



WORDCAMP HAMILTON 2016

SATURDAY JUNE 4 2016 | [MCMASTER INNOVATION PARK](#)

HOW TO FIND YOUR 1,000 TRUE FANS

In 2008, Kevin Kelly argued that creators (authors, musicians, artists, photographers, etc.) can make a living if they have “1,000 True Fans”. A creator blog is key to building such a community. In this fast-paced session, Todd will walk the audience through the critical WordPress-related pieces required to build and maintain a dedicated, engaged and responsive audience.

SPEAKER

[Todd Dow](#)

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EMERGENCY

PATIENT
PICK-UP
&
DROP-OFF

NO
PARKING
ANY
TIME

Are you an artist?
Why?



“New York Times” by Sam Chills / CC BY

Traditional

News

The New York Times

The
Economist

SIMON & SCHUSTER

Books

 HarperCollins Publishers

Digital Upstarts

 BuzzFeed

 GAWKER

 THE
HUFFINGTON
POST

 Author Central

 kobo

“A creator needs to acquire only
1,000 True Fans to make a living.”

“**A True Fan** is defined as
someone who will purchase
anything and everything you
produce.”

- Kevin Kelly, 2009











True Fans - Stephen King (86)



#True Fans - Diana Gabaldon (71)



#True Fans - Matthew Mather (2.4)

Author of CyberStorm, Darknet and 7 other books.



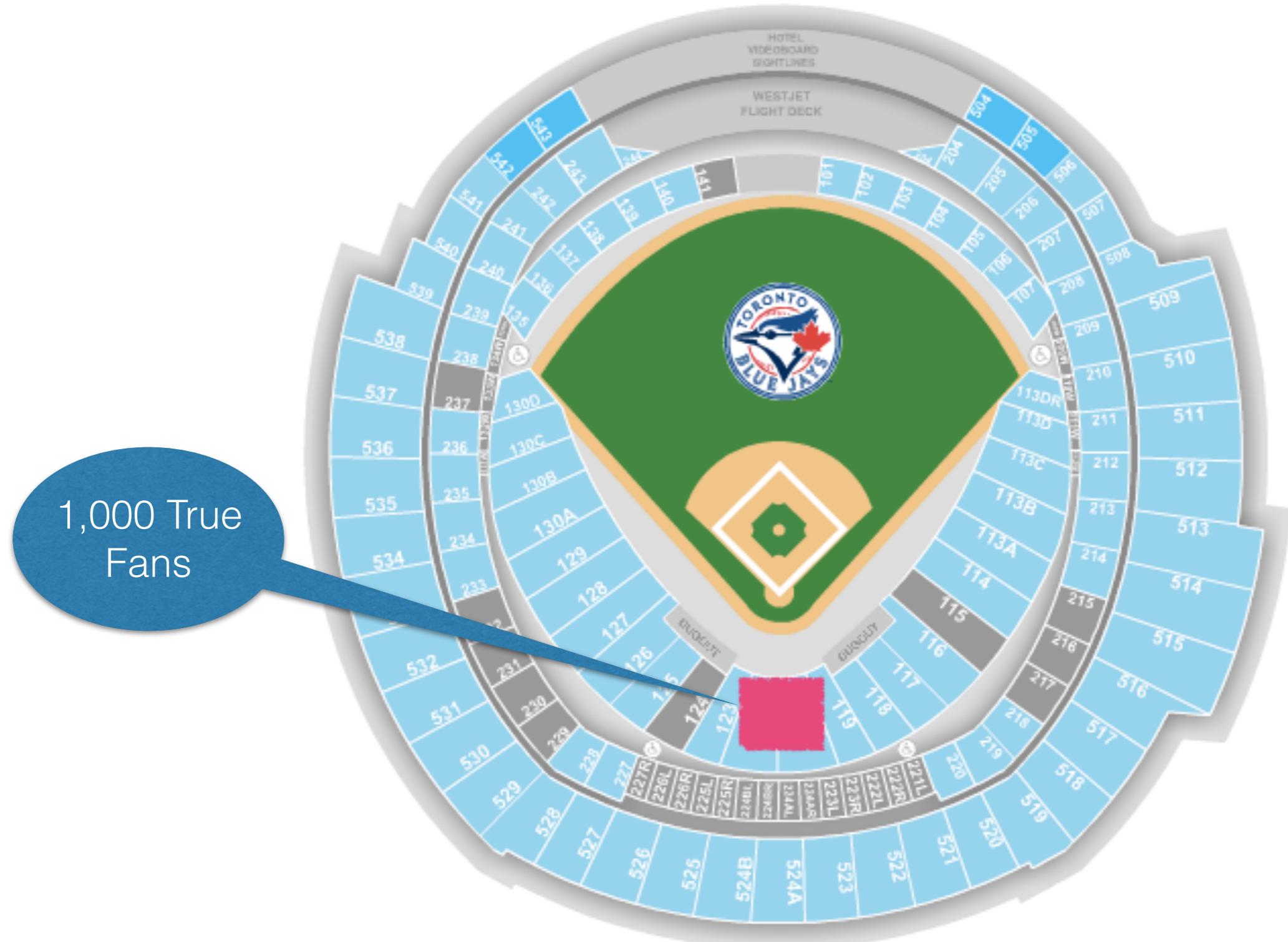
#True Fans - Mark Dawson (0.6)

Author of John Milton & Soho Noir book series.



