

# **Tips for Making Money from Your Writing/Photography in Any Genre**

**By Lee Foster**

# Our Purpose Today

- Inspire you and provide practical tips to assist you to be more successful. Is anything I am doing useful to you?
- What might be relevant to you? What is your world now and what could it be?

# What is your “possible” world and its income?

- Books/ebooks?
- Articles?
- Photos?
- Traditional outlets vs your website?
- **Your Website/Blog?**
- Your social media?
- Licensing of your content?
- Major assignments?

# My Guiding Vision

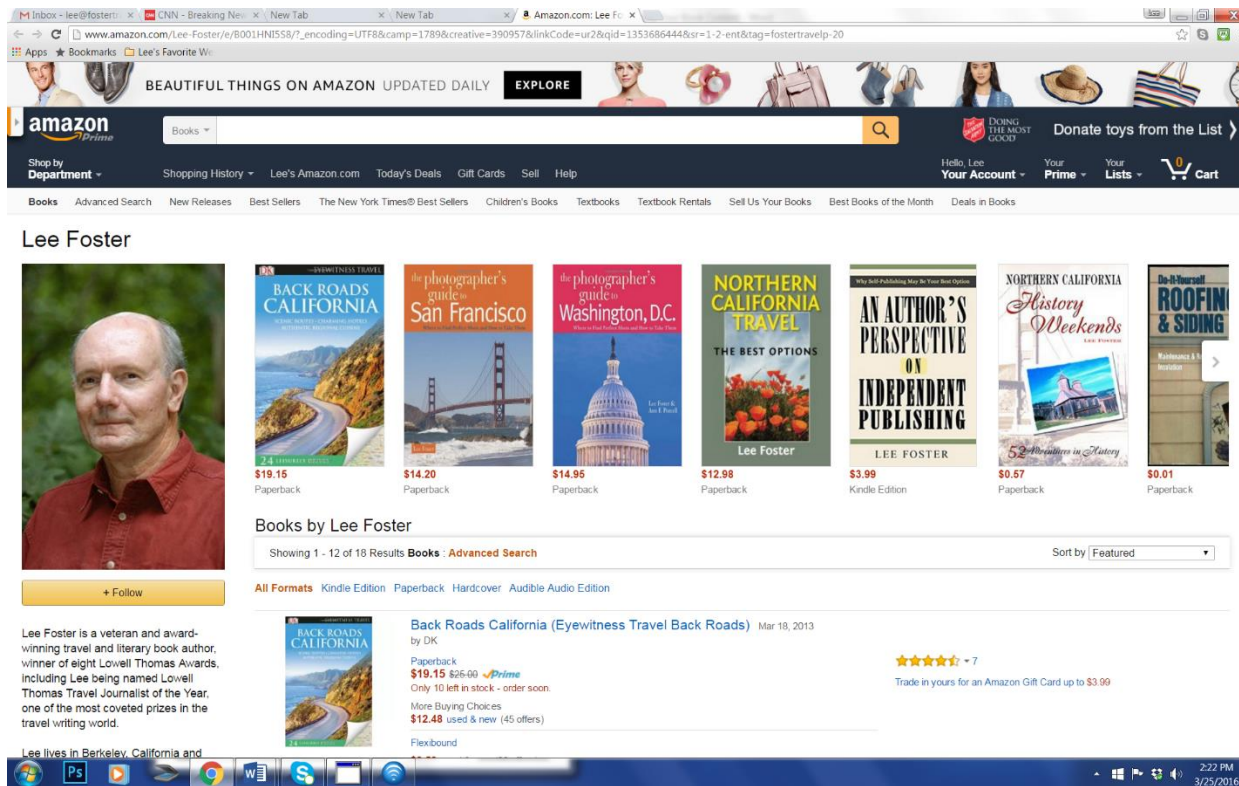
- Balance your traditional and independent publishing opportunities
- Independent publishing gives you total control
- Be open to growth and change in technology and social culture
- Assess your strengths and limitations, be proud of your uniqueness
- Pace yourself to make your publishing sustainable

# **My Mantra for Publishing**

- It is good to create: Wonderful in itself
- It is better to create and publish: Today, no one can prevent you from publishing
- It is best to create, publish, and monetize: Your path may not be easy, but success is possible

## **Let's start with Books**

# Lee Foster's books/ebooks on his Amazon Author Page at <http://amzn.to/1jl9Lnz>



The screenshot shows the Amazon website interface with the URL <http://amzn.to/1jl9Lnz> in the address bar. The page displays the Amazon Prime logo, a search bar, and navigation links. The main content area is titled "Lee Foster" and features a portrait of the author. Below the portrait is a list of books for sale, including "Back Roads California", "The Photographer's Guide to San Francisco", "The Photographer's Guide to Washington, D.C.", "Northern California Travel", "An Author's Perspective on Independent Publishing", "Northern California History Weekends", and "Do-It-Yourself Roofing & Siding". Each book listing includes the title, author, format, and price. A "Books by Lee Foster" section is also visible, showing a list of books with their respective prices and formats. The bottom of the page shows the Windows taskbar with various application icons and the system clock indicating 2:22 PM on 3/25/2016.

