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Web Savvy



Marsha Friedman explains how to 'Celebritize Yourself'

ONLINE EXCLUSIVE

By Kay B. Day
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Kay B. Day

Some authors prefer to avoid the limelight, but for those who don't, Marsha Friedman suggests starting by asking yourself a question: What are you passionate about? That question is more loaded than it appears, by the way.

Friedman, author of the book *Celebritize Yourself*, has worked with individuals and businesses as the CEO of a national public relations firm. Noting the huge number of new books published each year, Friedman told Web Savvy, "Celebritizing yourself is all about marketing, letting people know your book exists." She also offers a caution writers should take to heart: Publicity is not the same thing as sales.



Marsha Friedman

"Once you're out there, if your point of sale is your website," she said, "make sure your website can convert visits to sales."

In other words, you not only want the visitor to explore your website, you want to stimulate that visitor to click on the link and purchase your book. Aside from that, it's necessary to make sure your publisher—whether traditional, subsidy or self—has a distribution system in place. Otherwise, most bookstores will not schedule events for you.

On the website for her book, Friedman has a blog, her Twitter feed, video of TV appearances, a sneak peek at the book and even free tips for writers. Once you're there, you're inspired to hang around, and ideally, to buy the book to learn more. That is the point.

She also stresses the value of social networks, pitching yourself to blogs and building communities. She said she's constantly writing articles "sharing information about how to write."

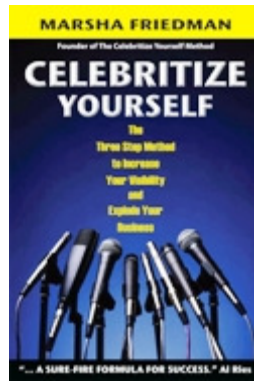
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In *Celebritize Yourself*, Friedman provides a walk-through for the writer, hitting on the questions a writer needs to ask herself from the beginning and ending with what to expect in “The Big Payoff.” She includes interactive forms for the reader to use in self-exploration, and she touches on numerous media and how to use them to your advantage. The book itself is a blueprint of sorts for the goal of celebritizing yourself.

Friedman's use of the term "reverse engineering" is an interesting idea, though I'd wager most writers don't think of it. She used the term in relation to novelists but it's applicable to any writer. Simply put, you consider your target market and how to reach that market. Many writers work backwards on this, considering marketing once the book is done. But Friedman said writers should think about how they're going to market up front. “Think

about how you will market the book so you have a plan in place to get you where you want to go.”

If you consider audience and ways to reach them before you write the book and perhaps as you are working on it, there may be benefits once you hit the streets to sign and promote your work.

Friedman mentioned a novelist she's worked with—he's a doctor. He wrote a medical thriller and one theme was malpractice. That is a subject of interest to many, so he was able to do public appearances based on real expertise developed in his field. Rather than pitching a book head-on, he pitched his expertise, which supported the marketing of his book.

Remember the question about your passion? Friedman said some writers often overlook expertise that can translate into a sellable book. One writer talked to Friedman about a book on angels. Friedman told the writer, “It's very hard to promote a book on angels.” As they talked, the woman mentioned she was a landscape designer. Friedman told her, “That's your book.” The woman had focused on one of her passions but she had completely overlooked the passion that could lead to her goal of becoming an author.

Friedman makes it clear the writer determines the path to celebrity. Some want it while others may not. If you're one who does, *Celebritize Yourself* offers hands-on advice from an expert whose voice is very clearly encouraging you to reach for your dreams and seize opportunity.

“Opportunity,” wrote Friedman, “has no birthdate, though it most definitely has an expiration date.”

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- [Marsha Friedman official website](#)
- [Celebritize Yourself book website](#)
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Have you ever thought of collaborating with a fellow writer? Join me next time as I share my own experiences and tips on a process far easier now than it used to be.

Florida journalist Kay B. Day has won awards for poetry, nonfiction and fiction. The author of two books, she has written for The Christian Science Monitor, United Press International, The Florida Times-Union and Sky News. To learn more about Kay Day, see www.kayday.com. To read Kay's other Web Savvy columns about writing for the Web, click [here](#).