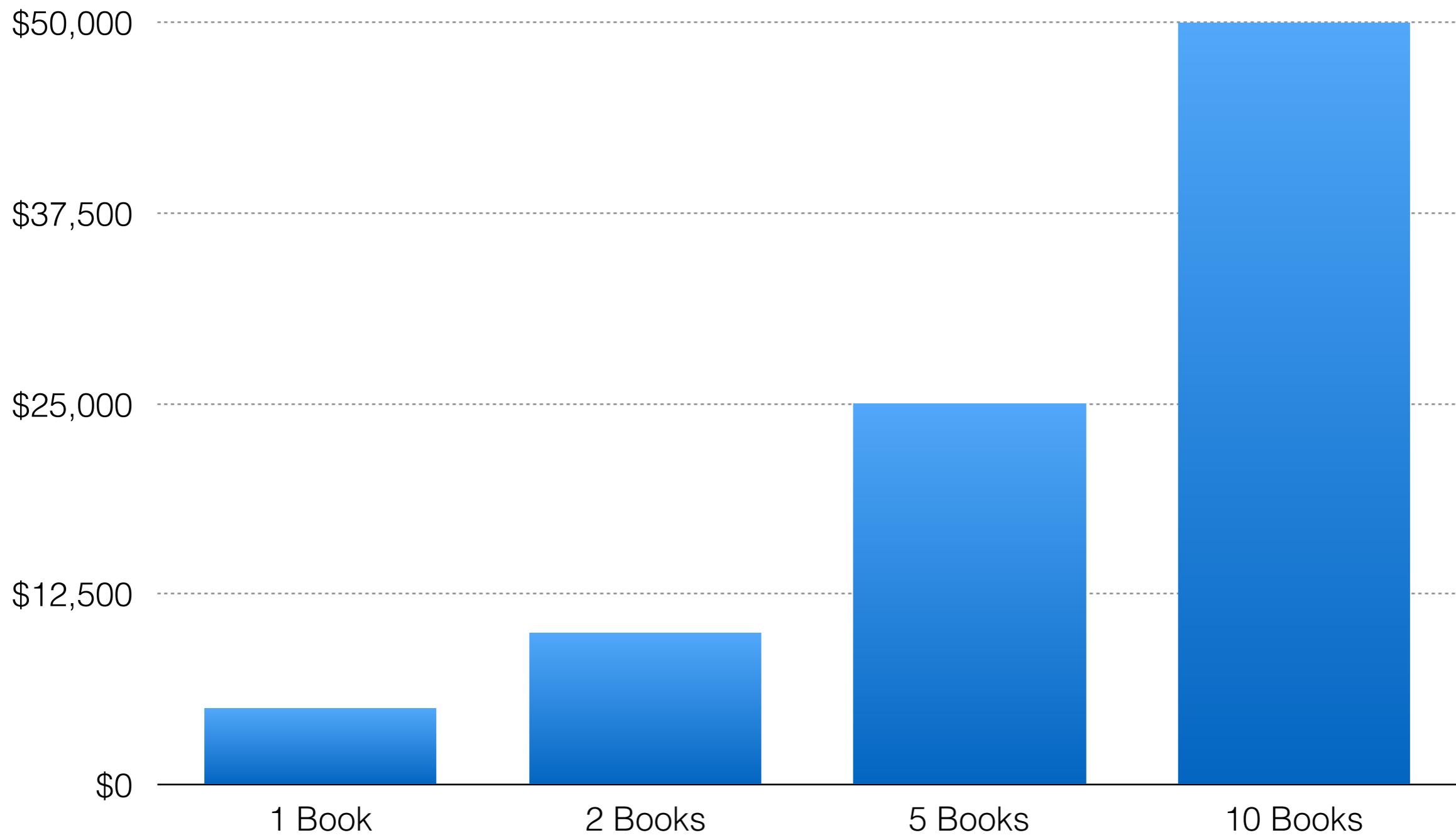
1,000 True Fans - You

Author of 5 books @ \$5 each = \$25,000 in revenue.