Lee Foster

Books by Lee Foster

Showing 1 - 12 of 18 Results **Books** : Advanced Search

Sort by Featured

All Formats Kindle Edition Paperback Hardcover Audible Audio Edition

Lee Foster is a veteran and award-winning travel and literary book author, winner of eight Lowell Thomas Awards, including Lee being named Lowell Thomas Travel Journalist of the Year, one of the most coveted prizes in the travel writing world.

Lee lives in Berkeley, California and

Back Roads California (Eyewitness Travel Back Roads) Mar 18, 2013 by DK

Paperback \$19.15 \$26.00 Prime Only 10 left in stock - order soon. More Buying Choices \$12.48 used & new (45 offers) Flexbound

★★★★★ 7 Trade in yours for an Amazon Gift Card up to \$3.99

# Is traditional book publishing still viable? Or should you go “indie”?

- DK (Dorling Kindersley) paid me \$15k for a part of *Back Roads California*
- Royalty books problematic, unlikely to do more
- Independently published books have a bright future. I have done 5
- Wildcard positives: Chinese translations, PDF books, “website books”

# Exhausted your audience in English? Try Chinese

- I have had positive sales now each month for two years for two books translated into Chinese ebooks
- My partner Fiberead manages all costs, pays me 30% of revenue
- Amazon.cn sells the ebooks on my Amazon.com USA Author Page, see <http://amzn.to/1jl9Lnz>



# My Northern California Travel, in Chinese, on Amazon.com USA, from Amazon.cn

Amazon.cn 中文图书全场满200元返80元图书券

Kindle & Fire商店 Kindle设备 配件 阅读软件 Kindle电子书 Kindle Unlimited 包月服务 排行榜 进口原版 小说 经营 文学 杂志 少儿 社科 特价书 管理我的内容和设备 帮助视频

Kindle商店 > Kindle电子书 > 科技

**在线试读**

**萌爷爷带你游北加州**  
Northern California Travel  
不是观光，是旅行

萌爷爷 (Lee Foster) (作者), Fiberead (编者), 杨安然 (编者, 译者), 汪宁 (译者)

★★★★★ (10 条评论) | 分享

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第 1 页, 共 6 页

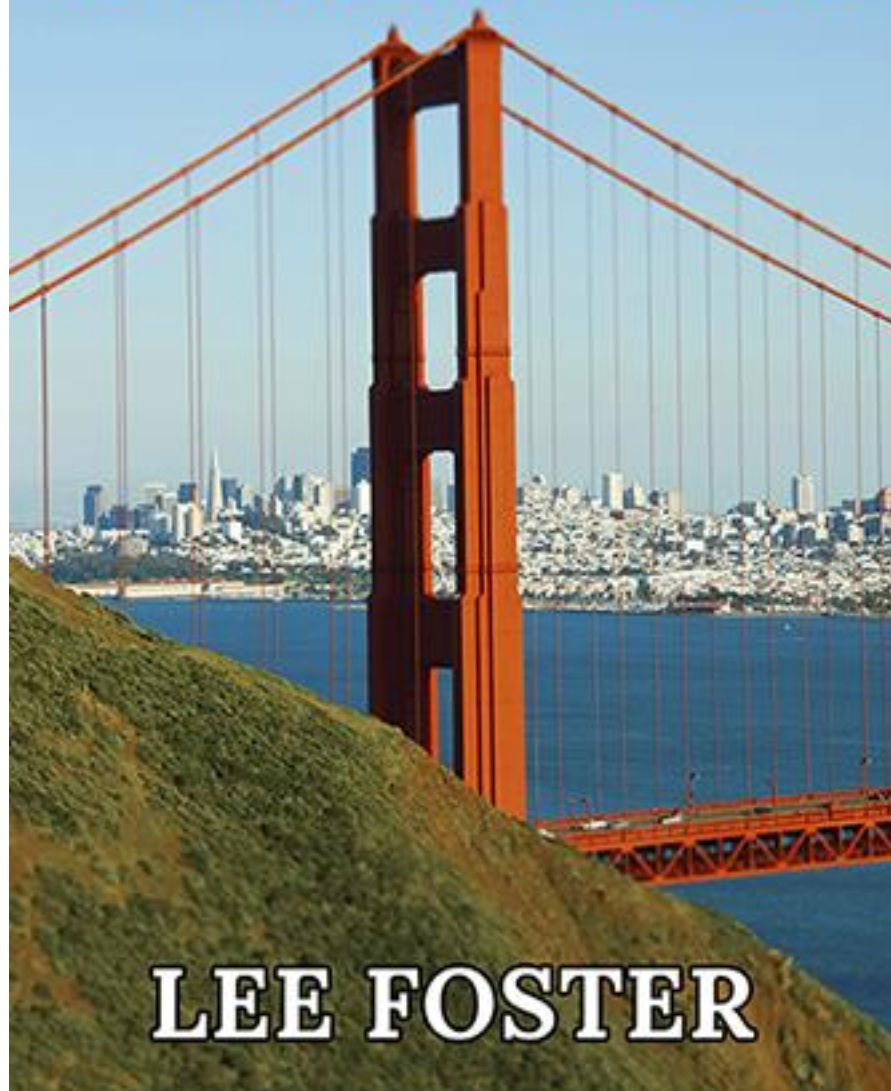
美西任我行  
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12:44 PM 3/26/2016

