

# THOMAS UMSTATTD JR.

Your Friendly Neighborhood Geek

## 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 helps 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:

## How Everything Has Changed & Nothing is New (An introduction to Social Media)

Social media can turn your book idea into a best seller. It can also be a colossal waste of effort. In this class you will learn how to use social media effectively without wasting a lot of time.

## 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.

## How to Write More & Work Less

Are you having trouble finding time to write? In this life changing class you will learn principles of time management that can revolutionize your writing. You will also learn digital tools to make you more productive online and offline.

## Platform Boosting E-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.

## 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 Podcast Your Book Onto the Bestseller List

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.

## Effective Book Promo Videos

YouTube is a great way to get attention. But most videos go ignored. In this class you will learn why many book promo videos are a waste of money and how to get your video to spread and sell books.

## 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".

**“Thomas is a dream faculty member:** popular with the attendees, kind, knowledgeable, and always respectful. His presentations are well received, offering useful and practical information to both beginners and professionals.”

Robin Miller, Conference Director,  
American Christian Fiction Writers (ACFW)



““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.”

Renaë 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 Umstatted 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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