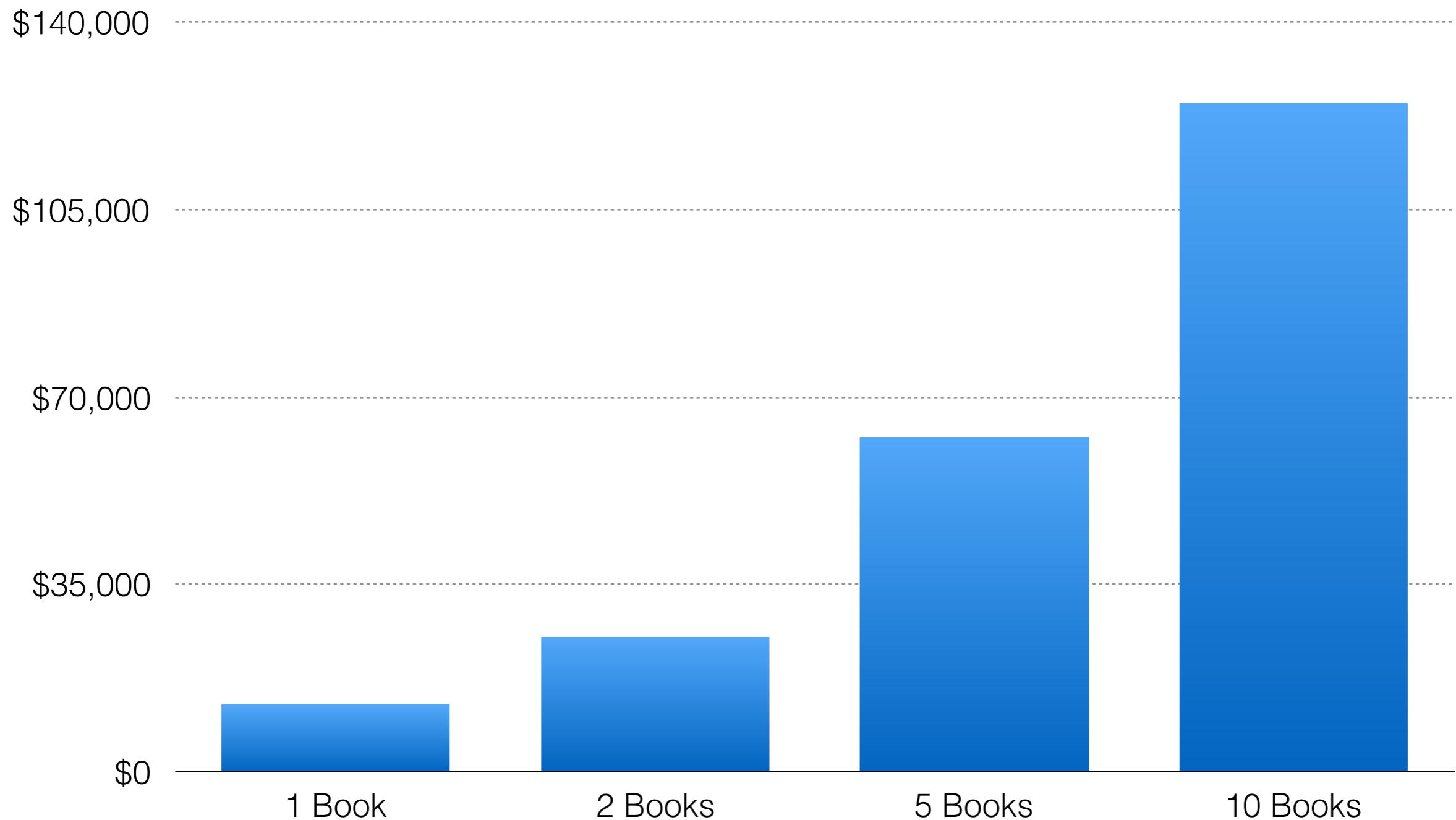
Revenue

\$5 per book x 1,000 True Fans



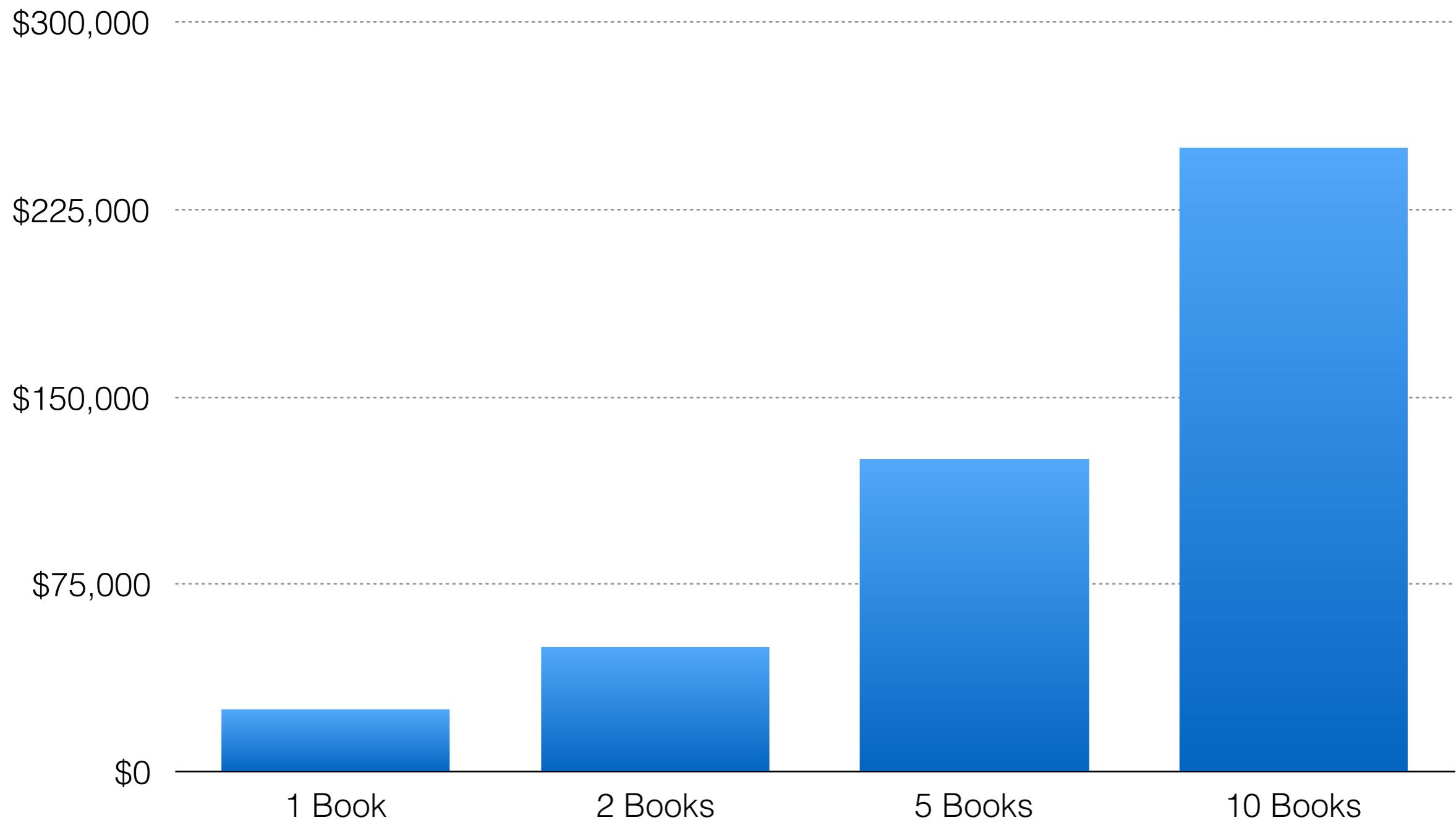
Revenue

$\$5 \text{ per book} \times 2,500 \text{ True Fans}$



Revenue

$\$5 \text{ per book} \times \mathbf{5,000 \text{ True Fans}}$



How to get 1,000 True Fans?

Log in or Create an account Cart 0

Search

CRYPTOGEDDON

The threat level is severe. Cyber War has begun.

Home Store About Hack Responsibly Blog Contact Us FAQ

MISSION PACK 4 IS HERE!

CRYPTOGEDDON
The threat level is severe.
Cyber War has begun.

MISSION
PACK 4

Russian Novel Mobile Chop Shop

Created by Todd Dow

GET IT NOW!

Latest news

Cryptogeddon Mission Pack 4: Mobile Chop Shop is now available!

Folks, I must apologize for the long delay in launching Mission Pack 4. The last two months have been filled with various personal issues that have kept me from focusing...

Quick Links

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Todd H Dow

My experiments writing, publishing and marketing on the web.

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Welcome

This site is written by me, Todd Dow. I'm the author of [Cryptogeddon](#) & [The God Solution](#). I'm a geek, CF fundraiser and cancer survivor. My wife & kids, faith, baseball, infosec & devops are a few of my favourite things.

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Disclaimer

This blog reflects my personal views and not those of my employer. And, I want to confess a few things. Read my [full disclosure](#).

Recent Posts

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- All you need is love!
- I'm speaking at Wordcamp Hamilton 2016!
- SC Congress 2016 – Free Expo Pass and more!
- 10 year(s) of blogging!
- Free pre-release copies of my writing?
- Writer's Digest – Poor Customer Service – RESOLVED
- Coming soon: Dawkins & Holy Wars
- My Big Hairy Audacious Goal
- What to do... or, Why am I blogging again?
- I had cancer... wait... what?
- How do we remove fear from the refugee equation?

Twitter Updates

 Todd Dow @toddh dow

Come to @wordcamphamilton on June 4 to learn "How to find your 1,000 True Fans". 2016.hamilton.wordcamp.org/tickets/ WCYHMM



23 May

 Todd Dow @toddh dow

Step 1: What is my art?



"A la Van Gogh, dried tulips" by Julie Kertesz / CC BY-NC-ND 2.0

"Handmade Mugs" by Susy Morris / CC BY-NC 2.0

Step 1: What is my art?

The screenshot shows the Amazon Books page for author Timothy Ferriss. The page features a grid of his books, including "The 4-Hour Workweek", "The 4-Hour BODY", "The 4-Hour CHEF", and "La semana laboral de 4 horas". A large circular callout highlights the \$13.74 price for the Hardcover edition. Another callout highlights the \$0.95 price for the Audible Audio edition. A third callout highlights the \$10.99 price for the Kindle Edition, which is described as "Auto-delivered". The page also includes sections for "Books by Timothy Ferriss" and "Customers Also Bought Items By".

Hardcover books

Kindle (digital) books

Audio books

Step 1: What is my art?

