Hello!

I am excited that you plan to join us this Saturday for a workshop on the topic of metadata. On the surface that might sound like an excuse to drink more coffee, but here are a few topics I hope offer their own stimulation:

1. Using metadata research to become a best-selling book on Amazon.
2. Understanding how social media networks, Amazon and websites are the same, and how they differ.
3. Identifying the online destinations important to building your brand, and how to take maximum advantage of what they have to offer.

The discussion is divided into five subject areas that beginners and advanced authors will find useful. I'll cover important things to know about the bolded terms below. Then, if there is time and interest, we'll address the Q&A topics in the parentheses.

1. **Metadata fundamentals and trends**
2. **Book registration** (additional Q&A if time and interest: ARCs, barcodes, copyright)
3. **Amazon** (addition Q&A if time and interest: KDP, CreateSpace, Advantage)
4. **Social media** (additional Q&A if time and interest: choosing where to invest time)
5. **Author/Publisher websites** (additional Q&A if time and interest: new trends in blogging, book websites)

For your own benefit, it would be ideal if you could do some homework ahead of time.

1. This article covers fundamentals. A version appeared in IBPA magazine and the advice forms the core of everything I recommend: The 7 Habits of Authors Obsessed About Metadata
2. This link brings up all the blog posts I've written about metadata. Read what interests you: http://www.sellbox.com/tag/metadata/
3. Copy down or print out your personal metadata. See the examples on the next page. For this exercise I'd like you to **bring the following with you on Saturday**:
    a. Print the search results page from Google when you search for your name or website.
    b. Print or copy down your LinkedIn profile headline text.
    c. Print or copy down your Twitter bio.

See you Saturday!

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