09 - 00:17:47:08

Lisa Angle

But you have one of the things that you have to do when when you're working on building a website is get feedback from other people. And that's something that we did.

00:17:47:08 - 00:18:31:21

Bee Bloeser

Right. And Lisa, you put this video on here for me. It had I had been advised, I had taken it. One of the groups here in Santa Barbara is a group place that they are both part of and one of the meetings was bring your website, show your website, and everybody would critique it. And one of the things was that I think one of the suggestions then was, ah, and Lisa, you may have suggested that first that it would be great to have a, a video above the fold and you put that on there for me.

00:18:31:21 - 00:18:50:01

Bee Bloeser

I wasn't able to figure out how to put the put that on. This is back when I was doing everything myself with some phone calls now and then to Lisa.

00:18:50:01 - 00:19:00:14

Lisa Angle

What did they tell you? It you also you went to score and got some advice from them. What were some of the things that they recommended?

00:19:01:05 - 00:19:31:14

Bee Bloeser

Yes. And that's what will lead to the the one I have now and led to my switching to WordPress dot org the mentors from score asked me what is what is your goal? Is your goal to sell books? And I said, well, yes, I do want to sell books, but my goal is to get the story out there.

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Bee Bloeser

That's that's the reason I'm doing this. And I so in I want speaking engagements and all those kinds of things. It's not just the book. And so one of the score mentors said, Oh, you want to be a thought leader? And I thought, Well, that sounds a little grandiose, but anyway, they a recommendation from them was that my website currently at that time was focused entirely on the book, even though I'd had in there about my speaking engagements and so on.

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Bee Bloeser

It still was focused on the book itself as is what I'm putting out there. And they wanted me to rework the website and make it more about me.

00:20:27:06 - 00:20:59:00

Bee Bloeser

And so they came to Lisa and I thought, okay, if I'm going to have my website really re made to have a whole different feel, now's the time probably to switch to WordPress dot org because I'd had a little anxiety in the back of my head all along about the fact that I didn't own the website when it's on dot com, that it could someday just disappear.

00:20:59:14 - 00:21:12:19

Bee Bloeser

And I lost everything. So, so I decided that was the time to get with Lisa and, and do the two things at the same time.

00:21:14:10 - 00:21:45:00

Lisa Angle

And get well. Like she said, one of the things is that they're not like any of the platforms Facebook YouTube, WordPress dot com they you know they have right to use your content and yes even without your knowledge and yes that could just be that maybe a quick, quick screenshot of your website is used in their marketing materials, but still, you know, maybe you don't want that.

00:21:45:09 - 00:22:19:09

Lisa Angle

And also well the one good thing about WordPress dot com is that it's very easy to see that when you're on WordPress dot com they are hosting your website. Like when you sign up for Wix or Squarespace, they are hosting your Web site, your your website lives. They're on their server. If you choose to go with the WordPress software that you can get from WordPress or then you need to find somebody to host your website.

00:22:19:16 - 00:22:48:05

Lisa Angle

I, I host websites through Bluehost and there are, you know, if you go by yourself and get hosting, it's about \$3 a month. You can go to HostGator for Green Geeks and there's a lot of places that you can go for hosting, but that gets a little bit more complicated. But when you're on WordPress.com, they are hosting your Web site.

00:22:48:22 - 00:23:21:19

Lisa Angle

So one of the first things we had to do when she moved her Web site and I did a new one for her is I set up it. And that had a lot of advantages because she didn't have to worry about paying for them. WordPress.com will put if you pay less money, they'll supplement by putting ads on your website and.

00:23:21:19 - 00:23:50:04

Lisa Angle

Whereas, if you have your own website off of WordPress.com, then you don't have to have that happening and they won't take it down without notice. Of course there's always things that that happen. But so we set up posting and and because she started with WordPress.com the two things are she knew it was easier to move if she was on Squarespace or Wix.

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Lisa Angle

That would be as easy to import all the all the information and all the images and stuff and blog posts that she said that wouldn't be so easy. But because that was WordPress.com going to a self-hosted WordPress site was very easy. So that's something to consider that if you start with Squarespace or which if you do decide to go away from them, it might be harder to meet your content.

