

MARKETING AND MONETIZING: Online Promotion and Revenue Streams for Authors

- 1. Define Your Target Audience.** Who do you want to reach? What are their needs? What challenges can you solve for them? Where do they spend their time? How can you engage them?
- 2. Optimize Your Website.** Get a professional design, incorporate keywords, blog often.
- 3. Leverage Content.** It is truly king! Your own blog, guest blogs, video, podcasts, teleseminars, webinars, internet radio, podcasts, print publications, etc.
- 4. Tap into the Power of Community.** Online groups and forums, in-person groups, trade associations and everywhere else your audience can be found.
- 5. Build Your Mailing List.** Email marketing is NOT dead. Favorite tool: Constant Contact.
- 6. Leverage Blogs and Book Reviews.** Seek out bloggers who reach your target audience. Contact Amazon reviewers. Additional sources: Netgalley.com, Bookbub.com.
- 6. Embrace Social Media.** Facebook, Twitter, LinkedIn, Instagram and Pinterest each have their own unique advantages. Share your blog posts, tips, branded images and other content that appeals to your target audience. Useful tools include Hootsuite.com (for scheduling posts) and Tweetdeck.com (for monitoring Twitter activity).

PLATFORM = PROFIT (Show me the money!)

Revenue Options:

- Coaching, consulting
- Paid speaking, workshops
- Niche books, ebooks, audio books
- Workbooks, reports, white papers
- Databases (spreadsheets)
- Online classes and events
- Affiliate fees
- Corporate sponsors
- Ads (website, podcast)
- Related services
- Software, apps
- Membership & subscription programs
- Awards programs
- Licensing

Stephanie Chandler is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. Stephanie is also CEO of the Nonfiction Authors Association, an educational community for experienced and aspiring writers, and the Nonfiction Writers Conference, an annual event conducted entirely online. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired*.



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