

Book Squid The E Book



**Detailed instructions on how to set up a
Squidoo Lens to promote your book**

**By
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What is a Squidoo Lens?

A Squidoo Lens is a free webpage that you build on a specific topic, like your book. It is constructed of modules, which are like building blocks. You can select which modules you want in your Lens, and what information you would like in them. You can also rearrange the order of the modules to your preference.

Why do you need one?

A Squidoo Lens is a fun and easy way to gather a lot of information about a particular subject, all in one place. It's also a terrific traffic generator to send more readers to your main website, shop or blog! By building a Lens about your book, you can aggregate:

- **Who** you are, why you wrote this book, other books you have written or are working on.
- **What** your book is about, and related information like additional information about the setting or time period.
- **When** you might be making appearances or doing book signings.
- **Where** your book is available, both online and locally, including location information like maps.
- **Why** readers would enjoy your book. You can include links to reviews, comments by bloggers, and other media links like del.icio.us, digg, Technorati, Flickr pictures, and YouTube videos.
- **Wow!** Because Squidoo is a co-op, you can earn money in addition to increasing your book's sales and exposure. Every lens carries AdSense advertisements from Google. But you don't have to set up an AdSense account, figure out what "channels" are, or learn how to incorporate the ads. The revenue earned from all AdSense advertisements on all Lens is pooled, and distributed to the Lensmasters!

There are also modules that can earn revenue for you. If you choose to add modules for eBay, Amazon, Care Press and others, their merchandise can be featured on your Lens, and earn you money from sales.

This doesn't mean you have to have your own items for sale at any of these places. You have the option of choosing items to feature, or a specific seller to feature, OR you can let the selection be automatic, based on your preferences!

If you do sell your own merchandise (*say you have an eBay auction item that you would like to feature on your Lens*) - that is fine too! And if your item sells while it is listed on your Lens, you receive an additional payment through Squidoo, which is totally separate (*above and beyond!*) from whatever earnings you made from the auction! The choice is completely yours!



LET'S GET STARTED!

The first thing you need to do is **register as a user** at www.squidoo.com/browse/homepage

What username would you like? You can make up something wild, personal or catchy. Or you can use your real name - it's up to you.

Be sure to allow "Contact Me". People are going to be interested in your book and may want to ask you a question. You should have a mailbox that isn't used for anything but web contacts from your blog, website, storefront and Squidoo Lens. If you don't have one, sign up for a Google mail account, and direct all of your web contacts there.

I would STRONGLY suggest you start a Word document to contain all of this information. Include what username you selected and what password you are going to use. As we go along, add pertinent information to this document.

Make a folder in your computer's My Documents called Squidoo, and when you're finished with your document, save it there. If you add photographs, you can store them in there, too. If you decide to make additional Lenses (*and I bet you will - Lenses are addictive!*) you can break the Squidoo folder down into sub folders for each Lens.

Now you're signed up and ready to start building your Lens! What do you want to call it? A good Lens title is just as important as the title of your book. The **BEST** title for your lens would be *Your Book Title*.

Lenses are very search engine friendly, so this is a powerful tool for getting the name of your book out there. If for some freakish reason, the title of your book is taken, go with "About *Your Book Title*".

In the Create a lens address (URL) space, put the title of your lens. If it is more than one word, you can choose to run all the words together, or put a hyphen or underscore in between them. URL's can **not** have any blank spaces, so you must choose *yourbooktitle*, *your-book-title* or *your_book_title*.

In the Title section you CAN (*and should*) use regular spacing, and capitalization, for example, *Your Book Title*.

For Pick a main category for your lens, you can either go with "Arts" (*generic for all things literature*) or get more specific with the topic that your book is about. More specific is better, but you can always come back and change this.

Add a tag is a one or two word category that would describe your book. If it were in a bookstore, what section would people go looking for it? Mystery? Crime? Reference? Business? Photography? You can add several tags, so web surfers who get in the ballpark of your subject, will be directed to your Lens.

Pick your primary tag is pretty straightforward. Of all the tags you added, which single one is most descriptive of your material? Go with that for your primary tag. Obviously, "book" should be a tag, probably your primary.

If your Lens is going to contain **adult material**, **PLEASE** list it as such.



BUILDING YOUR LENS

Write a short bio.

You probably have a bio from your book's dust jacket or back cover. Maybe you have a description from your blog.

You just need a brief paragraph to let people know who you are.

The Lens will have much more detailed information included farther down.

This brief bio will appear on your sidebar. If you build more than one Lens, you can choose to make this your default bio for all Lenses, or you can modify your bio to fit the subject matter of other Lenses.

How do you want to get paid?

This is a personal choice for you. Look over the options and select one. It isn't permanent; you can always come back and change this later.

Go to **Build My Lens**. Select **Just Add Water**.

You can add, delete and rearrange the modules later. This is just a good place to start.

Select **Max this lens**. Trust me.

Click **Continue**. As you work on your Lens, you will edit each section, or module, individually.

If you get stuck, run out of time, or feel stressed, just click **Keep this Draft**. This preserves the work you've done, but it isn't made public.





MODULES

A module is a building block for your total Lens. There are dozens of modules to choose from, and you can edit your Lens to add or delete modules whenever you like. I am going to give you a basic layout here. You can start with it, and then as you become more familiar with your Lens, you can update it.

