

Overt Outreach

*“Social Media Empowerment and Specialized Virtual
Training for Authors”*



Full of Acorn Nuggets for Authors



JOHN HODGKINSON – As an award-winning and Best-Selling Author also known as JohnEgreek and proud author of *Grandma’s Secret Blessings, A Memoir with a Twist* I am honored to provide you with my program,

Overt Outreach

“Social Media Empowerment and Virtual Training for Authors”

The area of social media expertise that I have gained as a first-time author and as the PublishNow Liaison for TomBird.com and his authors has opened avenues to a wealth of social media information. I fully believe that this experience will help authors learn from my success as well as my mistakes. As humans, we all make errors and I am accountable when errors are made. As it’s been said, “To err is to be human.”

It has been an honor and a privilege to be member of Tom Bird’s team, something I hope to continue for a very long time. As the Author Liaison, working with the Tom Bird Author Development Program and guiding authors through the editing, formatting and publishing process, I have discovered the desire to provide Social Media guidance. I treat everyone as I would hope to be treated and together we can make dreams come true.

Drawing upon my technical expertise and knowledge from my former experience as a project manager in Nuclear Power, it is my intention to use this experience and my experience as an author to facilitate the efficient flow of knowledge regarding social media. The process elements that nurture an author to put their book, their dream, and their Authorship out to the world. I will use the family mantra, “To transcend and go beyond,” to guide you with the expectation that you’re not just selling your book, you’re selling your Self. Together you will become known to the world. Being a published author is a fabulous experience but being known as a published Author is the Reward.

Call upon me with your questions, your anxiety and your troubles. I will be here to help you from the place that I call home, here in San Diego County.

We will travel down this road together by bringing your name to life.

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Beta Retreat Presented by John Hodgkinson, also known as Author JohnEgreek in conjunction with TomBird.com

One Day Only – Cost \$197.00 Beta

Proposed Date: October 13, 2018

1. Retreat begins at 8:00 am Pacific Time
2. Introduction – Overview of the Retreat schedule and logistics (15 min)
3. Creating your Twitter Account – (8:15 am PDT thru 12:00 am Central)
 - a. Creating your account
 - b. Banner Creation using Pixler/editor.com
 - i. Resizing the banner for your Twitter page
 - ii. Resizing the banner for your Facebook page
 - c. Insert banner and other images on your Twitter page
 - d. How to build your twitter following
 - e. How to maintain your twitter follow to following ratios
 - i. Introduction to Mangeflitter
 - f. How to Tweet and Retweet
 - g. Why it's important for you to Retweet other people's tweets
 - h. Twitter Campaigns
 - i. Q&A regarding Twitter
4. Break for Lunch (12:00 – 12:45 PM Central)
5. Creating your Author Page on Facebook – Begins promptly – 12:45 pm Pacific to 3:00 PM
 - a. Create your Facebook Author account
 - b. Inserting your Facebook banner and your Author image
 - c. How to build your following on Facebook

- d. Teaching you How to Post on Facebook
 - e. Teaching you How to Promote your book on Facebook (Free vs. Paid)
6. Break and self-study 3:00 to 3:15 PM PDT
 7. Overview of Creating your Author Central Page on Amazon 3:15 PM PDT to 4:15 PM PDT
 8. Q&A and lessons learned – 4:15 Pm PDT
 9. Retreat Ends – 5:30 PM PDT (4- Retreat Package Offering)

“Dreams do come true and there are nuggets at the end of your rainbow.”

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What you can expect to learn and take away from this training:

1. Your Authors Manual that provides the platform for Social Media Building with a Step-by-step process outlining everything you will learn, beginning with Twitter.
 - a. How to Create your free email with Google gmail to be used to create a Twitter Account
 - b. How to Create your Twitter banner, using a step-by-step, hands on process.
 - c. How to size your banner to meet the specification requirements for Twitter.
 - d. How to insert your banner into your twitter profile
 - e. How to build your Twitter Profile.
 - f. How and Why it's important for you to Tweet.
 - g. Learn the tricks and proven method to build your Twitter following.
 - h. How to maintain your twitter follow to following ratios
2. The Step-by-step process in building your Author Page on Facebook (included in the manual)
 - a. How to resize your banner for Facebook.
 - b. How to build out your Author Profile
 - c. How to find and build your following on Facebook
 - d. How to post on Facebook
 - e. How to link your Facebook to your Twitter account
 - f. Promoting on Facebook (free vs. paid)
3. An overview on what is needed to build your AuthorCentral site on Amazon.
 - a. Find and Following Authors on Amazon
 - b. Adding video to AuthorCentral page
4. An Overview into the Four-Retreat Program and special offering for Tom Bird PublishNow Authors.

Ownership of this program and the intellectual property provided belongs to JohnEgreek aka John E. Hodgkinson

Social Media Empowerment and Specialized Virtual Training for Authors

Giving you winning strategies and empowerment to build a strong social media following.

ADMIT ONE

\$197.00

GET ACCESS NOW!



Transform your Twitter account into a visual enhanced page while learning the power of Twitter – “It just takes One”



Transform your Facebook account into an Author Account while learning the power of Facebook



Build an AuthorCentral Page to tell the world who you are.



No travel, no hotels, no hassle. Learn and work from the comfort of your sacred space.

- **Are you dreaming of writing a Book that will attract readers like a magnet instead of driving them away like insect Repellent?**
- Or maybe you've already written one but your sales are barely enough to cover your publishing costs?
- **Are you struggling to choose book marketing strategies that really work?**
- Are you locked into a dead-end job dreaming of replacing your current income with book royalties?
- **Or maybe you want additional revenue to provide you more comfort or freedom?**
- Would you like to begin a journey with social media as a driving force in your desire to grow as an Author with your business or legacy in mind?

If so, you're in the right place!

I'm Author JohnEgreek, your host for Social Media Empowerment and Specialized Virtual Training for Authors. I know exactly how you feel about social media because I've felt this way before myself.

I know that your situation is temporary and there are concrete solutions to the social media dilemma that you're facing.

You can stop the guess work and follow my proven step-by-step program, that has the power to transform the words you have written into an opportunity of increased exposure and awareness to who you are as an Author, even if you haven't sold a single copy of your book yet!

This is going to be an extraordinary adventure. You're going to build social media Author sites that you can be proud of and get your message to more people than you ever imagined. This exciting retreat will empower you to begin a journey of a marketing adventure beyond writing your book. All this, in just once day.

Presented by - Author JohnEgreek as seen on:

