



Finding your voice on social media

Social media is a great way to reach a lot of people so we can tell them about our novels or services. We don't have to pay anything and it has a potentially huge reach.

When I first started marketing my services on social media, I had no idea what to say and who to connect with. I ended up going on almost every platform and randomly posting "I'm an editor, please book me" whenever I was brave enough.

There were a few problems with that approach.

1. I had no idea who I was trying to talk to
2. I wasted hours of my life getting sidetracked
3. I didn't know what to say
4. I felt like I was failing because I wasn't finding clients

I finally stopped posting anything for a while and thought about who I wanted to work with. That's when I left every FB group, abandoned LinkedIn, stopped reading AITA on Reddit, and quit making pretty pics for Instagram.

I was already using Twitter and had met some nice writers and editors. I stopped worrying about what to say and enjoyed connecting with people instead.

There are lots of platforms out there for authors and editors to use. TikTok would be my go-to if I was younger but I'm old so I'll stick with Twitter.

My advice is to not spread yourself too thin, and stick with the platforms where people you want to connect with hang out. It's a lot more fun and less stressful.

Have a great week,

Kerry

P.S. I wrote a post this week about creating your narrative's voice. Link below.

[How to create your narrative's voice](#)



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