The screenshot shows the Amazon Kindle Store search results for "Historical Mystery, Thriller & Suspense Fiction". The results page includes a sidebar with category filters and a main content area displaying four book listings.

Amazon Category List (circled in red):

- Show results for Kindle Unlimited
- Kindle Unlimited Eligible (1,998)
- Audible Narration
- eBooks with Audible Narration (893)
- New Releases
- Last 30 days (119)
- Last 90 days (393)
- Coming Soon (29)

More granular details (circled in red):

- < Kindle Store
- < Kindle eBooks
- < Literature & Fiction
- < Historical Fiction
- Mystery, Thriller & Suspense**

Refine by Time Period (circled in red):

- Ancient (175)
- Medieval (250)
- Renaissance (46)
- 16th Century (42)
- 17th Century (56)
- 18th Century (103)
- 19th Century (334)
- 20th Century (252)
- 21st Century (28)

Search Results:

- Best Seller**
And Then There Were None Mar 17, 2009 | Kindle eBook
by Agatha Christie
\$7.99 Kindle Edition
Buy now with 1-Click®
Whispersync for Voice-ready
- Journey to Munich: A Maisie Dobbs Novel** Mar 29, 2016 | Kindle eBook
by Jacqueline Winspear
\$12.99 Kindle Edition
Buy now with 1-Click®
Auto-delivered wirelessly
Book 12 of 12 in the Maisie Dobbs Series
Sold by: HarperCollins Publishers
- The Vegetarian: A Novel** Feb 2, 2016 | Kindle eBook
by Han Kang
\$10.99 Kindle Edition
Buy now with 1-Click®
Whispersync for Voice-ready
Sold by: Random House LLC
- 11/22/63: A Novel** Nov 8, 2011 | Kindle eBook
by Stephen King
\$8.99 Kindle Edition
Buy now with 1-Click®
Sold by: Simon and Schuster Digital Sales Inc.

Step 1: What is my art?

The City of Mirrors: A Novel (Book Three of The Passage Trilogy) Kindle Edition

by Justin Cronin • (Author)

★★★★★ 37 customer reviews

Kindle \$14.99

Hardcover \$17.92

Audible \$29.40 or 1 credit

"A thrilling finale to a trilogy that will stand as one of the great achievements in American fantasy fiction." —Stephen King

You followed The Passage. You faced The Twelve. Now enter The City of Mirrors for the final reckoning. As the bestselling epic races to its breathtaking finale, Justin Cronin's band of

Books In This Series (3 Books)

1. The Passage: A Novel (Book One of The ...
2. The Twelve (Book Two of The Passage ...
3. The City of Mirrors: A Novel (Book Three of ...

About the Author

Justin Cronin is the "New York Times" bestselling author of "The Passage," "The Twelve," "Mary and O'Neill" (which won the PEN/Hemingway Award and the Stephen Crane Prize), and "The Summer Guest." Other honors for his writing include a fellowship from the National Endowment for the Arts and a Whiting Writers Award. A Distinguished Faculty Fellow at Rice University, he divides his time between Houston, Texas, and Cape Cod, Massachusetts.

Product Details

File Size: 14174 KB
Print Length: 624 pages
Publisher: Ballantine Books (May 24, 2016)
Publication Date: May 24, 2016
Sold by: Random House LLC
Language: English
ASIN: B015BCWZWW
Text-to-Speech: Enabled
X-Ray: Not Enabled
Word Wise: Enabled
Lending: Not Enabled
Enhanced Typesetting: Not Enabled
Amazon Best Sellers Rank: #19 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#1 in Kindle Store > Kindle eBooks > Science Fiction & Fantasy > Science Fiction > Post-Apocalyptic
#1 in Books > Science Fiction & Fantasy > Science Fiction > Post-Apocalyptic
#1 in Kindle Store > Kindle eBooks > Mystery, Thriller & Suspense > Horror

Step 2: Who & Where are my True Fans?



Etsy

Step 3: Build a home for your True Fans

Decide on a platform

[toddhdow.com](#)

Todd H Dow

My experiments writing, publishing and marketing on the web

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Welcome

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[!\[\]\(2d1ae8702727da57a3e5c53841b13d64_img.jpg\)](#) [!\[\]\(8cacb496db70b8654aa7b4b8fa1092b6_img.jpg\)](#) [!\[\]\(339d1794d78e0b9af0fa23b605e57e10_img.jpg\)](#) [!\[\]\(429be5fea4a6d8e246ef3a3224110073_img.jpg\)](#) [!\[\]\(e780f07a7d9cf6b25757fd528b495ddc_img.jpg\)](#) [!\[\]\(31d186c044e4e7070cceadc658f080be_img.jpg\)](#) [!\[\]\(5eb66fe5e49dca90b74e7b41a50c16df_img.jpg\)](#)

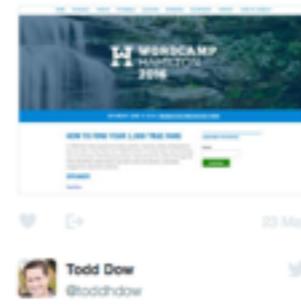
[!\[\]\(253065c642debcf6d4989b7f702fe646_img.jpg\)](#)

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- Coming soon: Dawkins & Holy Wars
- My Big Hairy Audacious Goal
- What to do... or, Why am I blogging again?
- I had cancer... wait... what?
- How do we remove fear from the refugee equation?

Twitter Updates



- your content
- open source
- portable
- hosting anywhere



WORDPRESS

Step 3: Build a home for your True Fans

Choose a theme

The screenshot shows the homepage of Theme Circle, a platform for finding WordPress themes. At the top, there's a navigation bar with links for 'My Sites', 'Reader', and social media icons. Below that is a secondary navigation bar with categories: BUSINESS, PORTFOLIO, BLOG, ECOMMERCE, and MAGAZINE & NEWS. The main content area features a grid of theme thumbnails. On the left, there's a sidebar for 'WordPress Themes' with filters for 'Staff Picks', 'Trending', 'Photography', 'Portfolio', 'Magazine', 'Blog', 'All', and 'MORE'. A search bar is also present. In the center, there's a large banner for 'WORDPRESS.ORG' with links to 'Showcase', 'Themes', 'Plugins', 'Mobile', 'Support', 'Get Involved', 'About', 'Blog', and 'Hosting'. Below the banner is a section titled 'Theme Directory' with tabs for 'Commercial Themes' and 'Upload Your Theme'. The main grid displays themes like 'Affinity', 'Shoreditch', 'Radiate', 'Publication', 'Twenty Sixteen', 'Bazaar Lite', 'Dauntless', 'Boron', and 'Relief Care'. Each theme thumbnail includes a preview image, the theme name, and a price indicator (e.g., \$49). A 'Search themes...' input field is located at the bottom right of the grid.

