

"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).