Click on the orange “Edit”  button to open the **Introduction** module.

The Introduction Module: *Your Book Title*

The text in the introduction module can be copied from other sources, or you can write something new. Either way, it should be a brief overview, just like you would have wherever your book is sold. This is a teaser. It shouldn't give away any major plot lines or go into too much depth about technical material. It SHOULD be well written though, and be entertaining enough to encourage readers to learn more. EVERYTHING related to your book should have the spelling and grammar checked. Twice.

The Photo

For the Introduction module, you can upload a picture of *your cover*. Don't have a picture? Is your book available online somewhere that has a thumbnail picture of it? Go there and right click on the picture, and save it to your Squidoo folder.

No pictures on the web? Do you have a scanner? You can scan your book, cover side down, and then crop and resize the image to get a very nice thumbnail image. No scanner? You can take a photograph of your book, crop the excess from the sides, so the cover fills the entire picture.

Pictures that are displayed on the web do not need to be high resolution; in fact it is better if they aren't. Most monitors can't display over 80 to 90 pixels per inch, so there isn't any point in making your picture higher resolution than that. It won't look any better; it will just load much slower.

You don't need a hosted space on the web for your picture. You can upload it directly from your computer! Click where it says “Browse” and sort through My Documents to your Squidoo folder. Open it and find the picture of your book cover and select it, then upload.

When the written description and photo are both in place, click **Save** at the bottom of the **Introduction** module. Then click, **Save This Draft**, at the top of your workspace. Now you've saved the work you've done so far, in case your computer suddenly goes haywire, or one of your kids falls and breaks their arm.

Save the information you put in your **Introduction** on your Word document.



Connecting your blog to your Lens.

You have a blog, right? You don't? Oh my gawd, you're doomed! (*Just kidding*) But you SHOULD have a blog. It's another tool in your Big Box o' Tricks to Make Your Book a Bestseller. You can set up a blog for free at Blogger. A blog is truly important to helping you promote your book. I know, there's so many technologies, programs and advice. It get confusing and overwhelming and you want to say screw it all. You don't know what's important and what's not or how to do half of this stuff.

In the famous words of Stuart Smiley...That's OK. I am telling you, you need a blog. All the smart kids are doing it. You went to the trouble of writing the book, so you **must** want people to read it, right? You want your book to become popular; you want to become popular. That's OK too. I understand. That's what ALL authors want. That's one of the reasons we write.

Don't give me that look. I know there are only so many hours in a day. You have other responsibilities, a day job, a family, clubs, church, the bowling league.

You still need a blog. It is a terrific complement to your Lens.

"But when am I going to find the time?"

You have to make the time. All of the promotion you do for your book has to come from the time you are doing something else. You could try getting up a half-hour earlier. You could give up your least favorite TV show. You can update your Lens or blog while it's on. During every 60 minutes of commercial television, there are twenty (*that's right TWENTY*) minutes of commercials. You can update a Lens or write a blog post in twenty minutes. You can set up your Lens or a blog over a weekend - this weekend. The thing you have to do is prioritize. Is it more important to you to watch an entertainment gossip show, or to become a best seller?

OK.

This is not a guide on setting up a blog. Those are out there, everywhere. I would recommend the book, "Blogging for Business," by my good friend Ted Demopoulos. It is a clear and detailed instruction manual. But for your basic needs, just go to Blogger. They recently improved their setup procedure, and it is very simple. Honest.

So let's assume you have your blog set up now. If not, leave the **RSS: Add Your Own Feed** module in place and unedited at this time. It is a very patient module, and will sit there behaving itself until you're ready.

If you don't know what RSS is, or where to find yours, don't panic! RSS stand for, "Really Simple Syndication" and it really IS easy!

You don't need to understand programming or code to find and use RSS. You DO want to offer your RSS feed to those who want it! What RSS does, is allow people to see information from many different sources - say their 20 favorite blogs - all in ONE PLACE!

The easiest way to get your feed, is to go to Feedburner. They have a special tool to help you. Go here: www.feedburner.com

Right smack in the middle of the page is a box that you just type your URL into. Go to your blog and copy your website address that starts out, "http". Then go to Feedburner and copy it into the box.

In small print just above the box are instructions for a Quick Start guide for Blogger, Typepad, WordPress, MySpace and Podcasting/Videocasting. You can go with that method if you prefer. Take your pick, and follow the instructions.

Now you have a feed! It will look something like:

<http://feeds.feedburner.com/YourBlogName>

Later, you can go back and pick up  buttons from Feedburner to paste onto your blog, so that anyone who wants to add your feed to their reader can do so easily.

Now you are ready to add your feed to your Lens!

Go to your Lens workshop (Click "Edit This Lens") if you aren't already there.

If you have closed that window and saved your Lens-in-progress as a Draft, just go to Squidoo and sign in, then find the link for, "My Lenses". It is a drop-down menu from "My Account," at the top and center of the page. Hover your mouse over "My Account" and you will see it. Open your Lens, and you will see the lineup of modules. The introduction is at the top, and should show the information you placed in there along with a small picture of your book cover.

