

"Stephanie spoke to my community of authors about book marketing and BOY DID SHE DELIVER! She is an engaging, powerful speaker and she helped my community by sharing not only best practices but targeted feedback for each individual. Stephanie is truly an expert marketer; everyone got tremendous value from her sharing."

— Jennifer Locke, Owner of Jennifer Locke Writes

Stephanie Feger

Book Marketing Strategist | Author | Speaker

Stephanie's dedicated her life to empowerment.

From motivating teams and inspiring volunteers to guiding authors on their own empowerment journey, she is driven by a profound desire to help individuals create a lasting impact (or emPact as she refers to it). A vivid dream served as the catalyst for her transformation from pondering "what-ifs" to embracing "why-nots," becoming the inspiration to pen her first book which marked a pivotal moment where she combined her passion for writing with her expertise in marketing.

She pivoted from corporate to entrepreneurship.

After working in the communications, public relations and marketing field for years, Stephanie merged her unique expertise with her life's passions, founding the emPower PR Group, a boutique marketing solution for nonfiction authors. Together with a team of experts, she empowers nonfiction writers, authors and authorpreneurs to write and promote marketable books and build emPowering businesses.

She's passionate authors making an emPact.

As a professional speaker, book marketing expert and author of several books herself, Stephanie blends personal experience with innovative marketing solutions to ensure those who need to hear of a message, a book, an author or a brand, do! Successful books require strategic marketing, and Stephanie knows this because she has lived it.

"...this book is the complete guide to becoming an author."

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.



"Our audience, made up of authors at different stages in the publishing and marketing process, ate up every bit of Stephanie's marketing wisdom and walked away with implementable strategies. She is a treasure trove of knowledge, and all authors would benefit from what she has to offer."

— Alexa Bigwarfe, CEO & Founder, Write|Publish|Sell & Women in Publishing Summit



Invite Stephanie to emPower Your Authors

Stephanie loves books, loves authors and loves helping authors market their books (and it shows!). Her most sought-after presentations include:

Make Your Author emPact

emPactful Marketing Strategies to Sell More Books, Increase Your Reach and Achieve Your Why

The Book Marketing Habit

A 15-Minute Daily Approach to Decrease Overwhelm and Increase Book Sales

Solving the Authorpreneur Equation

How to Leverage a Book to Build or Grow a Business

Whether your authors could benefit from high-level insights or in-the-weeds tactical guidance, Stephanie is filled to the brim with knowledge (and she's passionate about sharing it).



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Book Marketing Strategist
Author | Speaker | Podcast Host







"Tremendous value! Stephanie is one of the most informative and energetic speakers. She has a wealth of knowledge that gave me fresh ideas on how to market my book."

About Stephanie

Stephanie Feger, owner and chief strategist of the emPower PR Group, is passionate about emPowering nonfiction writers, authors and authorpreneurs with laser-focused marketing strategies and tactics to help them write books that sell, promote their books to those who need and want them most, and build a meaningful business from a message that is empowering. As an author herself, she merges her love for books with her skillset in marketing to help nonfiction authors make their Author emPact.

What She Offers Podcast Hosts

-  With 20+ years of marketing experience, she knows what works.
-  As the author of multiple books, she knows what authors need because she is one.
-  As a speaker, she shares knowledge through stories making her insights memorable.
-  As the host of The emPowered Author Podcast, she understands you (and your needs, too!).

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Authority Magazine



NONFICTION
AUTHORS ASSOCIATION

Suggested Interview Topics

- ➔ How can a business leverage a book for growth?
- ➔ What are tips to write a book that will sell?
- ➔ When should authors begin book promotion?
- ➔ How do authors launch or re-launch a book?
- ➔ What is an author platform and how do you create one?
- ➔ What is the authorpreneur equation and how do you solve it?

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As a professional speaker, book marketing expert and author of several books herself, Stephanie blends personal experience with innovative marketing solutions to ensure those who need to hear of a message, a book, an author or a brand, do! Successful books require strategic marketing, and Stephanie knows this because she has lived it.

Learn more about Stephanie Feger and the emPower PR Group by visiting www.emPowerPRGroup.com.



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Speaker Introduction

Some people grow up wanting to be an author, and others experience the book finding them. While Stephanie Feger has always enjoyed reading books, becoming an author herself and supporting other authors around the world write and market theirs wasn't in her life plans. After experiencing the writing itch in the middle of the nights while navigating pregnancy insomnia, she began to see write as a catharsis, a tool to help process life. For years she wrote in the silence of her home, never with a dream to publish her reflections.

Some books we want to write; others demand to be written and Stephanie's first book wouldn't let her move on until it was published and shared. Little did she know, however, that publishing her first book would be the beginnings of a new era for her, one where she has been blessed to merge her love for books—reading them and writing them—with her skillset in communications, public relations and marketing.

The emPower PR Group was born out of a demand from authors who watched Stephanie successfully marketing her book and desired similar results. Built on the premise of empowering authors wherever they are in their marketing skillset and interest, her and her team are dedicated to helping them omit overwhelm and make methodical movement, marketing movement that drives results and makes an author emPact.

Join me in welcoming Stephanie.

empowerprgroup.com | stephanie@empowerprgroup.com



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About the emPower PR Group

At the emPower PR Group, we understand that the power of a good story is not limited to the pages of a book. We believe that storytelling is the foundation of effective marketing, and we apply this principle to all of our work with authors. Since we are in the storytelling business, we thought you may enjoy reading ours!



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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.





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Author | Speaker | Podcast Host

Bulk Book and Custom Orders

Details





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Meeting Planner Resource

In preparation for your event, here is some helpful information to ensure Stephanie offers a successful program for you and your organization.

With the following audio visual needs, Stephanie can ensure her presentation is interactive and engaging.

- Wireless lavalier microphone
- Projection capability for PowerPoint presentation
- Internet access for use of digital tools for participant interaction
- If Stephanie's computer is used for presentation:
 - Appropriate cords to connect computer to your equipment; must be compatible with a MacBook
 - Electrical access to maintain computer charge

The following room setup suggestions will help to ensure Stephanie's speaking engagement is poised for overall success.

- Distance from the first row of seats/tables to the stage should be no more than 10 feet.
- Ideal stage/riser height for audiences of up to 200 people is 6"-12"; for audiences of more than 200 people, 12"-24" in height is appropriate.
- Lecterns should be removed, or pushed to the side of the stage. Stephanie is a high-energy, high-content speaker who loves to connect with her audience. She moves around the stage and often out into the audience. Please take this into consideration when planning your event.

Stephanie would love to discuss opportunities for book signings, bulk book discount rates, custom editions of her books and additional ongoing consulting opportunities to support your team, business or organization as well. Please reach out to learn more.