Step 3: Build a home for your True Fans

Choose your upgrades

	 Free	 Premium	 Business
Free Blog			
A Custom Site Address			
Space	3GB	13GB	Unlimited
No Ads			
Custom Design			
VideoPress			
Premium Themes			Unlimited
Google Analytics			
Support			
Community			
Direct email			
Live chat			

 Your current plan
Never expires

[Upgrade Now](#) [Upgrade Now](#)

Step 3: Build a home for your True Fans

Integrate with social media

The image displays two distinct social media profiles side-by-side.

Left Profile (Twitter): The profile belongs to **Todd Dow**. It features a large photo of Todd with his family (wife and three children) at a park. Below the photo are his Twitter statistics: **2,078 TWEETS** and **464 FOLLOWING**. A smaller inset photo shows Todd smiling. His bio describes him as an Author, Geek, CF fundraiser & Cancer Survivor. He lists Niagara Region as his location and provides a link to his website (todhdow.com). He joined Twitter in June 2009.

Right Profile (Facebook): The profile belongs to **Stephen King**, identified as an Author. The cover photo is a red-toned image of Stephen holding a guitar. The main post on the timeline announces the release of "END OF WATCH" on **JUNE 7TH**. The post has received significant engagement, with **4,745,397 people** liking it. A recent update from Stephen King shared a link 7 hours ago, featuring a graphic for "MR. MEDGE". The Facebook page also includes links for Timeline, About, Photos, Official Website, and More.

Step 3: Build a home for your True Fans

Integrate with industry-specific communities

The image shows a side-by-side comparison of two websites for Diana Gabaldon: Amazon (left) and Goodreads (right).

Amazon Page:

- Header:** BEAUTIFUL THINGS ON AMAZON UPDATED DAILY, EXPLORE, Books search bar, style code live, WATCH LIVE NOW.
- Left Column:** Diana Gabaldon's photo, five book covers for her Outlander series (Outlander, Dragonfly in Amber, Voyager, Drums of Autumn, The Fiery Cross), and a "Books by Diana Gabaldon" section.
- Bottom Left:** "Customers Also Bought Items By" section featuring books like "George R.R. Martin's A Game of Thrones" and "Tara Bennett's Voyager".

Goodreads Page:

- Header:** goodreads, Home, My Books, Browse, Community, Search books.
- Profile Section:** Diana Gabaldon's profile picture, bio (she grew up in Flagstaff, Arizona, of Mexican-American and English descent, with three degrees in Zoology, M.S. in Marine Biology, and Ph.D. in Ecology), and a "Follow Author" button.
- Popular Answered Questions:** A GoDaddy advertisement for "get the products & services to help your business go." followed by a question from a fan asking about the next books in the series, with a response from Diana Gabaldon.
- Books Section:** A "DUANA GABALDON'S BOOKS" section showing the four Outlander books with their average ratings, star ratings, and "Want to Read" buttons.

Step 3: Build a home for your True Fans

Mailing lists

[View this email in your browser](#)

From the blog of Todd Dow

My experiments writing, publishing and marketing on the web

Hello everyone!

Here is a summary of my blog posts from this week. Have a great weekend!

Todd

Excerpts:

[Top 10 posts from the last 10 years – All you need is love!](#)

In my earlier post celebrating 10 years of blogging, I promised to share my top 10 posts from the last 10 years (based on page views). I'm not really surprised by the results. But, that's because I watch my traffic stats on a...

[Read more >](#)

[Read on »](#)

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MailChimp

STEPHENKING.COM
THE OFFICIAL WEB SITE

OFFICIAL NEWSLETTER

March 21st, 2016



END OF WATCH BOOK TOUR JUNE 2016

To celebrate the release of End of Watch, Stephen will embark on a twelve city book tour kicking off June 7th in New Jersey. The tour will be hosted by bookstores around the country and will include an evening with Stephen regarding End of Watch, The Bill Hodges Trilogy, and much more.

At each event, 400 pre-signed books will be randomly distributed. There will not be book signings during the appearances.

Be sure to keep an eye on the promo page. Additional details will be posted as they become available.

Tickets for the NJ event are on sale now, and are not expected to last long.

[More Information](#)

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Step 3: Build a home for your True Fans

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Todd H Dow

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- I'm speaking at Wordcamp Hamilton 2016!
- SC Congress 2016 – Free Expo Pass and more!
- 10 years[ish] of blogging!
- Free pre-release copies of my writing?

Twitter Updates

 Todd Dow @toddhdow Come to @wordcamphamont on June 4 to learn "How to find your 1,000 True Fans". 2016.hamilton.wordcamp.org/tickets/ #WCYHM



Step 3: Build a home for your True Fans

Mailing lists

Todd H Dow

My experiments writing, publishing and marketing on the web

Home About Disclosure Archive Posts Contact My Books

Home > personal > I'm speaking at Wordcamp Hamilton 2016!

I'm speaking at Wordcamp Hamilton 2016!

Posted on May 6, 2016 by Todd Dow — Leave a comment

★★★★★ [Rate This](#)

Two posts ago, I spoke at length about how I would prefer to write about things other than technology. So, it is kind of ironic that my next two posts are geek-related. But, it can't be helped. I've got some cool news. I'm speaking at an upcoming tech event: [Wordcamp Hamilton 2016](#) on Saturday June 4 2016.

[My presentation](#) is entitled, "How to Find Your 1,000 True Fans" and here's the description of the session:

In 2008, Kevin Kelly argued that creators (authors, musicians, artists, photographers, etc.) can make a living if they have "1,000 True Fans". A creator blog is key to building such a community. In this fast-paced

[**Subscribe Today!**](#)

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- 10 years(ish) of blogging!
- Free pre-release copies of my writing?
- Writer's Digest – Poor Customer Service – RESOLVED
- Coming soon: Dawkins & Holy Wars

Step 3: Build a home for your True Fans

Mailing lists

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Don't miss out - join today!

Join my mailing list for exclusive content, sneak peaks, free downloads, giveaways, bonus content and more! No spam. Ever. Just great stuff.

Email Address

First Name

Subscribe to list



Step 3: Build a home for your True Fans

Monitor traffic

The screenshot shows the WordPress dashboard with a dark sidebar and a light main area. The sidebar includes links for My Sites, Reader, Dashboard, Home, Comments I've Made, Site Stats, My Blogs, Blogs I Follow, Akismet Stats, Omnisearch, Store, Posts, Media, Links, Pages, Comments (with 1 notification), Feedback, Appearance, Users, Tools, Settings, and Collapse menu. The main area has a 'Dashboard' title and a tip about premium themes. It features several widgets: 'At a Glance' (698 Posts, 17 Pages, 4,821 Comments, 1 in moderation), 'Stats' (a bar chart showing pageviews from Nov 4 to Nov 16), 'Your Stuff' (Top Posts and Top Searches), 'What's Hot' (WordPress.com News, including posts like 'Introducing: Our New, High-Speed Editor'), and a 'Comments' section.

