

Surviving (And Thriving!) In the New Publishing World

Paul Gillin, Author
The New Influencers
Secrets of Social Media Marketing
The Joy of Geocaching
Social Marketing to the Business Customer

Professional Outdoor Media Association

The Media in Collapse

- Decline in circulation of top 10 newspapers in 2008: 635,000
- Average age of US daily newspaper reader: 57
- Reduction in US newsroom staffs since 2001: 45%
- Growth in NBC prime time audience, 2008: -14.3%
- Age of average network evening news viewer: 63

US Magazine Circulations

	2001 circ.	2009 circ.	Change
<i>Woman's Day</i>	1.61M	410,000	-74%
<i>Redbook</i>	556,300	154,600	-72%
<i>Playboy</i>	522,800	203,200	-71%
<i>Country Living</i>	380,200	134,900	-64%
<i>National Enquirer</i>	1.65M	591,300	-64%
<i>Reader's Digest</i>	750,000	270,000	-64%
<i>ESPN Magazine</i>	54,350	25,200	-63%

You Are Your Own Publisher

flickr

32 million members

twitter

44 million members

facebook

400 million members

yelp

1 million daily visitors



YouTube
Broadcast Yourself

1 billion daily views

slideshare
BETA

6 million daily visitors

photobucket

1.5 million daily visitors

WAYN
WHERE ARE YOU NOW?