00:24:21:08 - 00:24:57:24

Lisa Angle

And here is it'll just take a second for this to load up. Here is what we came up with for her new site and we have this landing page that has kind of an all, all on all go to place where she has a little bit about a book, a little bit about her. She has book reviews, views, she has the video and a nice big video player.

00:24:58:09 - 00:25:41:01

Lisa Angle

And she has her latest blog posts and she has a place to sign up for a newsletter. And she has her social media links so that people can follow her. They come there and they've decided by looking at the site that they know like and trust her now. Then they'll want to follow her on social media. And she got all sorts of wonderful stuff up here on her speaking page has, of course, videos and images and audio.

00:25:41:07 - 00:26:01:10

Lisa Angle

She's done a great job of with her speaking. Let me go back to Tammy just a second to go back to there and oops, this is a little.

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Bee Bloeser

While you're doing that, Lisa. I'll just say that the after the score, mentors had a look at the website, but as Lisa redid it, they were very pleased.

00:26:21:06 - 00:26:47:01

Lisa Angle

Well, that's nice to hear. And these are the things that you want to to make sure that you have when you are putting a website together, I'll tell you, content is always working. And so I've had people who have like come to me and said, my book is coming out and I found a publisher, I need a website now.

00:26:47:13 - 00:27:12:18

Lisa Angle

I say, okay, send me all the content you have. And they don't have any. In some cases they've said, Oh, that they have video of past speaking engagements they've had, and so I can help them set up the YouTube channel and have videos. And videos are great to have on websites because Google is one of the biggest search engines out there.

00:27:12:23 - 00:27:53:18

Lisa Angle

And Google owns YouTube. So if you have a YouTube video on your website, then Google will find your website better. And like I said, landing page or homepage, that should be a little bit of everything kind of. And the other thing I forgot to mention when I signed up hosting and domain names is if with with Squarespace and WordPress.com, you can have your domain name or you don't need to have your domain name, you can have it.

00:27:54:07 - 00:28:19:05

Lisa Angle

See right now since you moved your domain name she has Byblos or dot wordpress.com and so you can have your domain name have the WordPress dot com in it or you can when you buy your domain name. I don't know how much it is now, but it used to be a dollar a month. You can have it forwarded to someplace else.

00:28:19:13 - 00:28:50:06

Lisa Angle

So say you want to just use your link tree or your Facebook page, you can just have your domain name forwarded there. But if you're having if you're going to put together a website, you've got your landing page and you want to have links to your books on Amazon or Indiebound or wherever your books and e-books are available.

00:28:51:07 - 00:29:25:17

Lisa Angle

And I tell people it's just easier to link than selling them on your own site unless maybe some e-book, because then it's a download. Whereas with physical books you have to it's kind of a pain to have to ship them. And the about the author is a very important page because that tells people who you are and you want them to know, like and trust you.

00:29:27:00 - 00:29:52:02

Lisa Angle

And if you're having trouble writing your author bio, I have tips on my website and I use media about right and other people and just search on them about how to write an author bio. And you want I've had some people who I've done websites for they send me photos and can't use them because they're too small or too old or too brainy.

00:29:53:11 - 00:30:18:12

Lisa Angle

And these days, with everybody having cell phones, you know, maybe your boyfriend girlfriend, husband, wife, maybe they take good photos, maybe they're not professional, but they take good photos. And with the cell phones these days and the digital cameras, they could be good. Maybe they don't take good photos. Then don't tell them and go and get a friend.

00:30:19:20 - 00:30:54:02

Lisa Angle

But you need a good are I've tried that facilities too because those are those are a little bit more difficult but you need a good author photo too and visuals are very important these days. On websites you can use zoom to or your cell phone to do videos of you reading a chapter from the book. Of course you do want to put reviews and testimonials on your website.

00:30:56:01 - 00:31:21:19

Lisa Angle

If you don't have reviews for your books yet, there are sites that will will do that for you. I used book Sirens, which is just you pay just a minimal fee. You're not giving your book away. You're giving your basically you're giving your book away. But their fee is just for having their website up there to get the readers to download it.

