



NONFICTION WRITERS
CONFERENCE



NONFICTION
AUTHORS ASSOCIATION

Engaged Community Marketing for Authors

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Get Clear About Your Audience

1. Define your target audience and aim to carve out a niche.
2. Identify their needs, challenges, and interests.
3. Serve your audience with valuable content.

Select from Topic Ideas

- How-to advice
- Themes related to your book
- Entertaining, funny
- Storytelling they can relate to
- Interviews with others
- Loosely-related or unrelated topics can work too! (Cause or mission?)

Choose Your Foundational Content Strategy

1. Blog
2. Podcast
3. Video

Utilize Supplemental Strategies

- Email marketing with free downloads and lead magnets.
- Social media activities to drive website traffic, grow email list, and engage with audience.
- Community marketing with social media groups, chat groups, and private forums.
- Public speaking in-person or online.
- Live streaming is growing more popular by the day.
- Posts and articles shared with industry blogs and publications, trade associations, etc.
- Collaborate with your Tribe of Influence by asking to share posts and articles, contribute podcast interviews, be a guest on a webinar or live stream—and many other opportunities.

Remember to have fun along the way. Book sales take time and effort. You can do this!

Stephanie Chandler is the author of several books including *The Nonfiction Book Publishing Plan*. She is CEO of the [Nonfiction Authors Association](#), a vibrant community for writers, and the [Nonfiction Writers Conference](#), a live event conducted entirely online since 2010. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, *The Writer*, *Writer's Digest*, and *Wired* magazine.