RSS: Add Your Own Feed: *Your Blog's Name* Blog

(Add the word “Blog” to avoid confusion, unless your blog title already **INCLUDES** the word “Blog”)

The next module down should be, **RSS: Add Your Own Feed**.


If you don't see a module called **RSS: Add Your Own Feed**, go to the top of the page where it says,



“Add Modules”.

Click on the “Basic” tab and find **RSS: Add Your Own Feed**. Click “Add,” then go to “Preview”. There is a simple table showing the order of your modules, and you can drag the RSS module up to the spot just below **Introduction**, then click “Save”. This will take you back to your workshop area, and the module **RSS: Add Your Own Feed** will be just below **Introduction**.

If you forget to move the module up using “Preview,” and just hit “Save” instead, you will be returned to your workshop area where you see the module lineup, and **RSS: Add Your Own Feed** will be at the very bottom, under your **Guestbook**.

Don't panic! You can toggle it up with the orange  up arrow, until it is directly under **Introduction**.

Click on the orange Edit button and the module will open.

Give your module a title.

This is where you put in the name of your blog. This is typed normally, with spaces and capitalization.

Give your module a subtitle.

You can put, “*Your Blog's Name* Feed” in here.

Give your module a description.

You probably have a description at your blog, most programs ask for that when you set it up.

If not, just write a brief description covering what you normally blog about.

What URL would you like to pull RSS from?

This is where you put your Feedburner feed.

How many headlines would you like to show?

Three is a good place to start. As you get used to seeing your feed appear here, you can decide whether to increase or decrease this number.

Would you like to include an excerpt from each link in the feed??

Choose the middle answer, "Excerpt (100 characters)". Again, this is just a starting point; you can always change this later.

How frequently should the module be updated?

Choose the option that matches your posting schedule. If you post more than once a day, pick an update that will capture your most recent posts.

Would you like to display HTML in the excerpt?

Choose yes. It won't hurt anything, and if you do ever have HTML in a post, it will be carried through to your Lens.

Click "Save" and this module is complete!


Click "Save this Draft". *(Because you never know when someone will break something.)*

Save this information to your Word document.




The Link List: *Your Book Title Online*

The next module down, should be **The Link List**.

If it isn't directly under the **RSS: Add Your Own Feed**, use the up arrow  to toggle it up, until it is.

If you don't see a module called **The Link List**, go to the top of the page where it says,  "Add Modules".

Click on the "Basic" tab and find **The Link List**. Click "Add," then go to "Preview". There is a simple table showing the order of your modules, and you can drag the RSS module up to the spot just below **RSS: Add Your Own Feed**, then click "Save". This will take you back to your workshop area, and **The Link List** will be just below **RSS: Add Your Own Feed**.

If you forget to move the module up using "Preview," and just hit "Save" instead, you will be returned to your workshop area where you see the module lineup, and **The Link List** will be at the very bottom, under your **Guestbook**. You can toggle it up with the orange  up arrow, until it is directly under **RSS: Add Your Own Feed**.

Click on the orange Edit button and the module will open.

To populate the **Link List**, you'll use links to anywhere on the net that your book, (*hardcover, softcover or e-book*) is available for purchase. Is your book sold at Barnes and Noble online? Other online retailers? If you are self-published, you probably have a storefront, and can put that link here.

GO FIND THOSE LINKS NOW.

On the Word document you have started, that preserves the information about your lens, copy the ISBN or ASIN number, the webpage URL, the name of the retailer and the description:

PLEASE NOTE: If Amazon is your **ONLY** online retailer, eliminate this module, and use the **Amazon** block, two modules down, which was included in your, "Just Add Water" group.

WHY? A brief note on payments (Modules that are "Moneymakers" are noted in Red)

The Amazon module falls into the category of **Moneymakers** - along with eBay Cafe Press, The SuperStore and others. These modules will automatically generate income for you, paying a commission on merchandise sold through them. Yes, even if it is your own merchandise, you will get your normal payment from Amazon, eBay or Cafe Press, **AND** your module will earn a commission which will be paid through Squidoo, once your payment threshold at Squidoo is met.

If you selected \$1 as your payment threshold, **and** you chose to have any commissions earned to be sent to you (*as opposed to charity*) when your Lenses (*combined if you build more than one*) reach the payment threshold you set (*the lowest setting was \$1*) Squidoo will set you up for a payment during the next payment cycle. (**Payments to Lensmasters are disbursed monthly.**)

Your payment (*what you earn from Squidoo*) is a combination of the shared revenues from all advertising done by the company (*the Google ads you see on the top and bottom of every single Lens*) **PLUS** the commissions you earn from "**Moneymaker**" modules.

Give your module a title.

For now call it, "*Your Book Title* Online" (obviously the real title, not those words.)

Give your module a subtitle.

You can call it something like, "Second in the series".

Give your module a description.

You can say, "*Your Book Title* is available for purchase at these online retailers".

Type or paste your link here.

This is where the URL for the page your book is featured on, goes. It may be very long, so copy it carefully.

Name this link

You can put "Barnes and Noble," "Lulu Publishing" or whatever the specific retailer's name is.

Create a short description for this link to give surfers more context about the link.

Put in the specific format that this link takes viewers to - hardcover, softcover, etc.

