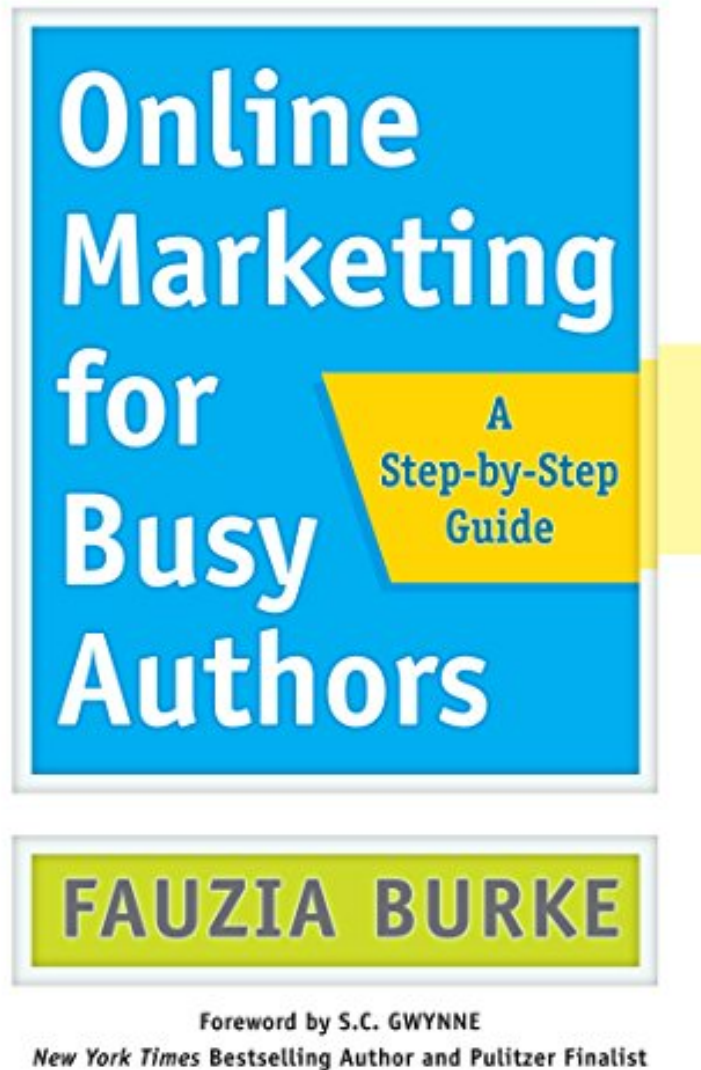


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Online Marketing for Busy Authors: A Step-by-Step Guide

Fauzia Burke

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2 of 2 people found the following review helpful. I received an ARC for an objective review. By Bev Scott, author, writer, retired organization consultant This small book is packed with tips, advice, suggestions and literal steps to plan and implement a marketing plan for authors who know little or even hate marketing. Fauzia Burke takes your hand and guides you step by step. She begins with your dreams, helps you establish your priorities, tells you how to implement and closes with the importance of on-going sales monitoring of your published book. She gives helpful tips and advice

to implement an online marketing plan including a website, mailing list, blog and social media. Her recommendations hold for first-time self-published authors as well as the experienced or traditionally published. Ms. Burke has devoted her career to marketing authors and supports her advice by including stories of her coaching and support for authors. She writes with a clear direct style that encourages me to sit down and follow her advice step by step. I recommend this book for all of us who are authors resisting and reluctant to market ourselves and our books. Burke provides an easy to guide to help us overcome our foot-dragging. I am motivated get started creating the marketing plan for my book. 3 of 3 people found the following review helpful. The One Book You Should Buy By John If you've been hesitant about jumping into the world on online marketing, or if you have tried and felt overwhelmed, this is the book for you. Fauzia Burke takes you by the hand and walks you through getting started: setting goals and expectations, planning, and executing. It is filled with useful information based on her obvious experience of doing online marketing for over twenty years. You will benefit from that experience, but she doesn't overwhelm you - it seems to be just about the right amount of information served up in an encouraging, concise, and useful way. Highly recommended! 1 of 1 people found the following review helpful. Fauzia knows what she's doing! By D. DeHart An online brand has never been more important for authors, yet a meaningful one has never been so elusive! Nobody understands online book marketing like Fauzia Burke. She not only knows how to build a community of loyal followers who identify with your brand, but she will show you how to stay connected with them. There are thousands of things you COULD be doing to market your book and your message. That's the problem. Fauzia gets you focused ONLY on the ones that matter for your brand and guides you to thoughtfully (and relentlessly) execute on them. I have been a book publicist for 25 years. I am sensitive about whom I refer my clients to, and I love referring them to her. They always call and thank me. Dottie DeHart DeHart Company Public Relations.