10 million members

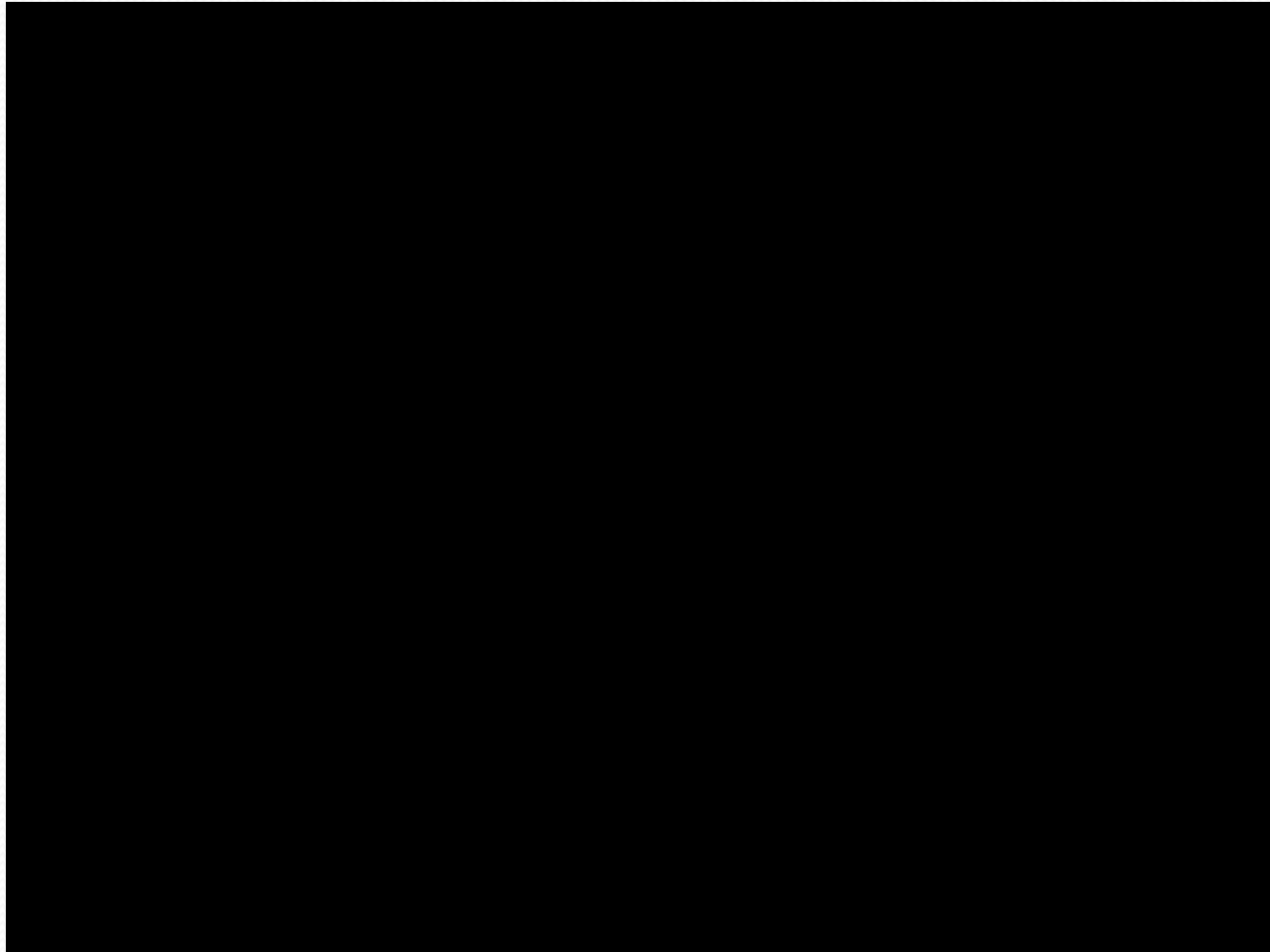
LinkedIn

50 million members

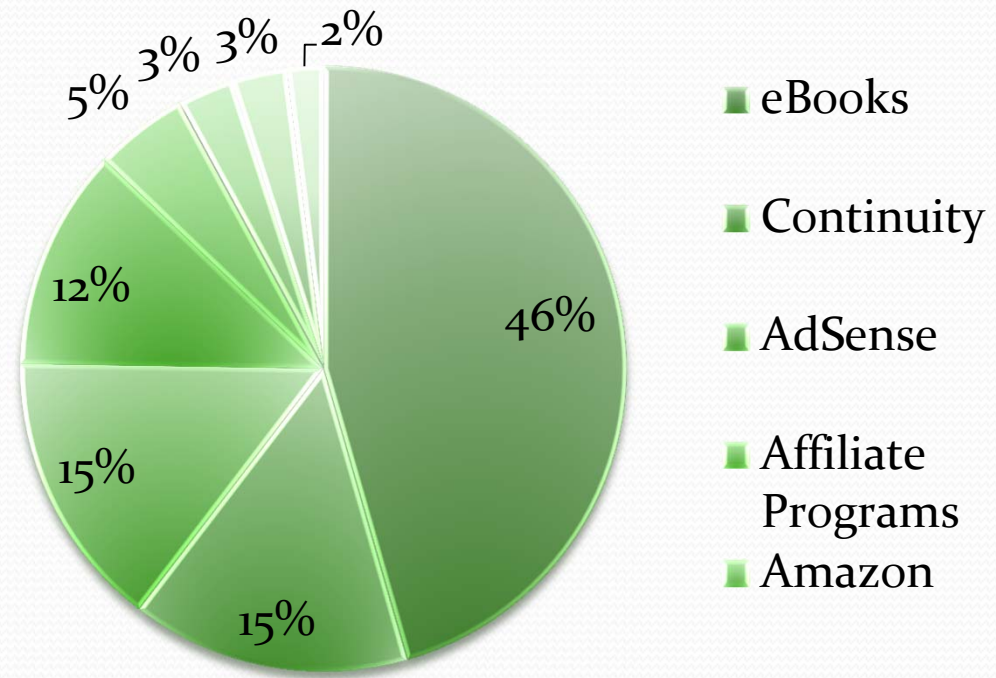
Points to Remember

- Publishing world is atomizing
- So are revenue sources
- Personal brands matter
- Use every outlet at your disposal
- Syndicate, reuse and sell
- Speaking, consulting, corporate jobs and events are emerging opportunities

Create a Distinctive Persona



New Kind of Publisher



"I'm not going to get into specifics on this except to say that June was comfortably in the six figure zone for a month after expenses."