Example:

By *Your Name*

Hardcover: 304 pages

Publisher: Hyperion (July 5, 2006)

Language: English

Release Date: 07/05/2006

Add another link

Click "Add another link" if your book is available in more than one format, or at more than one online retailer. Use the same method to fill in each link to a different online retailer.

When all your links are filled, click "Save," and "Save this Draft".

Save this information to your Word document.



Write! And Add a Photo!: My Biography

Readers like to acquaint themselves with an author as a person. This is a terrific place to put a more descriptive biography and a nice photograph of yourself. Don't go overboard, but sound warm and open.

Don't repeat word for word, the same bio you used when you registered as a user. That brief bio will appear in your Lens sidebar, so you don't want to reproduce exactly the same information in a module. Does the dust jacket or back of your book already have a bio? You can use that, or write something fresh. This would also be a good place to discuss what motivated your writing. Explain about this specific book. What research did you do? How long did it take? What was the process? What steps are you taking to keep sales and interest up?

Title this module, "My Biography", or "A Brief Bio of *Your Name*", "About *Your Name*".

An example:

I grew up in *Anytown, State* and now reside in *Somewhereville, State*. I live in a refurbished loft with my wife and 2.5 children. I've been writing for five years, following a lifelong dream of becoming an author. My first work, "*My First Book*," was a modest success, and was followed by, "*My Second Book*," which is climbing the charts now. I became interested in *the subject of my current book* when *this thing or event* motivated me to learn more about *the subject of my book*. *Title of Book* took me two years to write. I discovered that *a topic in my book* was a *sensitive/relevant/little known* subject. It's been fascinating to meet *readers/bookstore owners/aliens from another planet*. I also write freelance articles for the *Somewhereville Gazette*.

Consider including educational background and awards

I graduated from Any University, where I served as President of the Journalism Society and was Sergeant at Arms for the local Dungeons and Dragons club. I was valedictorian of my kindergarten class and have won three Pulitzer Prizes. I've been walking down Main Street every Tuesday evening wearing a sandwich board advertising my book. If you see me, wave!

Do not include your social security number or bank PIN.

The photo

This is uploaded just like the one for the Introduction. It should be a professional photo; not one taken on New Year's Day of you passed out in the bathroom.

When the text is entered and the photograph is uploaded, click "Save," and "Save this Draft". **Save** this information to your Word document.



Amazon: *Your Book Title* at Amazon

In your “Just Add Water” selection for your module lineup, the next module down is **Amazon**. If not, follow the instruction shown above for inserting or moving this module.

If **Amazon** is the **ONLY** online link you have, you should eliminate **The Link List** module above.

Give your module a title.

For now call it, “*Your Book Title* at Amazon”.

Give your module a subtitle.

You can call it something like, “Second in the series”.

Give your module a description.

You could copy the description from Amazon if it is different, or copy the Editorial Review from Publishers Weekly if it appears on your Amazon page.

Yes, the Amazon module offers a “Find it” link, but this can get tricky, especially if you are on a dial-up connection. There’s no reason to have to be skipping back and forth, in and out of your Lens-in-progress as this increases your chances of screwing something up.

Trust me, I have a Phillips head imprint on my scalp from being screwed up so many times.

Make a list on your Word document, naming **WHERE** (“*Amazon*”) **and** the ISBN or ASIN number.

Be sure to include ALL versions (Hardcover, paperback, Audiobook).

Type or paste your link here.

This is where the ISBN or ASIN number goes.

Name this link

Put “Amazon” here.

Create a short description for this link to give surfers more context about the link.

Example:

By *Your Name*

Hardcover: 304 pages

Publisher: Hyperion (July 5, 2006)

Language: English

Release Date: 07/05/2006

On “Display options,” choose them all. When you finish filling in the ISBN or ASIN number, name, and display options - save, and you will see a picture and the information filled in. In the description area, put in, “Hardcover 325 pages English,” or “Audiobook MP3 CD” (whatever the appropriate information is).

If you have more than one book at Amazon, repeat for each.

Click “Save,” and “Save this Draft”.

Save this information to your Word document.



Flickr Pictures: *Your Book Title Pictures*

In your “Just Add Water” selection for your module lineup, the next module down is “**Flickr Pictures**”.

IF you already have an account at Flickr, (*a free online service, which hosts and shares user pictures*) you can link to those pictures here.

If you don’t have a Flickr account, this would be a good time to go sign up. They are located at:

www.flickr.com/

The signup process and instructions on using the site are all available there. This is not an instruction guide on using Flickr, so you will need to figure that out from their FAQ, Learn More, and Help sections. Don’t be scared, it’s not that hard.

This module would be a good place for photographs of yourself at a booksigning or a personal appearance. If you have a LOT of pictures, consider multiple **Flickr** modules, one for each location or appearance. Scatter them throughout your Lens, using the up and down arrows, so they aren’t all clumped together.

Maybe your fans send in pictures of themselves reading your book or showing up at an appearance. If their photos are public at Flickr, you can link to them here. **At your blog**, you could have a contest for best fan picture, and give away a copy of your book.

A Lens looks better and is more entertaining when it includes pictures. It helps break up long blocks of text, adds visual interest, and adds a new dimension to you as an author.

However, if you are horrified at the thought of your face, and/or body being seen on the internet, you could still try the, “Fans” aspect suggested above.

