

THOMAS UMSTATTD JR.

Your Friendly Neighborhood Geek

Expert in:

New Media Marketing
Blogging
Podcasting
Websites
Web Strategy



About Thomas

Thomas Umstatt Jr. loves technology. He 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. His blend of experience and youth give him a unique perspective that can help you use the web in a whole new way.

Thomas is the CEO of Castle Media Group LLC, a company that builds websites for world changers. He runs AuthorMedia.com and AuthorTechTips.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.

“Thomas’ talks are always fresh, informative, and helpful. I walk away with something new I hadn’t learned before. He takes complicated web issues and distills them down to knowable pieces.”

Mary DeMuth, Author & Blogger

Speaking Topics

Thomas can speak to your group about any of the following tech 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 time. In this class you will learn how to use social media effectively without wasting a lot of time. You will also learn the advantages and disadvantages of the major social networks.

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.

Overcoming Fear of Technology

For many authors the biggest challenge to using the web to promote their work is not the technical steps. It is conscious and sub conscious fears that sabotage their ability to learn and be effective online. At the end of this class you will be more confident and less timid about technology.

15 Secrets of Effective 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 how to use your blog to build a platform, establish your expertise and change the world.

How to Podcast Your Book Onto the Best Seller 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 Facebook Marketing

In this class you will learn how to create a Facebook fan page, and how to attract thousands of fans. You will be introduced to several Facebook marketing techniques including CPC advertising, contests and Facebook parties.

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.

Ranking Number One on Google

Learn the basics of Search Engine Optimization and how to get your author website to rank well on Google's results page. The tips you learn in this class are proven to boost traffic.

How To Make \$ With Your Writing

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.

“Thomas has a unique combination of an engaging personality, a smile that puts people at ease, and an incredible store of useful information that he is eager to pass along to others. He 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 Umstattt.”

-Kathy Ide, Editor & Speaker
Brea, California



"If you want a boring speaker, you'd better not book Thomas."

Andy Merrick
New Media Maven, Nashville, Tennessee

"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,
Copperas Cove, Texas

"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.

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