# Could you give a paid talk, and license also the PDF?

- I give a paid slideshow talk to meetings/groups on “The SF Bay Area’s Top 100 Travel Attractions”
- I sometimes license to the meeting/group a follow-up email send of the PDF-ebook version of the subject
- Everyone can read a PDF. The regular ebook version is on Amazon

# SF TRAVEL & PHOTO GUIDE



LEE FOSTER

# Is there a “website book” in your future?

- Folks will endure ads and affiliate links for a long time to get free content before they will buy anything
- A “website book” can be funded by Google Adsense ads, private ads, sponsorships, affiliate income
- My example on SF is at <http://bit.ly/2wEJjyV>

# Foster Travel Publishing/Lee Foster

## Award Winning Travel Writing/Photography

On 250 Worldwide Destinations  
For Consumers and Editorial Content Buyers  
Email [lee@fostertravel.com](mailto:lee@fostertravel.com) | [www.fostertravel.com](http://www.fostertravel.com)

### Lee Offers You

- \*Books / Ebooks
- \*Travel Articles / Blog
- \*Travel Photos

Home Introduction Norcal Norcal History Weekends Articles Photo Licenses Books/Ebooks/Shop Blog Contact  
Community News

100 Top SF Bay Area, Articles, Blog, Most Recent, News, Northern California, Publishing, San Francisco Bay Area, Travel

## Lee Foster "Website Book" Version of His SF Travel & Photo Guide

Leave a Comment (Edit)  

By Lee Foster

Could a "website book" become a new mode of publishing in the modern era?


This is a "website book" version of my *SF Travel & Photo Guide: The Top 100 Travel Experiences in the San Francisco Bay Area*. In this "website book" version, everything in the 120 chapters of the book can be seen from this Table of Contents file. All the content is in this file. When you click forward to a chapter, you can always browser click back to where you were.

The ways in which we want to receive travel content and other content, as consumers, continue to evolve. This book is an ebook for \$3.99 on [Amazon](#), one of my many books/ebooks/Chinese translations on my [Amazon Author Page](#). It is also an app for \$3.99 in [Apple](#) and [Google](#). Each of these approaches has its fans.

This book also exists as a simple PDF, available directly from me, author Lee Foster, if you send \$4 to my PayPal account [lee@fostertravel.com](mailto:lee@fostertravel.com) and send me your email. I will send the ebook to you as an emailed PDF attachment, about 10 MB. There is a lot to be said for the simple PDF version. Almost everyone knows how to look at a PDF on their device. The PDF version looks great, with all the photos and links working, on my iPhone 7+. I forward it on my iPhone to my iBooks, where PDFs can be read.

The PDF can also be licensed directly from me for a meeting, group, hotel, or organization. I was recently asked to give a paid luncheon talk to a financial group in San Francisco, for example. They wanted an entertaining slideshow talk on "The Top Travel Experiences in San Francisco." I enjoyed giving this talk. The Meeting Planner also licensed the right to email the PDF to the 50 people who attended. When I submitted the



 Search Lee's Writings For

See Articles by Geographic Location

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Email Address

### Shopping Cart

The Shopping Cart feature will eventually be re-launched in an improved manner. Meanwhile, all book/ebook purchases in the Store will point to Amazon or other book/ebook sellers.

[Visit the Shop](#)

Lee's Books  
And Ebooks



San Francisco  
Travel Expert

Lee Foster is the contracted San Francisco Bay Area Travel Expert for Answers.com, the 23rd most



# Could Your Book Sell as an Audiobook?

My travel literary book *Travels in an America Imagination*  
Some folks will only “read” by listening

The screenshot shows the Amazon.com website with the following details:

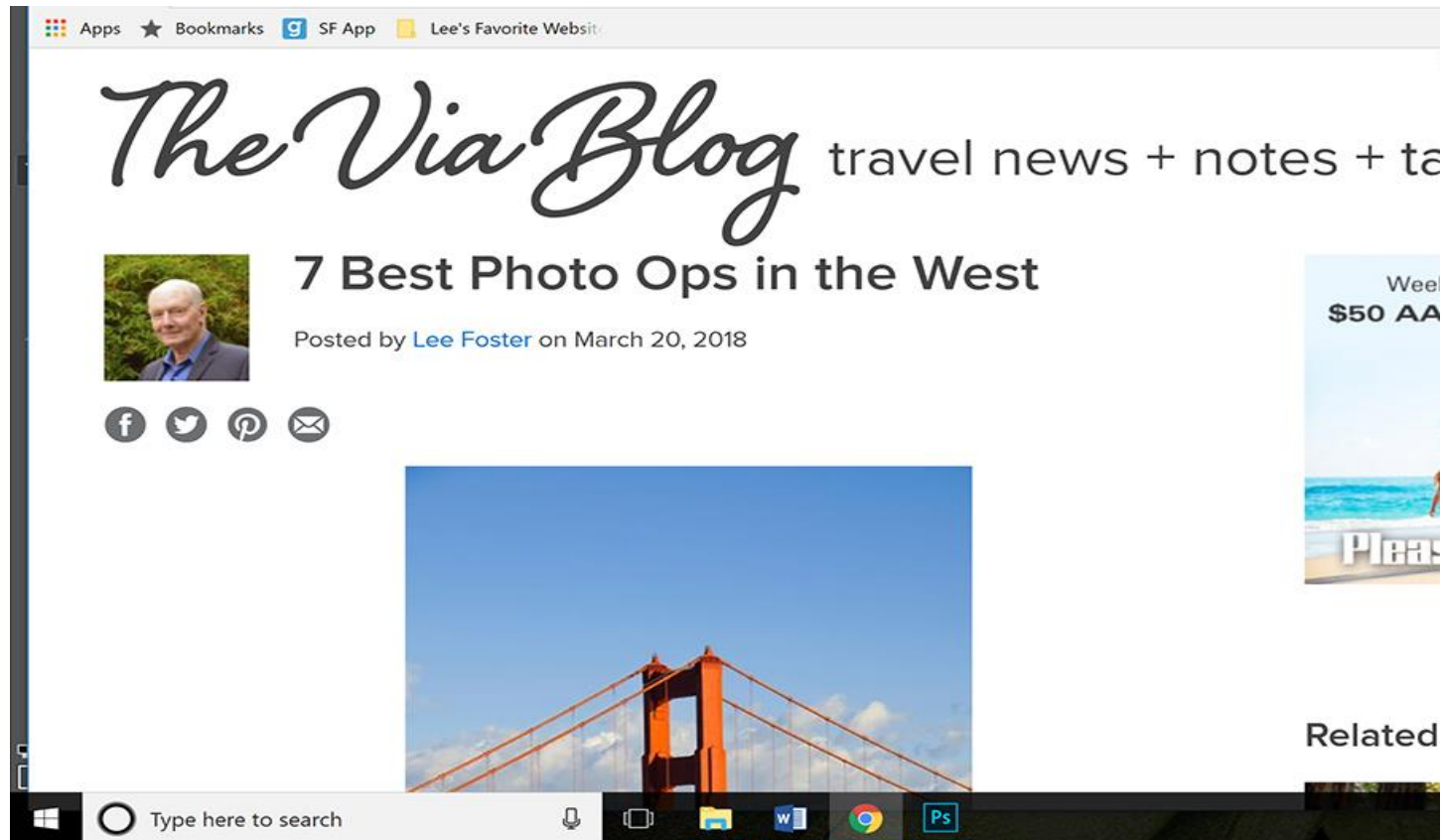
- Product Title:** *Travels in an American Imagination: The Spiritual Geography of Our Time* Audible – Unabridged
- Author:** Lee Foster (Author), William Dougan (Narrator), Foster Travel Publishing (Publisher)
- Customer Reviews:** 5 stars, 5 customer reviews
- Formats and Prices:**
  - Kindle: \$2.99
  - Paperback: \$14.95 (Prime)
  - Audiobook: \$1.99
- Description:** "Is our era both the most wondrous and the most horrific time ever to be alive in the history of the human race? Award-winning travel journalist Lee Foster thinks so. His audiobook, *Travels in an American Imagination: The Spiritual Geography of Our Time* consists of 25 essays, in which Foster evokes a place in his worldwide travels and then addresses the spiritual geography of our era. Foster's work has won eight Lowell Thomas Awards, the highest accolades in travel writing, including him being named Travel Journalist of the Year." (Note: The original text incorrectly stated 'Travel Journalist of the Year' as 'Travel Journalist of the Year' in the image, but the image text says 'Travel Journalist of the Year'.)
- Whispersync for Voice:** A section highlighting the benefits of the audiobook, such as switching between reading and listening, picking up where you left off, and having a good book down.
- Go to my Audible library:** A button to access the audiobook in the user's library.

# Is traditional article publishing still viable? Or go website only?

- Via AAA just published 4-15-18 on their blog my article/photo package “Best Photo Ops in the West” <http://bit.ly/2E5XPDg>
- Each week I publish a new or renewed article on my [www.fostertravel.com](http://www.fostertravel.com)
- Each approach has opportunities for: income, licensing, assignments, audience growth
- Rights Issue: Who owns what?