Or do something downright silly, like taking pictures of your book in a lot of different places, like, “*My Book Title* Goes to the Park,” and take photographs of your book in a swing, on a slide, sitting on a bench feeding the pigeons.

“*My Book Title* Goes to the Movies” could show photographs of your book outside a multiplex; standing in the concessions line; sitting in one of the seats with a box of popcorn.

NOTE OF CAUTION - try to **not** include other patrons, just get a shot of *Your Book Title*, the counter and lighted menu, because using pictures of other people without their consent can be a slippery legal slope, or at the very least piss people off, and that is **NOT** your intent.

Technically you CAN take pictures in public places. See this page for a legal description:

www.kantor.com/useful/Legal-Rights-of-Photographers.pdf

Briefly, it says, “Except in special circumstances (e.g., certain government facilities), there are no laws prohibiting the taking of photographs on public or private property. If you can be there, you can take pictures there: streets, malls, parking lots, and office buildings.”

A plan like this can generate interest in your book in several ways. If you do a series titled, “*My Book Title* Goes to the Mall,” **BE SURE** to take flyers, brochures or business cards with information about your book and where to buy it, because you are sure to generate interest from bystanders.

You should carry a copy of your book with you **EVERYWHERE**. You never know when an opportunity to mention it or take an interesting photograph will pop up.

If you do an extensive series for visited places, you might consider doing a **Flickr** module for EACH location, and titling them correspondingly.

Give your module a title.

If you do multiple modules for separate occasions or appearances, title each module accordingly, like, “*Your Name* at Booksigning September 23, 2006” or “*Your Name* at Barnes and Noble Booksigning”.

Give your module a subtitle.

Use either the date or location, (*whichever you didn't use in the main title*).

Give your module a description.

Write a clever, amusing or deadpan serious description of the photographs. Describe the experience, even if it was horrible, like, "Here I am, all alone and desperate, as shoppers avoid eye contact and flee for the exit upon seeing me".

Or hopefully, "At *this location*, I met some incredible people who were really interested in my book".

Click "Save," and "Save this Draft".

Save this information to your Word document.

Google Maps: Find Me/ My Book!

In your "Just Add Water" selection for your module lineup, the next module down is **Google Maps**.

If your book is sold at local brick and mortar stores, you want to let people know where the stores are, and how to get there!

Are you doing a book signing, giving a speech, or making some other public appearance? Publish the information here! You can lay out your route with maps!

If you have locations AND personal appearances you want to show maps for, consider **TWO OR MORE Google Maps** modules, so they can be titled separately, then place them in the module lineup where they make the most sense.

Squidoo Note: Currently, the Google Maps module only works for US-based addresses. We will add UK and Canadian support as soon as possible.

You can display maps for where your book can be found at brick and mortar stores (*obviously a large national chain can't have every location listed*).

But many authors only have their book available for purchase in a few bookstores, and this is an excellent place to list those locations, complete with a nice map.

The selections in the, “Create your map” section of the **Google Maps** module are easiest to fill in, if you put the information on your Word document first. Put the street address and town on a single line, as the Google Map module doesn’t have separate entry lines for street and city. On another line enter a description, like “Find *Your Book Title*”.

Display Options: Try one view, and if you don’t like it, switch to the other, or try the combination.

Choose “On” for Talk Bubble.

Choose “Medium” for Zoom. If you are dissatisfied with this, you can always edit it later.

Give your module a title.

Title a brick and mortar store location by the bookstore name in the main title, like, “*Your Book Title* at *The Happy Booker*”.

Give your module a subtitle.

Use the city and state location, like, “*Somewhereville, State*” or for multiple locations, “*Your Book Title* in *the Tri-County Area*”

Give your module a description.

“You can find *Your Book Title* at these locations.”

Click “Save,” and “Save this Draft”. **Save** this information to your Word document.

For upcoming personal appearances and booksignings, title each module accordingly, like, “*Your Name* on *November 1, 2006*” or “*Your Name* will be at *The Happy Booker* for a Booksigning”.

Give your module a subtitle.

Use either the date or location, (*whichever you didn’t use in the main title*).

Give your module a description.

“I’m really looking forward to meeting folks in *Somewhereville, State* at *The Happy Booker* on *November 1, 2006*.”

If you know someone in that town, or have visited this town or store before, **MENTION THEM**. Something like, “Hey, Bill, I’m coming to your town!” or, “I had such a great time when I visited *Somewhereville, State* last year!”

Click “Save,” and “Save this Draft”.

Save this information to your Word document.

eBay Module: Related Merchandise

In your “Just Add Water” selection for your module lineup, the next module down is **eBay**.

If your book isn’t for sale at eBay, there are still opportunities to use this module!

What is the subject of your book? If it is non-fiction, perhaps a guide to using a particular software, you could place links to the product at online auctions or retailers.

If it is fiction, you could find auction items that are associated with your subject, location or time period.

If it is science fiction, you could select auction items from famous science fiction books, movies or memorabilia.

The eBay module is an affiliate, and you can earn an affiliate commission.

You can choose the merchandise yourself, or allow them to pick appropriate products based on your preferences.

