

Keys to Being a Successful Author



S.E. Smith

NEW YORK TIMES/USA TODAY

International and Award-winning Bestselling Author



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GetMyBookOutThere.com



STEP 1: WRITING YOUR BOOK

- Story Ideas
 - Genre/Characters/World Building
- Writing
 - Grab the Readers Attention and Hold It
 - Balance your Scenes/Descriptions/Dialogue/Characters
 - Writing a Blurb that Draws in the Reader/Excerpts/Samples
- Beta Readers
 - Trust/Listen/Appreciate
- Polishing/Formatting
 - Flush out/Font/Page Settings/Paragraphs/Tools for Editing
- Covers
 - Professional/Input/Vision/Aesthetics

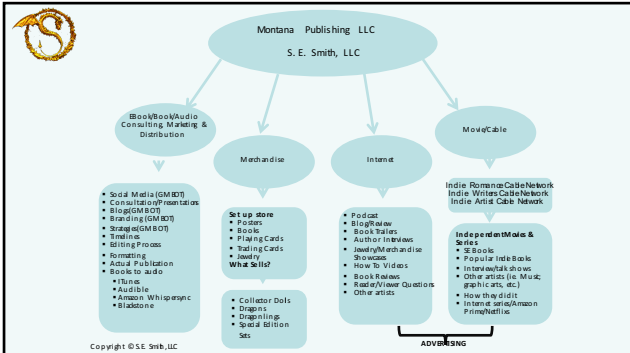




STEP 2: NOW WHAT???

- Branding
 - Font/Color/Logo/Tagline
- Identifying Your Market
 - Primary Market/Tweaking/The Future
- Setting Up Your Business
 - Website/Social Media/Conventions/Email
 - Business Plan
- Piracy
 - Do's/Don'ts/Head-Banging/Fighting Back
- Copywriting
 - Copyright Message/Filing for Copyright






STEP 3: MARKETING

- Get Your Book/Name Out There
 - Steady vs. Fast
 - Social Media
 - Advertising
- Conferences/Conventions
- Word of Mouth Growth; The Best Type of Advertising
- Memberships to Different Associations
- Sponsorships/Swag
- Diversify (Audiobooks, Paperbacks, Movies, Internet, Merchandising, Online Store)
- Do's/Don'ts with: Blogging/Facebook/Instagram/Pinterest/Twitter/etc
- Goodreads/Discussions/Interviews
- USA Today/New York Times


SUMMARY

Remember:


- Step 1:
 - Story Ideas
 - Writing
 - Blurb writing/excerpts
 - Beta Readers/Editing
 - Polishing/Formatting
 - Covers
- Step 2:
 - Branding
 - Identifying Your Market
 - Setting Up Your Business
- Step 3:
 - Marketing
 - Getting Your Book/Name Out There
 - Social Media
 - Diversify
 - Advertising
 - Do's/Don'ts
 - Goodreads/Discussions/Interviews



FOLLOW UP SESSIONS



- Keys to Being a Successful Author: Intensive Workshop and Business Development
- Consulting Services – Email me at sesmithfl@gmail.com
- Get My Book Out There – Narelle Todd at GetMyBookOutThere.com



What you will take away with you:

- A visual business plan designed specifically for you
- The skills to write an effective blurb
- A checklist of marketing strategies to get you started
- Ideas and beginning set of ads for effective FB/Twitter
- List of teasers for at least one of your books that draw readers in
- Branding, logo, tagline
- Feedback on covers and current marketing strategies

Contact Information

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