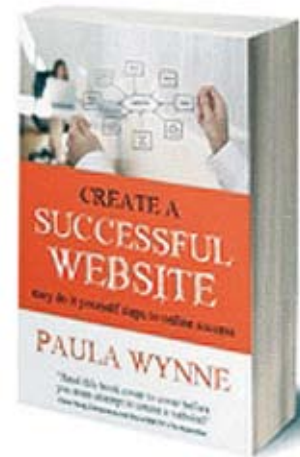


Win all you need to create an **author website**

One lucky reader wins a Moonfruit website, a mentoring session with Oxford Literary Consultancy and a copy of *Create a Successful Website* by Paula Wynne



Award-winning entrepreneur, speaker and author of *Create A Successful Website*, Paula Wynne used her website business as a stepping stone to becoming an author. When she realised the potential 'platform' she was working with as a Director of Remote Employment, she set up a Wordpress blog to showcase her work to potential publishers.

Paula encourages all new writers to give this route to publication a go and so she is offering *Writers' Forum* readers a great competition prize to win a website package, an author mentoring session and a copy of her book, *Create A Successful Website*, worth over £300.

'Whether you are an established author promoting your books to a wider audience or a new writer peddling manuscripts to publishers and agents, having your own site will take your profile to the next level,' says Paula. 'An online presence is a superb way of introducing agents and publishers to your material, and if you can create a "platform" of followers, readers and interest groups, you will be more valuable to a publisher one day.'

ENTRY DETAILS

To enter, simply explain in 200 words why you should be the one to win this prize and email win@writers-forum.com using 'Website Competition' as the subject line. Paula will read



Paula Wynne

all the entries that arrive by the closing date of 25 November and pick a winner, who will receive all this:

- A copy of Paula's book, *Create A Successful Website*, which is available on Amazon. Packed with to dos, how tos, pros and cons, bullet lists and questions to ask, it's a must read.
- Your own website hosted for three years by Moonfruit, worth £150. Moonfruit is an award-winning website builder which offers a complete package of services for you to register, host, build and support your own website. Over 2.8 million websites have been built using Moonfruit, by people who wish to establish businesses, and share their passions. It gives customers the freedom to create, publish and develop their web presence to a professional standard through easy-to-use software.
- One hour's free phone mentoring worth £147 with Stephanie Hale, director of Oxford

Literary Consultancy, who is a publishing expert and writers' coach. Use the consultancy to discuss topics such as how to structure your book, how to pitch to agents and how to make more money from writing. It should also give you a few topics to discuss in your blog!

It's a great opportunity to join in online!

- Find out more about Paula's books, tips on creating articles for websites, search engine optimisation, PR and other start up business advice at www.paulawynne.com. Paula also offers practical workshops to help your website succeed.

PAULA'S TOP TIPS FOR CREATING A WRITING SHOWCASE

- 1 If you are going to start with a simple blog, check out free and pay monthly sites – there are some fantastic resources available.
- 2 Research, brainstorm and plan your site to build your 'author's brand'. Keep it stylish and consistent across all pages, avoiding cheap clip art and flashy animation.
- 3 Add a navigation menu with relevant tabs, aiming to feature all your work as well as any other expertise and skills a publisher may find interesting.
- 4 Create a dialogue with your visitors through good content and add value by uploading articles and snippets of your writing.
- 5 Make your content 'sticky' so your audience stays longer. This means new and constant updates, which Google loves. Don't throw up a few pages and then forget about it. Use your site as the 'window' to your potential. A publisher needs to believe you are worth a punt.
- 6 Fans and followers will find you via search engines such as Google, which look for key words and phrases. Decide on your primary keywords and make sure all your pages have these words in the title and page description.
- 7 An example of some keywords to optimise would be 'writer in x county', 'new writer in x town', or 'x [your genre] writer in x city'.
- 8 Start a link-building campaign to create links by contacting book clubs or other new writers in the area and asking for links. Also request link swaps with online writing services.
- 9 Set up a social network on Facebook and Twitter and join discussions groups. Everyone is communicating online so it's essential to join the conversation. But it can be a huge 'time hoover' so take gentle social media steps rather than crashing in and finding you can't cope.
- 10 Send interesting and newsworthy press releases to local, regional and national media and optimise your release by using your keywords throughout. Publishers like to see a proactive author who will work tirelessly to get their work promoted.