00:31:22:02 - 00:31:58:13

Lisa Angle

They are legitimate readers. So some sites you have to check, make sure that they comply with Amazon's review policy because but there's always other sites that will take reviews and they can always just send the reviews to you and you want your media kit, or at least if you have somebody wrote an article about you, even if it's just a blog post that your friend wrote, anything that you can put up there.

00:31:59:08 - 00:32:33:21

Lisa Angle

I also have some tips on how to write a mini media kit, or you can search about how to do a media kit and, you know, most authors have opportunities to get on podcasts or do book signings. You have to get yourself out there. So that's where people can find out about you. You don't necessarily have to blog, and I do have some tips on my website about blogging and it can be short.

00:32:34:10 - 00:33:22:18

Lisa Angle

It doesn't have to be necessarily have to do with your book, but if it's engaging, it can be just an image and a couple of sentences about the image. But if you don't want to blog, you know, don't if it's too hard for you, don't pull your hair out. But make sure that if you are on social media, even if you're just on one social media, even if it's just your LinkedIn, especially if you've got a nonfiction book, you make sure that they have a place to contact you and connect with you and you don't have to put your email address on there.

00:33:22:18 - 00:33:49:24

Lisa Angle

That's why they have the forms and most platforms. You can do a form where they're not going to have your email, but they have to fill out the form and click the little box. And then our robot, in order to send you these type of messages. So that's in a nutshell, that's, you know, do you have anything else to add?

00:33:49:24 - 00:34:28:19

Bee Bloeser

Be a no, I don't think so. I've I've been very pleased with the website I have now. And I know that a lot of people, I was told, is at the Festival of Books that these days when if someone let's say you have a marketing person who's trying to pitch you for interviews or speaking engagements or whatever, that people instead of like, they say, okay, I'll mail you some material.

00:34:28:20 - 00:34:47:24

Bee Bloeser

They say, Oh, never mind, just give me her website or give me his website. They just count on count on having you're having a website that they can go to and learn all the basic things that they want to know in order to engage you.

00:34:49:01 - 00:35:10:03

Lisa Angle

And that's why I tell people that if you can get your name or something simple as your domain name, what it is, is, is like, you know, say you're at a farmer's market or you go to your kid's soccer game or you run into somebody at the drugstore or whatever, and they say, Hey, I heard you have a book out.

00:35:10:09 - 00:35:23:07

Lisa Angle

How can I find out more? Then you can just tell them, Oh, just go to the blogs or dot com. Then that's easy. Something they can remember.

00:35:24:19 - 00:35:25:07

Bee Bloeser

Right?

00:35:27:01 - 00:36:06:22

Lisa Angle

We had some people send in some questions ahead of time. The first one is, should I allow comments on my blog? If you do decide to blog, that's one of the things you can do is you can talk about something and then ask people a question and that's a and then that will entertain comments. Some people turn them off and like a lot of a few years back, a lot of the newspaper sites that had comments enabled, they turned them off because they know they posted news that was just news.

00:36:06:22 - 00:36:34:05

Lisa Angle

And then people would start arguments. So if you think what you're going to be posting is going to entertain comments, that will start arguments. But then again, maybe that's what you want. That can be engaging too, but it's your choice. But comments are good to interact that that's part of what having a website or at least a blog as part of having a blog is like is it's.

00:36:34:24 - 00:37:10:22

Lisa Angle

And that's one of the reasons why people fell in love with Facebook and the other social networking sites is because they can interact with their readers. And asking questions is a good way to do it. I tell people to do what I say, don't do what I do. So I have been very lax at putting up blog posts on my own off your website, but I'm planning to talk about how, oh, I happened to get little spots on a couple of copies of my book.

