



MAKE YOUR AUTHOR EMPACT

Book Description

author emPact (n): the emPowering effect of an author's message that inspires action, ignites change and makes a difference in the lives of many.

What is a book if it is never read? (Shudder!) Most authors focus intensely on writing a book. But that is only part of the process. A meaningful part, but without marketing, a book will never have the opportunity to fulfill its purpose.

"Make Your Author emPact" is for writers, authors and authorpreneurs alike who want to make an emPact—and know marketing is pivotal to make that happen—but are unsure what their next right move is. Whether authors are traditionally published, self-published or somewhere in between, Stephanie distills the marketing strategies and tactics that will help them sell more books, increase their reach and achieve their why.

To sell books, you have to market them. To reach people, you have to tell them. To build or grow a business, you have to spread the word. If you want to leave a legacy, you have to embrace the core principles of marketing. Stephanie's book is a resource to help authors accomplish it all.

