



Dream Big Worksheet

“Without leaps of imagination, or dreaming, we lose the excitement of possibilities. Dreaming, after all, is a form of planning.”—Gloria Steinem

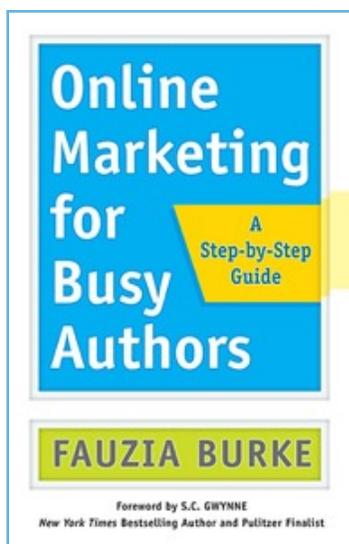
Part of the reason I love my job is because I help authors make their dreams come true, but those dreams don't manifest instantly. Okay, they do for some, but those are the exceptions. To become a well-known and well-established professional author you have to be ready for the long haul, so adjust your expectations and remember, building an effective brand is a marathon not a sprint.

This work is important but it's not easy or quick. There may be an investment of years before you see the results you want. Or the results may look quite different than the ones you initially set out to achieve.

For now let's just have some fun. The next step is to think of your dreams. Have fun with it and check all that apply:

- I sell a zillion copies of my book
- My business grows by 400%
- I am on TV
- I have my own TV show
- I am on radio on big networks
- I have a thoughtful interview on NPR
- I have a special on PBS
- I am on the cover of *The New York Times* book review section
- I gain respect of my peers in the academic world
- My mom is really proud
- People magazine features my book
- The real housewives said my book saved their life on a daytime talk show
- My colleagues reviewed and praised my book
- I speak at conferences, traveling 50% of my time
- I am a regular contributor to Huffington Post and other popular online venues
- I become rich from the sales of my book
- I am on a reality TV show
- I sell movie rights
- I have 2,000 5-Star reviews on Amazon
- Keep going, these are your dreams after all.....

Keep this list of dreams handy because it will serve as an inspiration. As you begin the work of building a brand, there will be days on which you may want to give up, days on which you feel no one is listening. But be patient. Slowly you will see signs of success, sometimes it just doesn't happen when you expect.



Online Marketing for Busy Authors: A Step-by-Step Guide

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Foreword by S.C. Gwynne, *New York Times* bestselling author

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Fauzia Burke, a digital book marketing pioneer and friend of overwhelmed writers everywhere, not only makes the job of building your online brand doable, but she proves that it can be fun and fulfilling.

Burke takes authors step by step through the process of identifying their unique personal brand, defining their audience, clarifying their aspirations and goals, and setting priorities. Once that foundation is established, she walks you through the process of developing a personalized, sustainable long-term online marketing plan. She offers advice on designing a successful website, building a mailing list of super fans, blogging, creating an engagement strategy for social media, and more.



Fauzia Burke is the the author of [Online Marketing for Busy Authors](#) (Berrett-Koehler Publishers, April 2016) and the founder and president of [FSB Associates](#), the premier online publicity, marketing and branding firm for books and authors. Since the inception of the company in 1995, FSB has been a trendsetter in developing integrated online marketing campaigns that include web design, social media strategy, and online publicity.

Fauzia has promoted the books of authors such as Alan Alda, Arianna Huffington, Deepak Chopra, Melissa Francis, S. C. Gwynne, Mika Brzezinski, Charles Spencer and many more. A nationally recognized speaker and online branding expert, Fauzia writes for the Huffington Post, and many other online publications.

For online marketing, book publishing and social media advice, follow Fauzia on Twitter ([@FauziaBurke](#)) and Facebook ([Fauzia S. Burke](#)). For more information on the book and her company, please visit: www.FauziaBurke.com.