00:37:10:22 - 00:37:51:15

Lisa Angle

So I thought, well, they're not, you know, it's not doesn't look bad, but I can't resell them, so I'm going to put them in little libraries. So then maybe I think maybe at the end of that post I'll say, Do you have a little library in your neighborhood or something like that? And one of a mutual friend of B and myself, Betsy GREENE, she loves putting her books in little libraries and she put a little note in there saying, Hey, send

me here's my email address, send me a selfie of yourself with this book and also make a contest out of it and say, Hey, here's a picture of the little library I've put my

00:37:51:15 - 00:38:23:05

Lisa Angle

book in, try to figure out where it is. Let's see what's another. Okay, how often there's a website if you're not blogging, I think if you're starting out and you are blogging, then once a week is good for once a month. Make a commitment that is good for you. I go to a lot of blogs. I go, okay, well, they have posted anything in a couple of months, but they do post every couple of months.

00:38:23:12 - 00:38:26:10

Lisa Angle

So I will check that and.

00:38:26:23 - 00:38:38:04

Bee Bloeser

Lisa, I heard from one person who does this SEO stuff, the I forgot what that stands for.

00:38:38:19 - 00:38:47:17

Lisa Angle

Search engine optimization once a week your website in order to get Google and Bing and other search engines to find it more easily.

00:38:48:01 - 00:39:16:04

Bee Bloeser

Right. And this person said that even if you just go in and change, it can be a pretty minimal change on one page of your website that that helps some, I may say how long, how often should the website be updated? You're not talking about a major makeover or something. You just some some entry, some new entries, some new image or something.

00:39:16:13 - 00:39:17:07

Bee Bloeser

Is that right?

00:39:17:19 - 00:39:43:23

Lisa Angle

Yes. That that's a very good point is yep, maybe you just go in and say, oh, I can put this at the top and move this down below. Or That's another good reason to have a speaking page or an event page where you can list your events or you go in and you change it to, Here's an event I just did, so I'll move that to the past events.

00:39:44:18 - 00:40:17:11

Lisa Angle

Any little change or but you want to at least do it quarterly at the very least, that's the bottom line, is to go and check your your website, your blog, at least quarterly. And it's also good to back up. If you have the capability of backing it up, you'll there is a place on WordPress where you just go and you can export all the content just to make sure, just in case you never know.

00:40:17:11 - 00:40:52:17

Lisa Angle

And let's see here. Oh, do we have to worry about if you post your book descriptions and they're not published yet or publish, you put up a short story. Do you worry about people stealing it? No. And see, some people even say, oh, I'm querying agents. I'm I'm afraid that the agents is going to steal my idea. And they don't do that because you can't copyright an idea, even a cartoon.

00:40:52:20 - 00:41:19:19

Lisa Angle

You can see a cartoon with a caption and you can see the same caption on another cartoon. There's a totally different cartoon with the same caption, and they're not violating the copyright. I mean, they there's some trademark things. I don't know. I'm a lawyer, but you can't copy. I do know that you can't copyright an idea and you see this all over the place too, where you got things that are in the public domain.

00:41:20:01 - 00:41:48:12

Lisa Angle

A lot of people have rewritten Jane Austen books. There's a whole genre that and Shakespeare stories or even just the plot line Cinderella. How many you know, you take Cinderella, make it a dude, you got a totally different story. So people could do that with with your ideas. Sure. They could take all your story ideas and say, hey, I kind of like that, but they're not going to write the same story that you're going to write.

00:41:48:12 - 00:42:23:20

Lisa Angle

So no, I wouldn't worry about that. Oh, somebody is coming up with a brand new book and they've already got let's take a look at that. Let me go to a different. Where is it? Here it is. So here's an example of somebody who's got a website and it's great because they've got several books, but they're in their advertising or promoting their brand new book that is coming.

00:42:25:00 - 00:42:54:17

Lisa Angle

One of the things this is very text heavy. And if you remember what they're seeing, all the earlier incarnations of Bee's website, they were really text heavy. And this yes, it's got a very big image at the top and that's good. But there's a lot of text here and it's hard to digest this text. If you have something that can break up some of that text, that would help.

00:42:54:24 - 00:43:32:22

Lisa Angle

And then they have books here on different pages. But people have to go to these other different pages to find out about those other books. And then here is somebody who did their website and they're coming up with a new book that I help them with this. And I helped her with this. And she has I put all your books up there at the top that I put on her short version of her bio here, and you can click more to read it, but you want and then here's information about the new book.