# Traditional: Via's Best Photo Ops in the West (4-15-18)

<http://bit.ly/2E5XPDg>




The screenshot shows a web browser window with a navigation bar at the top containing 'Apps', 'Bookmarks', 'SF App', and 'Lee's Favorite Websites'. The main content area features the 'The Via Blog' logo in a script font, followed by the tagline 'travel news + notes + tips'. Below this is a featured article titled '7 Best Photo Ops in the West' by Lee Foster, dated March 20, 2018. The article includes a small profile picture of Lee Foster and social media sharing icons for Facebook, Twitter, Pinterest, and Email. A large image of the Golden Gate Bridge is displayed below the article title. To the right of the main content, there is a sidebar with a 'Weekly \$50 AA' offer and a 'Please' sign. At the bottom of the browser window, a Windows taskbar is visible with a search bar and icons for various applications including Word, Chrome, and Photoshop.





Apps ★ Bookmarks SF App Lee's Favorite Websites


## The Via Blog

travel news + notes + tips

 **7 Best Photo Ops in the West**

Posted by [Lee Foster](#) on March 20, 2018



Weekly \$50 AA

Please



Related






Type here to search




# My Weekly “Independent” Article on My Website/Blog

<http://bit.ly/2vvktGb>

 SF App  Lee's Favorite Websites


    



Lee Foster  
**Foster Travel Publishing**  
Award Winning Travel Writing & Photography  
On 250 Worldwide Destinations For Consumers and Content Buyers


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Travel Blog




**Fisherman's Wharf Highlights in San Francisco**  
Lee Foster · April 17, 2018


Fisherman's Wharf, along San Francisco's northern waterfront, ranks as one of the most popular aspects of the city for visitors.




Mariano Vallejo's Legacy of California Hospitality Around The Sonoma Town Square  
April 9, 2018




Via Publishes Lee Foster on Best Photo Ops in the West  
March 29, 2018



WordPress Website Renewal for Travel Writers, Plus All Writers Journalists Authors  
March 21, 2018








Alcatraz and Angel Islands in San Francisco Bay: The Secure Prison...  
March 6, 2018




Jack London's Valley of the Moon in Sonoma County, California

Stay Connected With Lee










    

Lee's Latest Publication

SF Travel & Photo Guide: The Top 100 Travel Experiences in the San Francisco Bay Area  
\$3.99



Sign Up for Lee's Weekly Blog

# Is it possible to create and sell your own photos?

- Learn to create phone photos for your own use. Then:
- Agency Alamy still producing about \$5K/year for me on 4K photos. Alamy open to everyone
- My own photo-selling site on PhotoShelter critical for direct selling. Depend on yourself. See <http://stockphotos.fostertravel.com>
- Agencies can disappoint. Lonely Planet sold \$220k for me, then closed down

# LEE FOSTER/FOSTER TRAVEL PUBLISHING

HOME GALLERIES SEARCH BLOG LIGHTBOXES CLIENT AREA ABOUT CART

## LEE FOSTER'S TRAVEL PHOTOGRAPHY (ON PHOTOSHELTER)

### Contact

Lee Foster  
Foster Travel Publishing  
1623 Martin Luther King  
Berkeley, CA 94709  
510-549-2202  
Email: lee@fostertravel.com

Lee Foster's home website for Foster Travel Publishing, with 250 worldwide writing/photo coverages, plus books/ebooks, can be seen at: <http://www.fostertravel.com>

This PhotoShelter website for Lee Foster, with the 7,000 images, is at: <http://stockphotos.fostertravel.com>

## FOR EDITORIAL & COMMERCIAL PHOTO BUYERS

Lee Foster has this 7,000-image travel photo coverage digitally ready for immediate Hi-Res download on more than 250 worldwide destinations.

The photos can be searched here on this PhotoShelter site. They can also be downloaded Hi-Res here.

Lee has integrated this PhotoShelter site with slideshows on his home site at <http://www.fostertravel.com>. There you can see his writing, photos, and books/ebooks on the 250 worldwide destinations.

Lee hopes that this PhotoShelter site will be useful to his photo buyer clients. Buyers with whom Lee has an understanding on price can become his Trusted Photo Buyers, with unlimited Hi-Res download. Lee will see these downloads and will send in the appropriate invoice for use, after an email conversation with the Trusted Photo Buyer confirms that the photo is actually used.

Become a Trusted Photo Buyer by making contact with Lee, setting up an understanding on price. Then he will give you permission to download anything on your own timetable.