If you run eBay auctions and want to feature your own merchandise, you can do that. If your item sells, you will get your payment from the buyer, PLUS your Lens will earn an **affiliate commission!**

If the merchandise YOU sell on eBay is not related in **any** way to your book, it would be better to choose merchandise that is more closely related.

GO FIND THOSE LINKS NOW. On the Word document you have started, that preserves the information about your lens, copy the ITEM NUMBER. Yes, the eBay module offers a “Find it” link, but this can get tricky, especially if you are on a dial-up connection. Since you are going to want to preserve this information anyway, find the item numbers first, and copy the name of the item and the item number to your Word document.

There’s no reason to have to be skipping back and forth, in and out of your Lens-in-progress as this increases your chances of screwing something up. Trust me.

If you wish, you can do more than one **eBay** module for related merchandise. You could do one for items that are related to the location of your novel, and another for Civil War memorabilia, if that is the time setting.

If you are going with a location, title your module, "Items related to *Somewhereville, State*".

Give your module a description.

"Because *Your Book Title* takes place in *Somewhereville, State*, I thought you might be interested in related merchandise."

If you choose time setting, call the module, "Items related to the Civil War".

Give your module a description.

"I'm fascinated by the Civil War era, which is part of the reason I wrote *Your Book Title*. I love looking at auctions for Civil War memorabilia, and thought you might find these interesting."

Click "Save," and "Save this Draft".

Save this information to your Word document.



Guestbook: Comments

In your "Just Add Water" selection for your module lineup, the next module down is "**Guestbook**".

This is the comments section and it is VERY important! This is where you can get feedback from readers and fans.

Toggle the "Guestbook" module to the very bottom of your workspace when you add more modules, because viewers will be better equipped to comment after seeing ALL of your modules.

Give your module a title.

For now call it, "Comments" or "Feedback".

Give your module a subtitle.

You can say, "What did you think of this Lens?" Or, "I love hearing from readers!"

Give your module a description.

You can ask readers what they thought about your Lens AND about your book.

Click "Save," and "Save this Draft". **Save** this information to your Word document.



LOOK AT YOU!

At this point, you have a nicely populated Lens, and you've got a good feel for working with modules.

Take a moment to look at your Lens. Not bad, huh? You've built an exciting webpage that gathers information from LOTS of different sites, tells people a TON of information, and is sure to get your book more exposure!

Double-check the information, reading through your Draft as if you were a stranger. Is it logical? Fun to read? Is the spelling and grammar correct? Dontcha love it!?!

Publish!

OK, here comes the moment you've been waiting for! Press that big orange "Publish" button! Then go to "View this Lens".

Wow! Aren't you proud of yourself? You should be! You've done an awesome job! Congratulations!

Go through your Lens and click on every link you made, to be sure they take viewers to the place you want them sent. If a link is broken (*sends you to "Page cannot be found"*) or inaccurate (*takes you to a porn site - unless you actually MADE a link to a porn site, which is entirely your business...just be sure you clicked "Adult material" in your signup*) click on the "Edit this Lens" link, and go in and fix it. Find the module with the mistake, and click the Edit button on that module. Double check the information you entered and correct it, save the module, then click "Publish".

Share your Lens, by clicking on the, "E-mail this Lens" link at the top of the page.

If you are a user of Digg or del.icio.us, you can click on the links at the top of your Lens to link in to those sites.

There are many other modules you can choose to add at any time. When you do select more modules, click "Add," then go to "Preview". There is a simple table showing the order of your modules, and you can drag the RSS module up to the spot they will be dropped in.

If you forget to move them using "Preview," the module will be dropped in at the bottom of your workshop, so be sure to toggle them up, because your Guestbook should remain at or near the bottom of your Lens. Comments will be more valid if a viewer has seen all of your modules.

If you add several modules that are **Money-makers**, distribute them evenly throughout you Lens. You don't want to clump Amazon, eBay, SuperStore and Cafe Press modules up together, or at the bottom.

Below are a few more suggestions for modules.



Don't go overboard, add one or two, and see how they can be worked in most effectively. Although there are dozens of modules, you are NOT going to want every single one in your Lens. The wide variety of choices is provided for the many different types of Lenses that Lensmasters build.

Remember to toggle it up, until it is in a good location in the lineup. You want the total Lens to be interesting, informative and fun to look at. So be sure to scatter modules with photos or graphics, in amongst modules with text only.

Scatter Money-maker modules in with the information modules.



The Link List: Reviews and Press Releases

You might want to add links to reviews of your book, to give potential readers an overview and multiple perspectives on your work.

If you have no reviews or press releases, skip this section and module.

To populate the Link List, you'll use links to anywhere on the net that your book, (*hardcover, softcover or e-book*) has been reviewed or mentioned.

Do you have press releases? This is a good place to put a link to those.

Give your module a title.

For now call it, "Reviews and Press Releases" (*If you only have one or the other, select that as the title*)

Give your module a subtitle.

You can leave this blank for now.

Give your module a description.

You can leave this blank, or say, "*Your Book Title* has been reviewed at these sites". Or call it, "What they say behind my back".

Type or paste your link here.

This is where the URL for the page your review is featured on, goes. It may be very long, so copy it carefully.

Name this link

You can put "Book Review by Publishers Weekly," or whatever the specific book review site name is.

Create a short description for this link to give surfers more context about the link.