If You Want People to Read Your Book, Writing It Is Only the Beginning There has truly never been a better time to be an author. For the first time, authors have direct access to the public via the Internet—and can create a community eagerly awaiting their book. But where do new authors start? How do they sort through the dizzying range of online options? Where should they spend their time online and what should they be doing? Enter Fauzia Burke, a digital book marketing pioneer and friend of overwhelmed writers everywhere. She takes authors step-by-step through the process of identifying their unique personal brand, defining their audience, clarifying their aspirations and goals, and setting priorities. She offers advice on designing a successful website, building a mailing list of superfans, blogging, creating an engagement strategy for social media, and more. By following Burke's expert advice, authors can conquer the Internet and still get their next manuscript in on time.

Authors "Fauzia delivered more than I imagined was possible, plus she's fun to work with." — Alan Alda, award-winning actor and author of two New York Times bestsellers "I've known Fauzia for over twenty years, and I can honestly say that no one knows more about the ins and outs of online marketing for books. Fauzia gives authors the practical advice they need to find as wide an audience as possible for their books." — R. J. Palacio, author of the New York Times bestseller Wonder "Fauzia Burke is intelligent, well connected, and effective. She knows how to reach the parts of the media that conventional PR either doesn't understand or wrongly ignores." — Charles Spencer, author of Killers of the King and other bestselling books "In these days, an author needs a steady, capable guide to navigate the many difficulties of getting books seen and heard. Fauzia's approach works, and the steps she has outlined in her book will help any author build a base of readers. She's simply the best." — Jan Jarboe Russell, author of the New York Times bestseller The Train to Crystal City "Fauzia's creativity and diligent commitment to online publicity and social media are unsurpassed. Unequivocally, she is the premier go-to online marketer." — Bill Bradley, former US Senator and author of We Can All Do Better "What author isn't intimidated by the complexities and nuances of online marketing? Anyone who has worked with Fauzia Burke! This book reflects the wisdom gained from years of painstakingly navigating the digital labyrinth on behalf of her clients." — Larry J. Sabato, Director, University of Virginia Center for Politics, and author of The Kennedy Half Century Publishers "Fauzia Burke has been on the web promoting books from the very beginning, and I have consistently admired her perfect balance of creativity with practicality. She knows exactly what kinds of web promotion will drive book sales." — Madeline McIntosh, President, Penguin Publishing Group "Fauzia Burke was talking about online marketing years before the rest of us even knew what that meant, and she continues to lead the way. We should consider ourselves lucky that she is as generous in sharing her hard-won knowledge as she is ahead of the curve in gaining it." — Bob Miller, President and Publisher, Flatiron Books/Macmillan "Always innovative and effective. I have no reservations in recommending Fauzia Burke." — Judith Curr, President and Publisher, Atria Publishing Group/Simon Schuster "Fauzia Burke knows better than anyone how to utilize the broad and sometimes confusing array of digital marketing tools on behalf of books." — Walter Weintz, Chief Marketing and Sales Officer, Workman Publishing "Fauzia Burke is one of the most innovative marketing experts in the publishing industry. She brings positive, pragmatic, and powerful expertise to any author's table." — Kate Rados, Director, Community

Development, The Crown Publishing Group, Penguin Random House

“With her industry savvy, creative thinking, passion for online PR and brand development, and boundless energy, Fauzia is a true asset to any author.” — Sandra Dijkstra, literary agent and founder of Sandra Dijkstra Literary Agency

“When it comes to publicizing a book on the web, nobody has the range and expertise of Fauzia Burke.” — Larry J. Kirshbaum, literary agent, Waxman Leavell Literary Agency

Fauzia Burke is an industry leader in the world of online publicity and marketing. I have recommended Fauzia to many clients, with total confidence, and they have all been thrilled with the results.