00:43:33:06 - 00:44:12:01

Lisa Angle

So you want you want things in smaller bites on the home page. If people want to know more, they can go there and try to put all your books, you know, give a good idea of all your books, on your on your front page. Let's go back here. Let's see what else we have here. People they they don't like WordPress.

00:44:12:12 - 00:44:52:03

Lisa Angle

A lot of people don't. They go in there, they say there's too many options to complicated and somebody says they want something that they can handle themselves and some people can handle WordPress themselves. Like we said, there is happiness engineers. If you go to WordPress.com and if you start a WordPress dot com, then you can practice and not tell anybody that you're that you're there and practice before you move to a self-hosted site.

00:44:52:16 - 00:45:20:19

Lisa Angle

Or you might want to just go with Squarespace if you want to do it yourself and get something that you can manage yourself. There are those options of places like Squarespace and Wix, and there are the other platforms. But for the reasons that we've already talked about, WordPress is a good option. There are things that you can do.

00:45:20:19 - 00:45:57:01

Lisa Angle

Here are some resources that go and learn some of the simple stuff YouTube or go to these websites, these two people, Christina Hill and the Web Design Relief, they also have a website writers release. So then those are companies that work with authors quite a bit. And then of course there's me, but I'd much rather do editing, but but I can help you with your website and then help sites.

00:45:57:01 - 00:46:45:15

Lisa Angle

Another great place to go. If you already have a website and you want to figure out what you can improve about your website. HubSpot is a great place. Do you want to say anything more about, you know, the WordPress is difficult, but you can you can do it be or are you are you still with us? Are you muted or maybe she's frozen anyways.

00:46:45:20 - 00:46:57:14

Lisa Angle

So if you could do it, I think you can do it too. And okay.

00:46:58:02 - 00:46:59:06

Bee Bloeser

Everybody's lost me.

00:46:59:24 - 00:47:01:08

Lisa Angle

Know we're here, you know?

00:47:02:06 - 00:47:37:12

Bee Bloeser

Okay, it, you know, I think that if I had a spare well, if you wanted to spend a lot of time with WordPress.com, you can do a pretty nice website. But I still have that concern that the fact that you don't own it and it could disappear at any time. And I really like the being able to, to know that, that you've got my back.

00:47:37:12 - 00:47:40:23

Bee Bloeser

Lisa Yeah.

00:47:40:23 - 00:47:56:04

Lisa Angle

Does anybody else have any other questions? They can put them in the chat. If you have a question. And in the meantime you can tell us where you can where we can buy your book. And we're going to be speaking next.

00:47:56:20 - 00:48:30:20

Bee Bloeser

Okay. Well, it is my book is and paperback, hardcover and e-book on Amazon. And the book is also available in print on Barnes and Noble, About.com and and other online booksellers. And if you happen to be in the Santa Barbara area, it's at the local bookstores here. And I just finished a week of three speaking engagements in one week.

00:48:30:20 - 00:49:04:15

Bee Bloeser

And so I have a little break here. I have a couple of things coming up in April of. But one is with the Rotary, one of the Rotary chapters here in Santa Barbara and and another a women's philanthropic education organization. I will be speaking again next year. I just finished doing a two and a half hour lecture for a lifelong learning group here.

00:49:04:15 - 00:49:34:20

Bee Bloeser

And and next year, I'll have four. I'll be speaking for four plus hours because I'll do two days. So and I also was approached about traveling to Tucson, to the couple speaking engagements again there. So I'll try to I'll put those on my website. So just keep checking I guess.

00:49:36:06 - 00:50:06:12

Lisa Angle

Yeah. And the the page that has where you found the information about, about this presentation has a link to these website and that has your contact information on it. And so when you get this, you'll also, you'll get the link to my website too that you can go to. So you will get the replay and you will get the slides.

00:50:07:05 - 00:50:22:22

Lisa Angle

Look for those in email probably tomorrow. Well, thank you, everybody. I will go ahead. And in this meeting, if you have any other questions, you are welcome to to email me.