

# TRIBE OF INFLUENCE



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[NonfictionAuthorsAssociation.com](http://NonfictionAuthorsAssociation.com)

## How your tribe can help:

- ❖ Serve as beta readers
- ❖ Provide editorial feedback
- ❖ Write book reviews
- ❖ Spread the word
- ❖ Announce your book release
- ❖ Promote your book to email subscribers
- ❖ Share via social media
- ❖ Buy books - individual
- ❖ Buy books in bulk
- ❖ Endorse your book
- ❖ Write a foreword
- ❖ Invite you to speak
- ❖ Connect you with speaking opportunities
- ❖ Introduce you to other influencers
- ❖ Interview you for a podcast
- ❖ Invite you to give a webinar to their tribe
- ❖ Publish excerpts from your book
- ❖ Publish guest blog posts
- ❖ Host a book give-away or contest

### Homework:

- Do your research. Dig into your contacts, past emails, social media networks, and identify people you know who can assist with helping you reach your goals.
- Next, create a spreadsheet to list the people in your tribe.
- Add a column for how each can help. (Example: refer me for speaking opportunities.)
- Offer something in return whenever possible, such as feature them on your site, mention in your book, social media share, etc. Collaboration works!

**Stephanie Chandler** is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is also CEO of the [Nonfiction Authors Association](#), a vibrant educational community for writers, and the [Nonfiction Writers Conference](#), an annual event conducted entirely online. Learn more: [StephanieChandler.com](#).

