

## *A u t h o r M a r k e t i n g*

So you wrote your book! Hey, that's Great!! But now what? Even if you're one of the lucky ones, and landed your million dollar contract with one of the Big Five New York publishers, they're only going to promote you for 3-6 months – then you're on your own. In this Author Talk, Ryan launches right in to what it takes to take your writing passion and turn it into a career (Yes, you!). To do this, though, it's gonna take hard, intelligent work, patience, and an understanding of marketing yourself.

### **With the Author Marketing Talk, Ryan Will:**

- Explain the concept of personal branding
- Demonstrate the importance of Logos and Brand-Name
- Illustrate how to set up and effectively run your own social and traditional promoting
- Show the importance of staying current with the writing and publishing industry
- Explain how to understand analytics in real time, and why it matters
- Help writers establish clear short-term, mid-term, and long-term goals for their career

Marketing is more than just slick ads and Facebook posts for your Mom – it's an intentional way of living. Your book is not your product – *you are*. That being said, it takes dedication for the long-haul to make your books known to new readers. It's exceptionally rare that a new readers is going to pick up your book (as awesome as I'm sure it is) and rave about it for the rest of their lives. Tons of books are published every day – but don't let that get you down – instead, let it encourage you. For every book published, there are even more readers hungrily searching for their next awesome story to devour. Let's make sure yours is the next one on their plate. Authors are not some other mystical creatures – they're you and they're me. Let Ryan show you how to market yourself as an author.

Ryan is an experienced marketer! He's helped brand and market radio stations, churches, businesses, and authors... (just to name a few!). He's a firm believer in the essential need for demographics-based marketing developed from genuine personal interactions. He realized how we're all hungry for 'Good Art' – and he aims to help you please.

- Let's do this!
- *- Ryan*