- ### Key metrics:
- pageviews
 - visitors
 - comments
 - countries
 - referrers
 - search terms
 - clicks

Step 4: Create content for your True Fans

Manage your content

The screenshot shows a Google Drive interface. On the left, there's a sidebar with a 'NEW' button, a 'My Drive' section, and a expanded 'aWriting' folder. The 'aWriting' folder contains sub-folders like 'Book of Dow', 'Coming Back Stronger: A Cancer Survivor's Companion', 'Cryptogeddon - The Novel', etc., and several files like '10+ Years of Blogging', '2016 Blog Schedule', etc. At the bottom of the sidebar, it says '13 GB of 15 GB used' and 'Upgrade storage'. The main area shows a list of files under 'aWriting' with columns for Name, Owner, Last modified, and File size.

Name	Owner	Last modified	File size
Book of Dow	me	Mar 27, 2016	me
Coming Back Stronger: A Cancer Survivor's Companion	me	Mar 16, 2016	me
Cryptogeddon - The Novel	me	Aug 27, 2013	me
Cystic Diagnosis	me	Mar 27, 2016	me
God Is Great - The Atheist Delusion and a Defense of Religion	me	Mar 27, 2016	me
Holy Wars	me	Apr 12, 2016	me
Ideas	me	Apr 14, 2016	me
Midlife Crisis - Burn It Down	me	Apr 6, 2016	me
Old	me	Apr 14, 2016	me
Reference	me	Apr 12, 2016	me
The God Solution	me	Apr 20, 2016	me
What Are We Fighting For?	me	Mar 27, 2016	me
Wordcamp 2016	me	May 24, 2016	me
10+ Years of Blogging	me	May 3, 2016	me
2016 Blog Schedule	me	May 13, 2016	me
2016 writing ideas	me	9:06 PM	me
My Top 10 posts from 10 years(ish) of blogging	me	May 13, 2016	me
Peace & Conflict - potential paper(s)	me	Sep 26, 2007	me

Step 4: Create content for your True Fans

Blog writing schedule

The screenshot shows a Microsoft Word document window with a ribbon menu at the top. On the left, there's a sidebar titled "Outline" containing sections for "Posts:", "Included in my email template:", and "DONE:". The main content area contains a list of writing topics and resources:

- Posts:**
 - 10 years(ish) of blogging!
 - 1. The nuts and bolts of blogging for 10(ish) years
 - 2. What am I most proud of with my 10 year old blog?
 - My tools - 2016 edition:
 - 1. How do I write?
 - 2. What do I use?
 - 3. Where do I write?
 - 4. When do I write?
 - 5. Why do I write?
 - My motivations for blogging series:
 - Who motivates me to write?
 - 1. Stephen King
 - 2. Tim Ferriss
 - 3. Michael Hicks
 - 4. Maria Popova - the author of Brain Pickings
 - 5. Lisa Bettany
 - 6. Joanna Penn
 - Which online resources motivate me to write?
 - 1. Amazon.com & Kobo
 - 2. Feedly & Instapaper
 - 3. Flickr
 - 4. Baseball Prospectus
 - 5. Writer's Digest
 - Progress on Holy Wars series
 - Ideas from others about how to make money writing:
 - <http://fourhourworkweek.com/2016/03/04/5-million-week/>
 - Why I write - other authors perspectives:
 - <https://www.brainpickings.org/2016/04/26/dostoyevsky-poverty-ambition-success-art/>

Included in my email template:

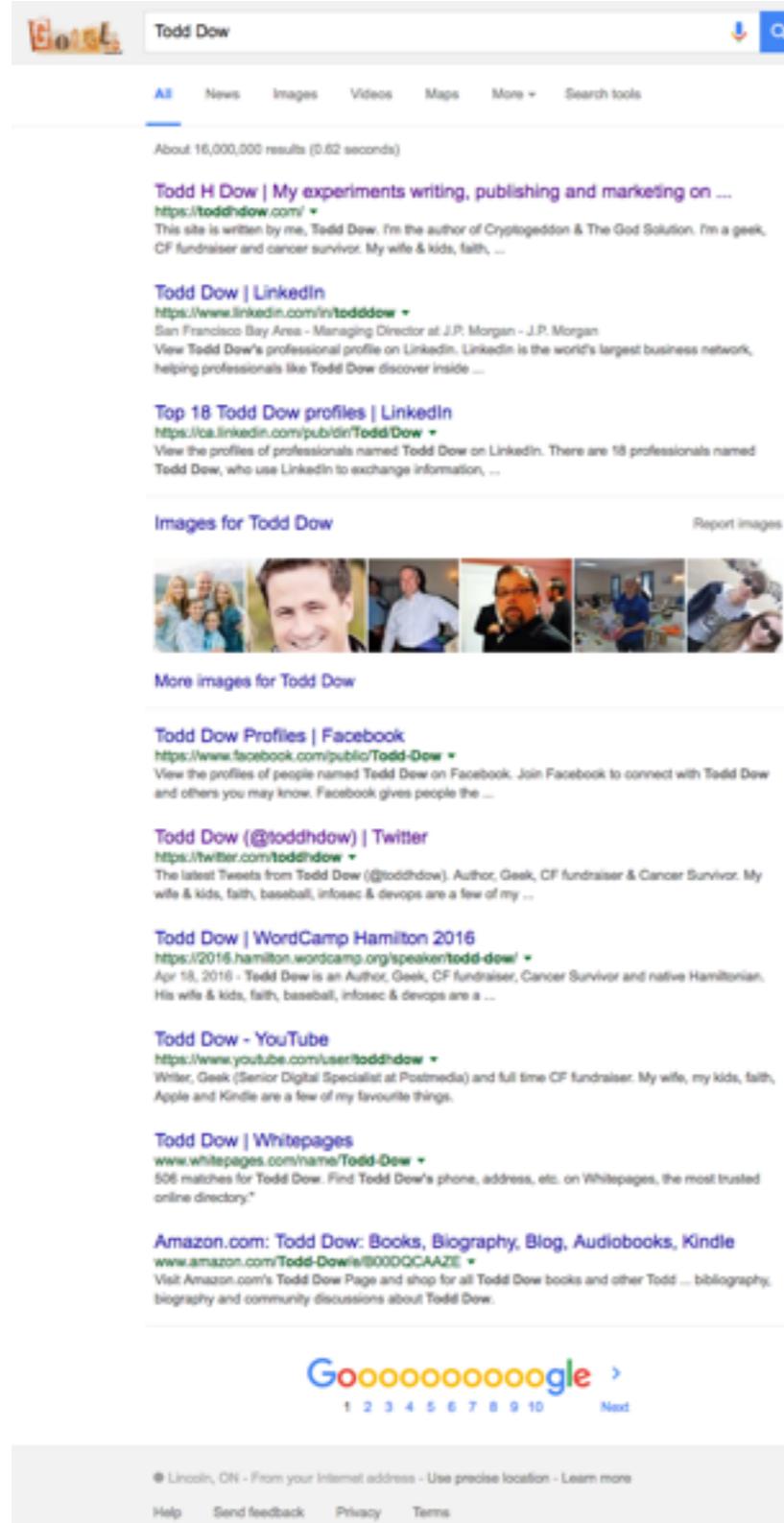
The God Solution: A Response to Dawkins' The God Delusion (2016 edition)