Darren Rowse, Pro Blogger

Build Personal Brand



We offer tips on... places to visit with children and how to have the best family vacations...romantic escapes, girlfriend getaways, and solo trips. Plus, we cover industry news and review travel gear, and we love to give things away!



"The Cranky Flier is one of the best. With snarky, critical and sometimes humorous comments about the airline and travel industries, The Cranky Flier is a crowd pleaser."



"Editor Darren Cronian began this travel blog after what he describes as a 'nightmare booking experience with a high-street travel agency'. Thousands of people visit each week, swapping stories about disastrous holidays."

AskPatty's Syndication Wizardry

- Syndication partners include TwitterMoms, BlogHer, Parenthood.com, SheKnows
- Articles automatically posted to bookmarking sites, multiple Facebook fan pages
- Spokesperson for Rain-X Division of Shell Oil, Mobil1 division of Exxon/Mobil
- Hired for 12-part video series on AutoNet TV

Principal Value

- ✓ 10M quarterly impressions
- ✓ 100-fold amplification of blog/Web content
- ✓ CEO developing side business as automotive social media consultant

"My inbox is overflowing every day with people who want speakers, partnerships, training and certifications."

-Jody DeVere, CEO



ASKPATTY.COM
Automotive Advice For Women

Keep up with Patty

Visit AskPatty on these other sites

- Facebook
- Flickr
- LinkedIn
- Social Pressroom
- RSS Feed
- Twitter
- Youtube

Carl Crafty the Clumsy Car
askpatty
1,072 views

Miller Auto Team of Vestal New York
askpattypress
7 views

Car Service - How to do an Oil
monkeyseevideos
29,209 views

What to Look for at an Auto Repair
monkeyseevideos
624 views

Questions to Ask at an Auto Repair
monkeyseevideos
758 views

How to Select an Auto Repair
monkeyseevideos
929 views

Making a car dealership
CheckedRedFlagVB
72 views

Audi A5 Coupe- New Jersey &
CherryHillAutoGroup
2,324 views

KudzuTV: Community Tire
KudzuTV
37 views

Jody DeVere's Page

TwitterMoms
THE INFLUENTIAL MOMS NETWORK

- Watch Jody in this online video clip at Dealer.com
- Watch Jody in this online video clip at Search-Autoparts.com
- Watch Jody in this online video clip at Youtube.com
- Watch Jody in this online video clip at Youtube.com
- Watch Jody in this online video clip at veoh.com
- Watch Jody in this online video clip at Youtube.com
- Watch Jody in this online video clip at dealerdigestdaily.com
- Watch Jody in this online video clip at virtualworldsconnect.com
- Watch Jody in this online video clip at podtech.net
- Watch Jody in this online video clip at youtube.com



Advertise and Sell

- AdSense
- Affiliate programs
- Direct sales
- Paid text links
- SEO links



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www.Expedia.com/worldheritage

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Exclusive package tours in Cambodia with private tour guide. book now!





Speaker Titles from a Recent Freelancing Conference

- Vice President at a nonprofit think tank on boomers, work and social purpose.
- Journalism instructor
- Writes for voiceofsandiego.org
- Executive director of a journalism Foundation...two books...writes 4weekly career management column for ABC News
- Senior Editor at DrBicuspid.com, a Web site for dental professionals
- President of The One Page Business Plan Company
- Author of *In Her Own Sweet Time*...editor and multi-media events producer
- Editor of The Threepenny Review, author of eight books, contract blogger
- Co-founder of The Journalism Shop
- Editor of blog about science fiction and the future
- West Coast Editorial Director of Patch.com,
- Consultant to journalism fellowship...co-author of four books
- EIC of Bay Citizen, a not-for-profit hyperlocal
- Produces 40 webinars annually for high-tech companies... corporate writing

