



Online Marketing for Busy Authors By Fauzia Burke



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Your Goals Worksheet

It's time to take all that thinking into concrete, clear goals to make your dreams into a reality.

So let's start by asking an important question: What goals do you hope to achieve with your book? You want to be clear on your goals because why you sat down to write your book will shape how you promote your book and who you target.

Tip for #BusyAuthors: It's important to write down your goals and the reasons for building a brand and post it where you can see it for inspiration. Building your brand and your audience is time consuming and can be challenging at times. You'll need inspiration when it gets difficult.

Begin by clarifying the answers the following two questions:

Why did you write your book? (Your thinking on dreams should apply here.)

Who is the audience for your book? (Your work on understanding thy reader and capturing your reader profile applies here.)

As you answer these questions, a picture of your audience will emerge.

Non-fiction authors' goals are quite different from those of novelists. Non-fiction authors may want to shed light on an untold story, share their knowledge, teach, build a platform, show an expertise, build a business, acquire clients and get speaking engagements. Novelists, on the other hand, usually want to tell a story that must be told. Novelists often want to share a story that has lived in their minds for years and they must get it on the page.

Whether you are an author of fiction or non-fiction, you most likely share a common motivation—wanting people to buy and love your books.

To move your big picture dreams closer to earth, think about the following statements and check all that apply about your goals:

- I want a three book deal from a publisher with a large advance so I can just write full-time.
- I want to bring a story to light, and expose a truth.
- I want to share my knowledge and expertise.
- I want my book to help grow my business.
- I want to become a speaker or launch workshops in my area of expertise.
- I want to position myself as an expert in a particular niche.
- I want my own radio/TV show.
- I want people to benefit from my work.
- I want to tell an entertaining story.
- I want to be the next great American novelist.

Keep going. These are your goals. No one has to see this list, but the act of making a list will help you plan your priorities.

Tip for #BusyAuthors: It's really important to know that wanting a bestselling book is a wish and not a goal. Goals should be SMART (Specific; Measurable; Attainable; Realistic; Timely). Writing a book is a goal that can be achieved by setting a specific timeline and writing regularly, but writing a bestseller can't be divided into tasks. If we knew how to make a bestseller everyone in publishing would do it over and over again.

Your next step is to drill down to your value proposition by asking yourself these questions, and writing out your answers:

1. How does your book benefit others?

2. How is your book different from others?

3. Who does it help?

4. Does your book solve a problem and offer a solution? Explain



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

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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.

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