Holy Wars: Historical fiction series that charts religious violence from the time of Christ to present day. (will be accompanied by non-fiction references)

Do I need to do more with these?

Step 4: Create content for your True Fans

Search Engine Optimization (SEO)



A screenshot of a Google search results page for the query "Todd Dow". The results are as follows:

- Todd Dow | My experiments writing, publishing and marketing on ...**
<https://toddhadow.com/> •
This site is written by me, Todd Dow. I'm the author of Cryptogeddon & The God Solution. I'm a geek, CF fundraiser and cancer survivor. My wife & kids, faith, ...
- Todd Dow | LinkedIn**
<https://www.linkedin.com/in/toddhadow> •
San Francisco Bay Area - Managing Director at J.P. Morgan - J.P. Morgan
View Todd Dow's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Todd Dow discover inside ...
- Top 18 Todd Dow profiles | LinkedIn**
<https://ca.linkedin.com/pub/din/Todd.Dow> •
View the profiles of professionals named Todd Dow on LinkedIn. There are 18 professionals named Todd Dow, who use LinkedIn to exchange information, ...
- Images for Todd Dow**
[Report images](#)
A row of five small thumbnail images showing Todd Dow and his family.
- More images for Todd Dow**
- Todd Dow Profiles | Facebook**
<https://www.facebook.com/public/Todd-Dow> •
View the profiles of people named Todd Dow on Facebook. Join Facebook to connect with Todd Dow and others you may know. Facebook gives people the ...
- Todd Dow (@toddhadow) | Twitter**
<https://twitter.com/toddhadow> •
The latest Tweets from Todd Dow (@toddhadow). Author, Geek, CF fundraiser & Cancer Survivor. My wife & kids, faith, baseball, infosec & devops are a few of my ...
- Todd Dow | WordCamp Hamilton 2016**
<https://2016.hamilton.wordcamp.org/speaker/todd-dow/> •
Apr 16, 2016 · Todd Dow is an Author, Geek, CF fundraiser, Cancer Survivor and native Hamiltonian. His wife & kids, faith, baseball, infosec & devops are a ...
- Todd Dow - YouTube**
<https://www.youtube.com/user/toddhadow> •
Writer, Geek (Senior Digital Specialist at Postmedia) and full time CF fundraiser. My wife, my kids, faith, Apple and Kindle are a few of my favourite things.
- Todd Dow | Whitepages**
www.whitepages.com/name/Todd-Dow •
506 matches for Todd Dow. Find Todd Dow's phone, address, etc. on Whitepages, the most trusted online directory.
- Amazon.com: Todd Dow: Books, Biography, Blog, Audiobooks, Kindle**
www.amazon.com/Todd-Dow/80000QCAZE •
Visit Amazon.com's Todd Dow Page and shop for all Todd Dow books and other Todd ... biography, bibliography and community discussions about Todd Dow.

At the bottom of the page, there is a navigation bar with the Google logo and page numbers 1 through 10, followed by a "Next" button. Below the search bar, there is a note about location and links to Help, Send feedback, Privacy, and Terms.

- Use your name as your blog.
- Make your post titles meaningful
- Use tags & categories
- Other than that, who cares.
- Seriously.
- Trying to stay ahead of Google's special sauce is not where you want to spend your effort.

Step 4: Create content for your True Fans

About you

The screenshot shows the 'About' page of Todd H Dow's website. At the top, there's a navigation bar with links for Home, About, Disclosure, Archive, Posts, Contact, and My Books. A search bar with placeholder 'search here ...' and a 'Go' button is also present. Below the navigation, a sub-navigation bar shows 'Home > About'. The main content area features a large photo of Todd and his family sitting on a park bench. To the right of the photo is a social media sharing bar with icons for RSS, Google+, Twitter, LinkedIn, Facebook, and YouTube. Below this is a 'Subscribe Today!' button with the text: 'Join my mailing list for exclusive content, sneak peeks, free downloads, giveaways, bonus content and more!'. A 'Recent Posts' sidebar lists several blog posts, including 'Top 10 posts from the last 10 years – All you need is love!', 'I'm speaking at Wordcamp Hamilton 2016!', 'SC Congress 2016 – Free Expo Pass and more!', '10 years(ish) of blogging!', 'Free pre-release copies of my writing?', 'Writer's Digest – Poor Customer Service – RESOLVED', 'Coming soon: Dawkins & Holy Wars', 'My Big Hairy Audacious Goal', 'What to do... or, Why am I blogging again?', and 'I had cancer... wait... what?'. At the bottom of the page, there's a 'Twitter Updates' section showing two tweets from Todd H Dow's Twitter account.

Be:

- authentic
- informative
- personable
- interesting
- vulnerable

In addition to my IT career, I have also earned my Specialist Honours Degree in Philosophy and Religious Studies from the [University of Toronto](#) and I have also completed some graduate work at [McMaster Divinity College](#). Additionally, I have earned my second degree black belt in the martial arts of karate, tae kwon do and jiu jitsu. This grounding in both eastern and western philosophical and religious traditions has provided a breadth and depth of experience that I bring to my writing and critical thinking.

I have [published some books already](#), and I have plenty of other books in various states of completion. The working titles for some of my upcoming projects are:

- Cystic Diagnosis
- Holy War

Step 5: Invite your True Fans to your home



Todd H Dow
My experiments writing, publishing and marketing on the web.

Home About Disclosure Archive Posts Contact My Books

Welcome

This site is written by me, Todd Dow. I'm the author of [Cryptogeddon](#) & [The God Solution](#). I'm a geek, CF fundraiser and cancer survivor. My wife & kids, faith, baseball, infosec & devops are a few of my favourite things.

Join my mailing list for exclusive content, sneak peeks, free downloads, giveaways, bonus content and more!