You might add "See what John Doe (*or "this illiterate moron"*) has to say about "*Your Book Title*".

Add another link

Click "Add another link" if you have reviews available at more than one site. Use the same method to fill in each link to a different online retailer.

Do the same for Press Releases, if those are available, naming the link, "Press Release October 2006" (*using the actual date of the release, of course*)

When all your links are filled, click "Save," and "Save this Draft", or "Publish".

Save this information to your Word document.

The Link List: Related information (Optional)

Don't think that just because you don't have a lot of places that are selling your book, or the fact that you have no appearances or merchandise at eBay, that you have nothing to put in modules! Think of ways your book relates to the world!

Whether your book is a historical novel set in New England, a murder mystery that takes place in San Francisco or futuristic science fiction, this would be an excellent place to mention links to the area or time frame your book is set in. Even travel information could be included here.

Do you have a selling partner? Someone whose work is similar to yours, that you team up with for cross promotion or bonuses? A sponsor? You can mention them or their product here.

Populate the Link List, just as you did for previous Link List modules.

When all your links are filled, click "Save," and "Save this Draft", or "Publish".

Save this information to your Word document.

Cafe Press: Your Book Title Merchandise (Optional)

Do you wear clothing with your book cover on it? Carry cards, stickers, or other merchandise that is imprinted with your book's title and/or cover image? You should! This is a great way to get your book's name into the public's eye. When you wear a shirt that has your book cover image on the front and back, you become a walking billboard, and are sure to generate interest and questions! Be prepared to answer those questions by ALWAYS having a business card, sticker or other promotional merchandise with you to give to anyone who asks.

Where do you get this merchandise? Cafe Press!

Setting up a basic shop is FREE! You don't need a lot of technical capability, but if you feel uncomfortable working with graphics, there are many fine service providers available at reasonable prices. You can check the community forum for a list. Check out some of the Cafe Press Lenses at Squidoo as well.

Read this page for image guidelines.

<http://www.cafepress.com/cp/info/help/images.aspx>

Once you have a good image, go to Cafe Press and sign up at: www.cafepress.com

You can produce dozens of products with your book cover image on them. You should definitely make yourself some clothing and wear it frequently! Other products could be great giveaway gifts or prizes in contests or drawing. People LOVE free stuff!

Once you have some products made (*I'm not going into the step-by-step process here*), you can link to your merchandise through an **affiliate link** with the **Cafe Press** module. You are creating so many positive things here!

- 1) Your products are advertisements for your book
- 2) You can make a profit from sales at Cafe Press.
- 3) If a product is shown in your Lens, and someone sees it, clicks on it, and makes a purchase, you earn ADDITIONAL income! When you list items (*yours or products from another shop*) in your **Cafe Press** module, Cafe Press is agreeing to pay you an **affiliate fee** for displaying that merchandise when it leads to a sale.

If you would love to have a shirt with your book cover on it, but are convinced you can't set up a basic shop at Cafe Press, **contact me, and I'll help you.**

If you REALLY don't want to bother with products with your book cover image on them, you can find merchandise that falls into the same category, and call the module, "Related Merchandise".

SuperStore Module: Related Merchandise (Optional)

What is the subject of your book? If it is non-fiction, perhaps a guide to using a particular software, you could place links to the product.

If it is fiction, you could find items that are associated with your subject, location or time period.

If it is science fiction, you could select items from famous science fiction books, movies or memorabilia.

The **eBay** and **SuperStore** modules are affiliates, and you can earn an affiliate commission.

You can choose the merchandise yourself, or allow them to pick appropriate products based on your preferences.

Pictures, Video and Other Media (Optional)

You can utilize other media to promote your work as well! There are modules that allow you to select photographs, perhaps of yourself at a book signing or a personal appearance. Maybe your fans send in pictures of themselves reading your book or showing up at an appearance. If the photos are sent to Flickr, there is a module to let you display them on a module!

There are also modules to let you link to digg and del.icio.us.

If you choose to include any or all of these modules, go to the “Add Module” link at the top of your workshop page, and pick the module, then save and go back to your editing workshop. Be sure to doggle you Guestbook to the bottom with any addition.

Selecting the information is similar to other modules, and will be added as you choose it. Of course if you are afraid of negative information about you at one of these sites, (*you pissed someone off and they are pushing a thread at Digg or del.icio.us, saying that you were seen wearing nothing but a pearl necklace and high heels into a Toys R Us*) then you should obviously not include links to THAT.

How many headlines/pictures/links would you like to show?

Three is a good place to start. As you get used to seeing the information from these other media links in your Lens, you can decide whether to increase or decrease this number.

Would you like to include an excerpt from each link in the feed??

Choose the middle answer, “Excerpt (100 characters)”. Again, this is just a starting point; you can always change this later.

How frequently should the module be updated?

Because these media links are constantly gathering fresh information, chose the most frequent updating.

When you are through selecting which links you want, click “Save,” and “Save this Draft”.

Some of the modules available to you are:

Flickr

You can display pictures of people reading your book and public appearances like book signings. The **Flickr** module will only display handpicked photos, or favorite photosets, instead of just pulling in random photos by tag.

Digg

Show how readers are utilizing digg to talk about you or your book.