Lee's other photo sites are: [www.fostertravel.com](http://www.fostertravel.com)



San Francisco



Washington DC



## GALLERY COLLECTIONS

### Lee Foster's Recent Photo Shoots

- New California Images
- New San Francisco
- New Washington DC
- Yellowstone/Only Wyoming
- Montana/Nevas
- Alaska Cruise
- Minneapolis-Saint Paul Minnesota
- California: San Luis Obispo County
- Angel Island: San Francisco Bay
- Chise Easter Island
- Chile Lake Country
- Chile Wine Country
- Nevada Las Vegas
- New York City
- San Mateo Coast CA
- Utah Parks
- Philadelphia

### Lee Foster's Libraries (Beyond Recent Shoots)

- Asia/Pacific
- Other US (East, South, Midwest)
- Western States (The 13 beyond CA)
- Europe
- Caribbean
- California
- Mexico/Latin America
- Middle East/Africa
- Canada

## \$20 FOR CONSUMER PERSONAL USE LICENSES

This site also exists for consumers who would like to order photo print/products, such as a nice 11x14 photo print or a photo on a dozen cards, or who might wish to arrange an inexpensive Personal Use License (for only \$20/photo).

High quality photo prints or cards etc. can be shipped to you at relatively modest costs with this automated system. Click on the PhotoProducts tab after putting a photo into the shopping cart.

However, "personal use" is another consumer favorite license, for only \$20/photo. Maybe you want to make your own prints or cards. Maybe you want a photo for a blog, website, or book, or for a household educational effort. All this is allowed, including what you might want in the future. See the Personal Use License option once you have put a photo in a shopping cart.

All transactions for these purchases are conveniently through Paypal and allow the legal use of these registered photos for your various personal projects. Lee Foster will assist you at [lee@fostertravel.com](mailto:lee@fostertravel.com) if there are any glitches.

## MAJOR PROJECTS

Lee's major subjects, including an elaborate printing of images on this site, include photo books on Washington DC and on San Francisco. The titles are: *The Photographer's Guide to Washington DC: Where to Find Perfect Shots and How to Take Them* and *The Photographer's Guide to San Francisco: Where to Find Perfect Shots and How to Take Them*.

The books are from Countryman Press/Pantheon. Details on these books can be seen on Lee's website at <http://www.fostertravel.com/shop> and on his Amazon Author Page, among his 10 books, at

# Can your website/blog produce direct and indirect income?

- My [www.fostertavel.com](http://www.fostertavel.com) has produced Google Adsense Ad income each day since 2002
- Next steps: Private ads, sponsorships, affiliate income
- Robust website/blog leads to sales of products, plus licensing, assignments, and paid talks

# Ads on a website, starting with Google

The screenshot shows a web browser window with the URL <https://www.fostertravel.com>. The browser's address bar indicates a secure connection. The website's header features a circular profile picture of Lee Foster, followed by the text "Lee Foster Foster Travel Publishing Award Winning Travel Writing & Photography On 250 Worldwide Destinations For Consumers and Content Buyers". Social media icons for Facebook, Google+, LinkedIn, and Twitter are visible in the top right corner.

The main navigation menu includes links for HOME, BLOG, CA TRAVEL, WORLDWIDE, PUBLISHING/CONSULTING, PHOTOS, SHOP, and CONTACT. A search icon is located on the right side of the menu.

The content area is divided into several sections:

- Travel Blog**: A dark blue button with white text.
- October Preview**: A section featuring a preview of the October issue of SF Travel & Photography magazine, which focuses on alternative revenue streams and the topic of rights.
- Fall Color Aspen Leaf Beauty Along California's Eastern Sierra Highway 395**: A post dated September 21, 2017, featuring a photograph of a mountain landscape.
- The October Pumpkin Patch at Ardenwood Park/Perry Farms, at Fremont in...**: A post featuring a photograph of a pumpkin patch.
- Stay Connected With Lee**: A dark blue button with white text, accompanied by social media icons for Facebook, Google+, LinkedIn, and Twitter.
- Sign Up for Lee's Weekly Blog**: A dark blue button with white text.

The Windows taskbar at the bottom shows the search bar, task view button, and several open applications including Edge, File Explorer, Word, Chrome, and Photoshop. The system clock indicates the time is 1:02 PM on 10/16/2017.