[Join Now!](#)

Social links: RSS, Google+, Twitter, LinkedIn, Facebook, YouTube

[Subscribe Today!](#)

Join my mailing list for exclusive content, sneak peeks, free downloads, giveaways, bonus content and more!

Recent Posts

- Top 10 posts from the last 10 years
- All you need is love!
- I'm speaking at Wordcamp Hamilton 2016!
- SC Congress 2016 – Free Expo Pass and more!
- 10 year(s) of blogging!
- Free pre-release copies of my writing?
- Writer's Digest – Poor Customer Service – RESOLVED
- Coming soon: Dawkins & Holy Wars
- My Big Hairy Audacious Goal
- What to do... or, Why am I blogging again?
- I had cancer... wait... what?
- How do we remove fear from the refugee equation?

Twitter Updates

Todd Dow @toddhadow Come to @wordcamphamilton on June 4 to learn "How to find your 1,000 True Fans". 2016.hamilton.wordcamp.org/tickets/ #WCYHM

[WordCamp Hamilton 2016](#)

Todd Dow @toddhadow



Creator Blog Recap

Step 1 - what is my art?

- What is my art?

Step 2 - Who/where are my True Fans?

- Who & where are my True Fans?

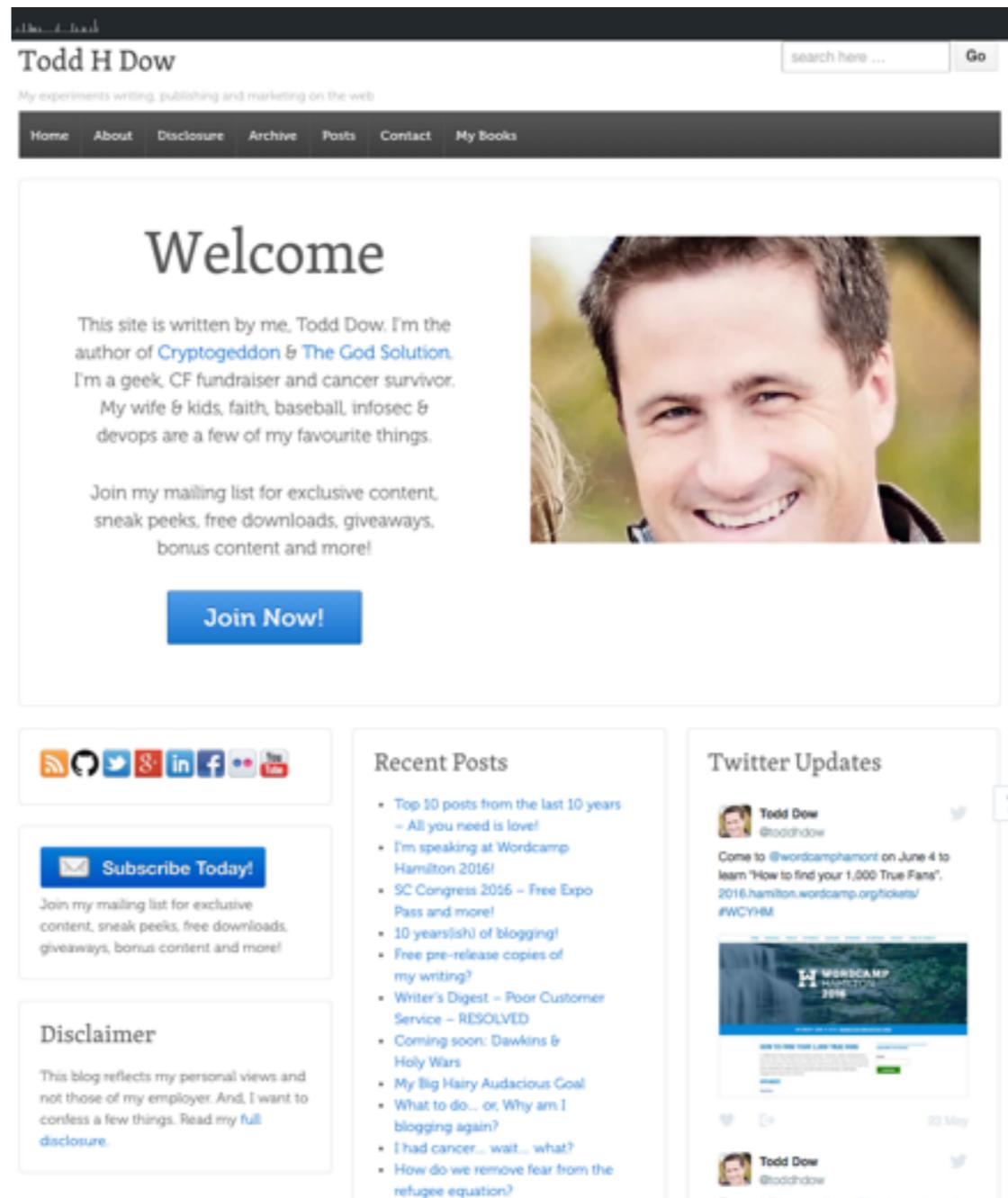
Step 3 - Build a home for your True Fans

- Decide on a platform
- Choose a theme.
- Choose your upgrades.
- Integrate with social media.
- Integrate with industry specific communities
- Mailing lists
- Monitor traffic

Step 4 - Create content for your True Fans

- Manage your content
- Blog writing schedule
- SEO
- About you

Step 5 - Invite your True Fans to your home



The screenshot shows the homepage of Todd H Dow's blog. At the top, there is a dark header bar with the title "Todd H Dow" and a search bar. Below the header, a sub-header reads "My experiments writing, publishing and marketing on the web". A navigation menu includes links for Home, About, Disclosure, Archive, Posts, Contact, and My Books. The main content area features a large, smiling portrait of Todd H Dow. Above the portrait, the word "Welcome" is displayed in a large, serif font. To the left of the portrait, a bio states: "This site is written by me, Todd Dow. I'm the author of [Cryptogeddon](#) & [The God Solution](#). I'm a geek, CF fundraiser and cancer survivor. My wife & kids, faith, baseball, infosec & devops are a few of my favourite things." Below the bio, a call-to-action button says "Join Now!". To the right of the portrait, a sidebar section titled "Recent Posts" lists several blog post titles. Another sidebar titled "Twitter Updates" shows a recent tweet from Todd Dow about WordCamp Hamilton 2016. The footer contains social media icons for RSS, YouTube, Twitter, LinkedIn, Facebook, and Google+, along with a "Subscribe Today!" button and a "Disclaimer" link.

EMERGENCY

PATIENT
PICK-UP
&
DROP-OFF

NO
PARKING
ANY
TIME

content.toddhdow.com/wordcamp2016.pdf