Aggregators



Contract Blogging



Ginny Skalski, Cree
Lighting



Rick Burnes, HubSpot



Allison Steinberg,
JetBlue



Jim Cahill
Emerson Process

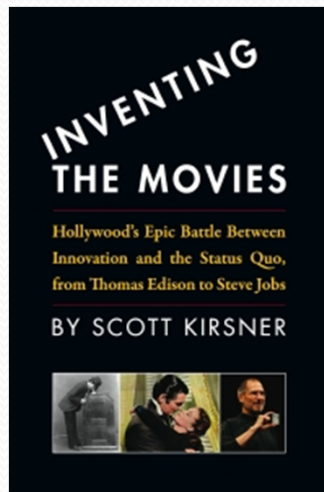
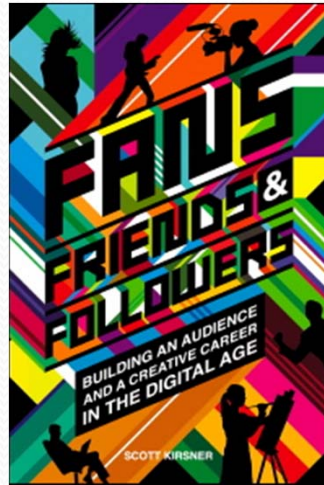


Richard Brewer-Hay,
eBay

Self-Publishing



Scott Kirsner
Columnist, *Boston Globe*
Self-Published Author



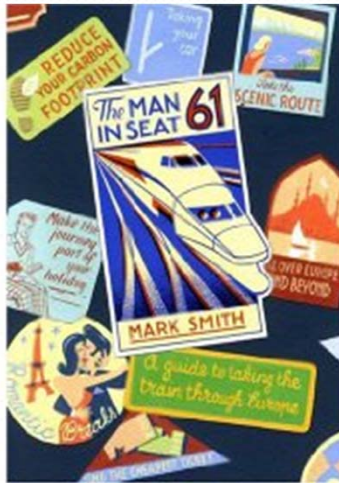
Ancillary Products



Sponsored newsletters



Sponsored podcasts



Books



Guides/calendars/coffee-table books

photoburst

travel photography daily contest

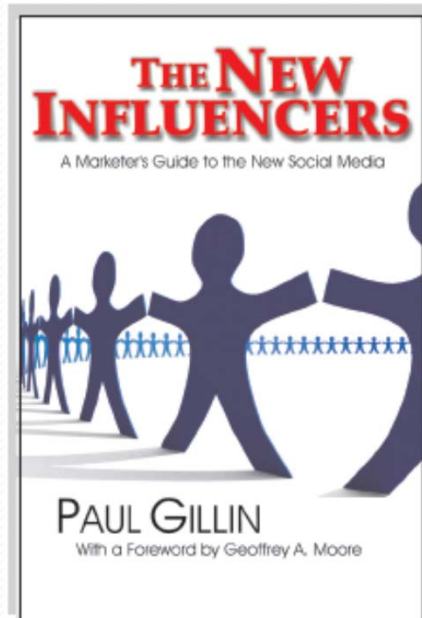
Contests

Speaking & Consulting

- Sponsored seminars/webinars
- Guided tours
- Promotional events
- Marketing programs
- Event blogging
- Corporate Outings



Thank you!



Available on Amazon or at
NewInfluencers.com

Paul Gillin

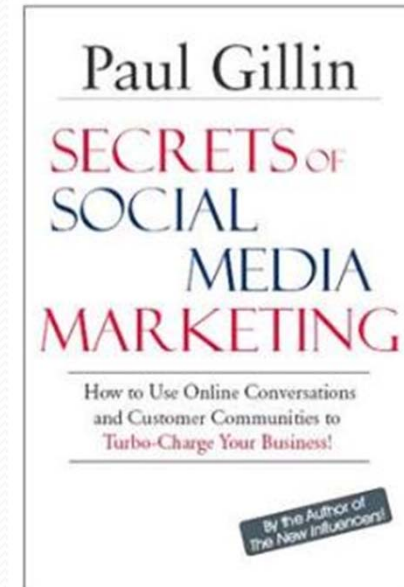
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SSMMbook.com

Coming Jan, 2011: *Social Marketing to the
Business Customer*

By Paul Gillin & Eric Schwartzman