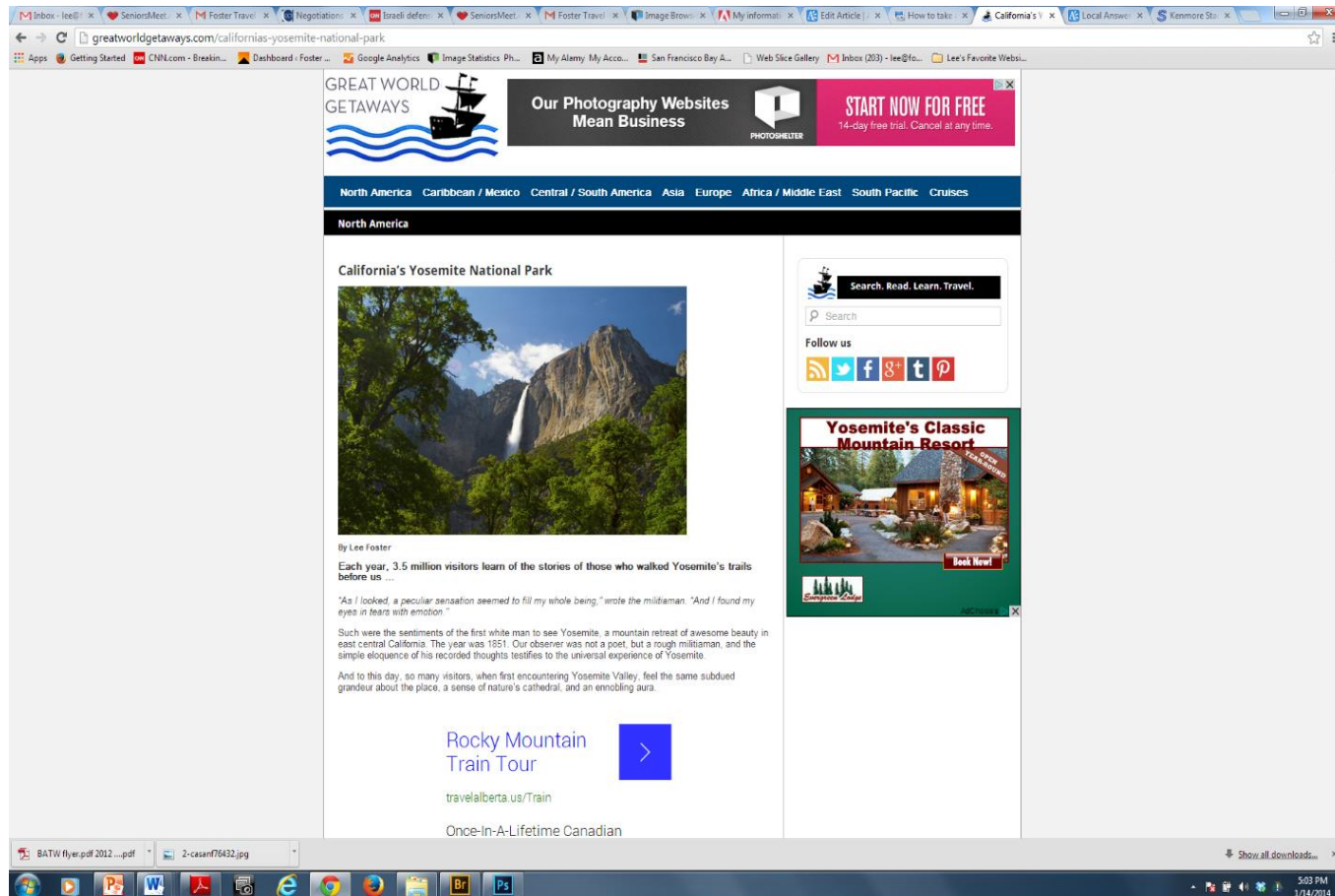
# **Licensing of your Content?**

## **What's that? Could that occur?**

- Canadian travel agency Uniglobe liked my elaborate essence-of-the-destination articles
- Requested to license from my website my top 100 worldwide articles for 3 years
- Deal done for 5 figures. Example: Yosemite



# How the Uniglobe Travel Agency presented my 100 worldwide articles, such as Yosemite



# Could your robust website/blog leads to assignments?

- Answers.com calls from St. Louis, say they are #23 site on Internet, like my SF/CA articles on my website
- Want me to do 100 short derivative articles to boost the gravitas of their site
- Deal done for 5 figures, license for 3 years





Hi Lee Foster

(sign out)

## Site tools

[WikiAnswers](#)  
[Recent site activity](#)  
[Featured questions](#)  
[Browse categories](#)  
[Flagged questions](#)  
[Random question](#)  
[Help center](#)

## My pages

[My watchlist](#)  
[My profile](#)  
[My message board](#)  
[My contributions](#)  
[My settings](#)  
[Community forum](#)



## San Francisco

## San Francisco's Golden Gate Bridge from the View Area

The iconic and much beloved Golden Gate Bridge ranks high on most visitor priority lists as a sight to see...

[Learn More »](#)

## Featured in San Francisco



**Exploratorium Interactive Science Museum Re-Opens on San Francisco's Pier 15**



**The Bay Lights Sculpture Illuminates the San Francisco Bay Bridge**



**Local Attractions in San Francisco**

## Arts and Culture

## Exploratorium Interactive Science Museum Re-Opens on San Francisco's Pier 15

San Francisco's beloved interactive science museum, the Exploratorium, has re-opened in a new location on Pier 15. If you love science or have a sense of curiosity, the Exploratorium is an exciting place, both for adults and children...[\(more\)](#)

## The Bay Lights Sculpture Illuminates the San Francisco Bay Bridge

If you're visiting San Francisco between now and March 2015, be sure to enjoy a remarkable "light" sculpture that illuminates the west span of the Bay Bridge each night between dusk and 2 a.m. The new art installation is said to be the world's largest light sculpture and is called...[\(more\)](#)

## Attractions



## San Francisco's Baker Beach

Baker Beach is one of the best-loved beaches in San Francisco. If you are looking for a beach experience, especially one with the Golden Gate Bridge as a scenic backdrop, Baker Beach is the place to go.