“Wendy Sherman, literary agent and founder of Wendy Sherman Associates” Armed with years of experience, Fauzia has been successfully pioneering the world of online marketing to help authors connect with their readers and produce terrific, long-lasting results.

“Amy Hughes, literary agent, Dunow, Carlson Lerner Literary Agency

About the Author Fauzia Burke is the founder and president of FSB Associates, one of the first firms to specialize in digital branding and online publicity for books. Founded in 1995, FSB Associates has successfully launched more than 2,000 online book publicity campaigns. Burke has worked on books by Alan Alda, Sue Grafton, Brian Tracy, Joe Pantoliano, Marina Keegan, Kathy Freston, Deepak Chopra, and many others.

S.C. Gwynne is the author of *New York Times* bestseller *Rebel Yell* and *Empire of the Summer Moon*, which was a finalist for the Pulitzer Prize and the National Book Critics Circle Award. He spent most of his career as a journalist, including stints with *Time* as bureau chief, national correspondent, and senior editor, and with *Texas Monthly* as executive editor. He lives in Austin, Texas, with his wife.

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Introduction In my twenty years of promoting books online, I have worked with bestselling authors, celebrity authors, longtime authors, first-time authors, and some self-published authors. While the challenges may differ from book to book, all authors have a similar concern: how to spend their time effectively promoting their book and expanding their brands online while writing the best book possible. Whether you're writing your first book or you write three books a year, you are probably very busy and you must make every minute count. Together, we will figure out the best use of your time and the best way to engage with your specific readers. I hope to make the marketing process meaningful and fun for you. I am not going to tell you that if you follow my advice, your book will be #1 on (that would be a great sales pitch, though), but what I can tell you is that if you follow my advice, you will create meaningful interactions with your readers and build a long-term, successful personal brand online. Having visibility online is not just about selling a book, it's about building a career. I have written this book to help you do just that. I think it would be helpful for you to read this book once in its entirety before doing the actual worksheets. It will give you the big picture before you take the deep dive. This is an introductory book with a strategic look at online marketing for authors. There is a lot of information to absorb here, so I have made the book interactive. You'll find worksheets and checklists, as well as bulleted lists, tips, quotes, and advice from book publishing professionals, throughout the book. Some of the information in the book is available on the web and even in my own blogs, but I find that having a clear road map is really important so you don't spend a lot of time chasing down information without having a plan to implement the ideas. I've organized the book in three phases to help you digest a process that feels overwhelming to most authors. In the first phase, we dig right into understanding what personal branding is and why it is important for you. We work on your motivations, dreams, and goals, and on understanding your readers. This is an important step, because it will help you make choices about where to spend your valuable time. We end with a priority list in chapter 6. This list does not have the coolest options (such as the newest video creation tool), but it does have the options that have produced the best results for my clients. In phase 2 of the book, we'll focus on turning your priorities into action. Because it can take a couple of years to see the fruits of your labor, we work on creating a sustainable online marketing plan. I offer advice on designing a successful website, on building a mailing list of Super Fans, on blogging, and on creating an engagement strategy for social media. I also cover DIY online publicity tips and ideas you can use to create visibility for your book. All of these activities will help you establish a strong digital footprint and online brand. Phase 3 is called Staying the Course and offers tips and ideas to continue this work without feeling the burnout experienced by many authors. One of the key concerns that my clients share is what to post on social media. By the end of the book you should not only know what to post but when and where as well. The old saying that you can't be all things to all people is more true today than ever. Be a specialist as you build your community. There is only one you! Your online brand will serve you in everything you do, and it will help you in magical ways by opening doors to unexpected opportunities. It has done that for me, and for many of my clients. I can't wait to hear how this work helps you.