

Resources for Editors from Erin Brenner



The Hub-and-Spoke Marketing Model

Your Hub

Your hub is your online office. This is where you invite potential customers to come to talk more about your services.

Your best choice for a hub is your own website with your own domain: www.righttouchediting.com rather than www.mediabistro.com/erinbrenner.

For domain names, check out Go Daddy and Network Solutions. For hosting services, try:

- 1&1.com
- Bluehost
- Network Solutions



The Spokes

The spokes are where you make small talk and get to know people. It's where you give them something for nothing, so that they'll remember you when they need something for a fee.

Best practices for participating in social media:

- **Fit the message to the platform.** Facebook is casual, while LinkedIn is professional. Craft your messages accordingly.
- **Make your messages about your audience.** Find out what interests your audience and give it to them.
- **Be professional and polite.** No one wants to follow someone who is rude or negative all the time.
- **Remind your audience about your business and your hub ... gently.** It's OK to remind your audience of how you make your living and to indirectly remind them to visit your site if they need editorial services.

For more tips and resources, check out my website at www.righttouchediting.com or follow me on Twitter: [@ebrenner](https://twitter.com/ebrenner).