

Use this worksheet to find information using “**Monitoring Tools.**”

As you go through each monitoring tool enter the following information:

- Your website URL.
- Keywords and keyword phrases around your topic
- Competitors' topics
- Other author's URLs
- The title of your book

- SocialMention.com
- Trending Topics: Twitter.com and <https://www.google.com/trends/>
- SocialCrawlytics.com
- BuzzSumo.com

From the information that you found, use the space below to brainstorm ideas, subjects and content you can create from what you now know that will resonate with your target audience to help you promote your book.