

# THOMAS UMSTATTD JR.

Your Friendly Neighborhood Nerd

**Expert in:**  
Marketing  
Social Media  
Blogging  
Podcasting  
Website Strategy  
Public Speaking



## About Thomas

Thomas Umstattd Jr. built his first website at the age of 13 and taught his first web design class at only 16 years old. He has been helping authors and small businesses use the web ever since. Thomas currently serves as the CEO of Castle Media Group LLC, a company that builds websites for world changers.

He runs AuthorMedia.com a resource for authors timid about technology. As an award winning speaker, Thomas teaches all over the world. His friendly speaking style blends multimedia and audience participation. His unique historical perspective will help audiences use the web in a whole new way.

“Thomas can teach anyone, from the 'technologically challenged' to the tech-savvy, in a way that's both fun and understandable. If you're looking for a speaker who can energize, instruct, and entertain, you couldn't do better than Thomas Umstattd.”

Kathy Ide, Editor & Speaker  
Brea, California

# Speaking Topics

Thomas can speak to your group about any of the following topics:

## 7 Secrets of Amazing Author Websites

Most author websites get very little attention and generate only a handful of book sales. In this class you will learn to avoid the common author website mistakes. You will also learn the secrets that will make your site great and your book sell.

## Platform Boosting Email Newsletters

The number of email subscribers you have is a key component publishers look at to measure your platform. In this class you will learn how to attract subscribers, design beautiful emails and create content that gets forwarded around the web.

## Technology is Your Friend Not Your Master

Conscious and subconscious fears sabotage many author's ability to learn how to be effective online. This class is designed for the beginner who feels intimidated by technology. At the end of this class you will be more confident and less timid about technology.

## How to Get Good at Goodreads

Goodreads is a social network specifically for authors and readers. With over 20 million members it is one of the most visited websites in the world. Because of this book focus, GoodReads is more effective than Facebook and Twitter at boosting book sales. Learn how to use GoodReads to boost *your* book sales.

## How to Start a Podcast

Learn how unpublished authors like Scott Siglar turned their stories into podcasts and then into New York Times best sellers. Learn what a podcast is and how to start your own. Creating a podcast is easier than you might think.

## How To Make A Living As a Writer

Book royalties alone do not pay enough for most writers to live on. However, by treating your writing like a business you can dramatically increase your income. In this class you will learn the basics of business for writers including tax tips.

## The Art of Persuasion

Learn how to craft ideas that stick in people's heads for years. You will also learn how to change people's minds without changing their worldview.

## The Secrets of Excellent Author Blogs

Many author blogs go unread because they don't know the little things that make a big difference. In this class you will learn the fundamentals professional bloggers use to build a irresistible online platform.

## How to Boost Traffic to Your Blog

Your blog is the primary component of your online platform. Publishers are getting savvy on how to tell if your blog gets many visitors. In this class you will learn how to attract more readers to your blog than you would ever think possible.

## How To Sell Yourself

Have you ever wondered why some great writers go unsold while poorly written books become bestsellers? The answer is simple and may change everything for your book. Learn if and when it is okay to "sell" yourself as a Christian and discover three simple techniques that will help you become a bestselling author without being "salesy".

## How to Crowdfund Your Next Book

The average self published book sells only 200 copies. Why? Usually, self-published books fail because the author doesn't have the money to do it right. Authors need money to get sales and sales to get money. Crowdfunding platforms like Kickstarter are a great way to break the catch 22 of self publishing while also building a tribe and gauging interest.

## How to Create a Marketing Strategy for Your Book

If failure to plan is planning to fail it is no wonder that so many books fail to sell as many books as their authors hope. In this talk you will learn a strategy to successfully market books and how to adapt it to your book specifically.

## How to Get Booked as a Podcast Guest

You don't need your own a podcast to have your voice heard on the air. Getting booked as a podcast guest reaches more readers than having your own show. Learn how to become the kind of guest podcast hosts want to book.



**"Thomas takes complicated web issues and distills them down to knowable pieces."**

**Mary DeMuth,  
Author & Blogger, Rockwall, TX**

**"While Thomas is speaking, you'll find yourself asking, 'How old is this guy? How does he know all this?'"**

**Brad Huebert  
Pastor & Author, Calgary, Canada**

**"Thomas' presentations were succinct, witty and loaded with valuable information."**

**John Parsons  
Aberdeen, Scotland**



"Thomas is an engaging and informed speaker. Using humor and a conversational style, he takes advantage of every available form of media to capture his audience. He offers much to think about, and will leave you wanting more."

**Renae Brumbaugh, Author**

"His presentations offer proven, practical, and up-to-date information that is valuable to both novices and professionals. On speaking topics that involve social networking and Internet marketing, I consider him to be the best in the country."

**Frank Ball, Director  
North Texas Christian Writers Conference**

"Thomas Umstattd is the real deal -- a guy who knows how to use technology to market writers. Thomas is extremely good at making it simple enough for non-techie writers to understand online marketing and he gets my highest recommendation."

**Randy Ingermanson, Author  
Writing Fiction for Dummies  
Advanced Fiction Writing E-zine.**

## Contact

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