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How online and offline promotion can work together

When you think about promoting your book, the first thing that probably comes to mind is book signings and in-store events. Meeting your audience face to face is invaluable and can create a lasting impression with your readers. The experience of the first meeting can be carried on long after the meeting through online conversations. Online and offline promotion can work hand in hand, but there should be a strategy in place.

One mistake that new authors often make is to talk but not listen. This can often come across as pushy. Just like in any relationship, conversations can't just be one-sided. Pay attention to what those who influence your community are saying. Is there any way that you can help others promote their own work, even if it is just a retweet? Be kind to those in your community and they will often return the favour. If nurtured properly, great connections can be made online, which in turn might turn into sales.

The benefits of attending a writing workshop

When deciding whether to attend a writing workshop, try to keep a goal in mind. Are you looking to sharpen your writing skills? Do you want to improve an existing project? Do you need an intervention to get you started on some serious writing? Below are a few benefits of writing workshops:

- **Receive balanced and fair critiques of your work.** Your inner critic is too harsh, while your mother, spouse, and best friend may be too kind. Other writers (especially experienced ones) who aren't as close to you personally will be far more likely to give you feedback you can really use.
- **Get motivated with expectations and responsibilities.** It's the difference between fighting distractions every evening at home versus sitting at a workshop with other serious writers. Add to that the possibility of having spent hundreds of dollars for an intensive workshop program. All together, there is little else that could get you writing.
- **Learn your strengths and weaknesses.** It can be challenging admitting to or even noticing weaknesses in your writing. At the same time, modesty can dampen and even hinder your strongest literary aspects. Your peers will help you see what you are missing and help you get out of your own way when it comes to your best writing.
- **Get out of "the cloister."** While writing is largely a solitary practice, it is also often dependent on a social aspect. Being among other writers—especially those with similar interests and tastes—can be a source of inspiration. At the very least, becoming a part of a writing community may be encouraging for when you must return to solitude.



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