Del.icio.us

Show how readers are employing del.icio.us to talk about you or your book

Technorati

Show how the blogosphere is saying about you or your book.

YouTube

If you're really inventive, you could create a video about your book.

Quick Poll: (Optional)

People love taking polls! You can set up a simple poll, offering two or three options for readers to select from. Be sure to ask a question that people can answer from ONLY seeing your Lens. (*They not have read your book yet*).

Quick Poll is set up for you to offer multiple choice answers, not a fill-in-the-blank, essay question answer for your readers.

Remember, most of the time when you add a module, you should doggle it up somewhere higher in the lineup. The **Quick Poll** module is an exception to the rule (*there's ALWAYS an exception*) and you can put it below your **Guestbook** if you like.

When you click on "My Lenses" you are taken to a list showing all of your Lenses.

You just have one now, but since you've discovered how easy Lens building is, and how much FUN it is, I bet you'll want to do more!

Across the line you will see the name of your Lens, and other information:

View Will let you see your published Lens, just as others see it.

Edit You can go into your workshop area to edit or update your Lens.

Title The name you selected for your Lens.

LensRank The position this Lens ranks in popularity. See ^{*}.

Traffic (7 days) Number of visitors this Lens has seen in the last week.

Pending \$\$ Affiliate sales commissions from **Moneymaker** modules.

Updated The last time you edited this lens.

Stats A more detailed report.

Max/Min Signifies if you have chosen to allow this Lens to be Maxed. See ^{**}

Delete Permanently removes this Lens.

^{*} **To the right of your Lens Title**, is a column for, "LensRank". This is similar to Page Rank at Google, or Blog Rank at Technorati.

^{*} **The official explanation from the Squid Meisters is:**

We look at user ratings, Lensmaster reputation, clickthrough rates, frequency of updates, inbound and outbound links, and lots of other factors and give the lens a number.

A LensRank of #1 is best, whereas a LensRank of #250 is lower, and #305,000 is much, much lower. However, LensRank is all relative. Your lens may be #406 overall, but still be the top ranked lens and the best *rated* lens (based on the user-rating star system) in your category. So if your lens is not #1 don't despair. LensRank is just a formula. Merit, as we know, comes in many forms. If we do our job right, every time you do a search, we'll choose the best lenses from among the relevant matches and show them to you. Of course, it will be easy for a surfer to see all the lenses; not just the highest ranked ones.

It is a compilation of several factors, including

- How many visits your Lens gets.
- How many people "Rate" your Lens and what Rating they give it.
- How frequently you update your Lens.
- How often your Lens gets e-mailed.

****Choosing to "Max" your Lens is a wise move!**

The official explanation from the Squid Meisters is:

Introducing the MAX system for Lensmasters. Every day, the Squidoo team watches all our lenses, checking out what works and what doesn't. We're busy evolving the site, quietly testing new techniques, trying to figure out how to boost the right clicks (a.k.a., recommendations) from the right people. And we want to invite you along for the ride.

You should now see a "Max this lens" option next to each of your lenses listed on your My Lenses dashboard when you're logged in. If you choose "Max", we'll take our learning and put it on your lens. Automatically and for free. We won't fiddle with your content--at all--but if you want in on more traffic, new lens layouts, and extra royalties for charity or for you, pick Max.

P.S. Don't fret: If you don't like change, and would rather freeze your lens as it is now, you're invited to un-Max from your dashboard at any time.

When you un-Max (or "min") a lens, it will automatically revert back to the original "min" lens state. You don't have to do anything. And you can always Max it back next week.



NOW WHAT?

Congratulations again on building yourself a very nice Lens!

You started with a basic, "Just add water" grouping, filled in all

of those modules with terrific content, and maybe added a few new modules. You've created a terrific promotion for your book, had fun AND started a new income stream! You should be very proud!

This is no time to stop! The higher your LensRank goes, the more exposure you and your book get. Search engines love Lenses. You can help *Your Book Title* Lens be seen and talked about, by taking a few simple steps.

Make a link on your blog. Add it to your blogroll, and write a post telling your blog readers about your new Lens.

Visit other Lenses and leave them a rating and a comment. You'll see how other Lensmasters are using their Lens, maybe pick up some great ideas you can incorporate into your own. You'll also be encouraging them to visit your Lens. When you get new comments at your blog, I imagine you stop by and visit the person who was kind enough to take a moment to say hello. Same with Lenses.

Visit the message board at Squid U. You're bound to learn some things and make some new friends! There is a nice "Introduce Yourself" thread at: www.squidu.com/forum/viewforum.php?id=2

Make your book electronic. If you own the rights to your book (*for example, you are self-published*) you can turn your printed book into an ebook at NO CHARGE at Lulu Publishing. www.lulu.com

Make a Lens about yourself.

You can shuffle some of the information you included in *Your Book Title* Lens into a Lens that is just about you! It can serve as a new "Personal Home Page" for you, since you can aggregate so much information in one place. Or break your Lens up into smaller Lenses, and link them together.

Have a great day and love your Lenses!

If you have any questions, feel free to contact me at:
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Marti Lawrence is an author, blogger and Squidoo Lensmaster. You can visit her blog at:
www.http://enterthelaughter.com

You can see all of her Squidoo Lenses at:
www.http://www.squidoo.com/lensmasters/Marti