



Author Marketing 101 Guide and Journal (Paperback)

By C Morgan Kennedy

Moonlight Garden Publications, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Author Marketing 101 returns to the basics of a strategic marketing plan and reinterprets corporate terminology so that it applies to novelists and small business owners. Through interactive exercises and demonstrative case studies, new and established authors will learn how to: oDevelop a professional and engaging author persona oIdentify overarching themes and colors for their stories oApply these colors and themes to their marketing collateral, web design, and point-of-purchase (POP) displays oIdentify and target their audience oUtilize their author persona for customer (reader) interactions oDevelop a detailed marketing plan with actionable tasks and key deliverables to successfully launch their latest book.



READ ONLINE
[5.5 MB]

Reviews

This ebook may be worth getting. I actually have read through and i am sure that i am going to likely to read through again once more down the road. You will not sense monotony at whenever you want of your respective time (that's what catalogues are for relating to should you check with me).

-- **Mr. Golden Flatley**

This book is fantastic. This is certainly for all those who statte there had not been a really worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Prof. Dale Fahey MD**