## LinkedIn Polls

Are employees connecting more devices (smartphone, tablet) to your business' wireless network? Use comments to elaborate.

- ☐ Yes, and it's affecting performance  
☐ Yes, but there is no negative impact  
☐ No  
☐ We don't have a wireless network  
☐ I don't know

[Vote](#)  
or see results

Sponsored by  
**COMCAST BUSINESS**

## About this Expert



**San Francisco Expert**  
**Lee Foster**

[View Profile](#)

Lee Foster lives in Berkeley, just across the Bay from San Francisco, and has enjoyed writing about and photographing San Francisco for decades. His articles, books, photos, and app on San Francisco...[Read More](#)

## Latest Articles

- The Bay Lights Sculpture Illuminates the San Francisco Bay Bridge
- Exploratorium Interactive Science Museum Re-Opens on San Francisco's Pier 15
- San Francisco's America's Cup Yacht Race
- San Francisco's Cable Cars

## Recent Reviews



Anonymous reviewed ZEE Transportation Services

★★★★★ 5/5 5/14/2013

Zee transportation services is a budget town car service. Reasonably priced. Clean cars. Friendly drivers / associates. The company has a top of the line custom G Series Chevy Express Van with

# **Let's look more closely at your writer/author website. Why have a writer/author website/blog?**

- Connect with an audience
- Earn income, various ways
- Shape the world
- It's your art form
- It's fun

Or:

- All of the above

# What kind of author/writer website?

- Resume of links to your traditionally published works
- Showcase of your work in your structure
- Blog
- Full publishing effort, in direct competition with all media

Or:

- All of the above

# Why use WordPress as a website structure?

- Widely popular, many contributors
- Open source, no one owns it, keeps evolving
- Themes keep getting better
- Lots of plug-ins for tasks
- About 100K worldwide designers

# **Engage a designer vs use a template from GoDaddy, Hostgator, Wix?**

- My strategy: Designer Jeffrey Samorano
- Get design help, do routine content swaps yourself
- Do-it-yourself will have challenges
- Issue: Who will be there to help when you have problems?
- Issues occur when WordPress updates
- Will a template provider have good phone support? Is your website “portable?”
- Will a template have plug-in and SEO flexibility?

# Who should be your website host?

- I use WPEngine, expensive, installed by my designer
- Other options: GoDaddy, Wix, Hostgator

## **Issues are**

- Security, getting hacked, backup and restore
- Speed time of loading, lose customers if slow
- Reliability, will you be “down”?
- Personal handling in an emergency
- Cost

# Why improve your website now?

- Google encourages it if you want Search results
- Need to be Mobile Friendly
- Now 40% of my traffic is mobile
- Need to be https secure-encrypted data exchange
- See the little green lock, consumers want it
- Google provides 80% of my traffic via Organic Search

## And:

- New themes are better, less need for “custom” design

# Evolution of my website

<https://www.fostertravel.com>

- 1995 Html website
- 2009 WordPress by Bradley Charbonneau
- 2017 WordPress by Jeffrey Samorano using Theme Newspaper and SEO Yoast
- Avada is most popular theme today, but I chose Newspaper



# **My new website theme Newspaper is better than my old one**

- Light and airy, swipable
- Shows multiple clusters of options at once, improved discoverability of ranges of articles
- Mobile-friendly
- Https secure for encrypted data
- Better SEO Yoast
- Better reporting of data, Google Analytics
- Better printout look
- Better Integration with my 5 Social Media

**My new website has better SEO discoverability than my old one**

**Yoast is my SEO plug-in**

- Yoast is a learning ecosystem for SEO
- SEO All in One was my old one, also good

# Plug-ins will be needed for

- Good printouts
- Collecting emails, maybe Mailchimp
- Contact form
- Ecommerce, maybe Woo Commerce

# **Details: Problems arose with change for my 500-plus articles**

- Focus Keyword phrase needed
- Featured Image needed
- Slideshows need to be non-Flash

# Details: Where is the income?

## **Lesser, but accessible:**

- Ads, Google and private, and sponsorship
- Selling products (books, ebooks) and services (consulting)
- Affiliate income such as Amazon, Booking.com and SF Tours City Sightseeing

## **Major, but more difficult:**

- Licensing
- Assignments
- Sponsorship, Expedia sponsors an article because I am an “influencer”

# **Details: Link your Social Media to your website to increase traffic**

- My plan: Weekly new post or updated post, announced in Social Media
- Pace Yourself, commit to something you can deliver

## **My Five Social Media, in order of importance:**

- Facebook, LinkedIn, Instagram (new)

## **Marginal:**

- Twitter
- Google +

# The End

- Hope you experienced a little inspiration and practical help today
- Best wishes in your publishing efforts
- Thank you, Lee Foster