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INTERNET MARKETING FOR AUTHORS: Strategies to Impress Publishers, Attract Media and Sell More Books

Just about every agent and editor asks the inevitable question: “What’s your platform?” Award-winning author Stephanie Chandler decided to answer this question by building her platform online—which led her from a self-published book to subsequent book contracts with several traditional publishers. In this informative presentation, she shares the lessons that every author can use to build an audience using the Internet.

You will learn how to:

- ◆ Develop an online platform that impresses editors and agents OR as a platform for your self-published book
- ◆ Create an effective website and blog
- ◆ Drive traffic to your site utilizing simple, affordable online marketing strategies
- ◆ Harness the power of social media with Facebook, Twitter and LinkedIn
- ◆ Conduct interviews with internet media sources
- ◆ Launch viral marketing campaigns
- ◆ Host a virtual book tour
- ◆ Establish yourself as an authority in your field
- ◆ Promote your books on Amazon

With so much competition in the publishing field, it is critical that authors find innovative ways to promote their work. Whether you already have one, two or twenty books to your credit or you are just getting started; effective internet marketing strategies can have a dramatic impact on your publishing success.

Stephanie Chandler is the author of several books including *Booked Up! How to Write, Publish, and Promote a Book to Grow Your Business*, *LEAP! 101 Ways to Grow Your Business*, *From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products*, and *The Author’s Guide to Building an Online Platform: Leveraging the Internet to Sell More Books*. Stephanie is also founder and CEO of <http://AuthorityPublishing.com>, which specializes in custom publishing for non-fiction books, and <http://BusinessInfoGuide.com>, a directory of resources for entrepreneurs. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur Magazine*, *BusinessWeek*, *Inc.com*, *Wired* magazine, and many other media outlets. For author and speaker information, visit <http://StephanieChandler.com>.

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