

Finding Author Success
Book Blurb

Even the Odds for Today's Authors with this One-of-a Kind Guide to Marketing Success!

The news is full of stories about the state of the publishing industry. Change is everywhere. Debates abound as to who is responsible: big publishing houses, online stores or the meteoric rise of ebooks. Publishers, large and small, are leaving the tasks of marketing and promotion up to the author. If you're not already a best-selling author, what's a writer to do?

They need to do it themselves.

The problem is that while most authors are aware that they need to promote and market their book, they have no clue how to go about it. There are hundreds of resources teaching a writer how to create character and develop plot, how to format book proposals and how to pitch to literary agents and publishers; but very few on how an author implements success *after* the book is finished. Can an author promote an ebook the same as a print book? Is a self-published book as easy to market as a traditionally published book? The questions can be overwhelming and locating the answers, even trickier.

Welcome to *Finding Author Success: Discovering and Uncovering the Marketing Power Within Your Manuscript*. Deborah Riley-Magnus, an author and author success coach with years of successful marketing and promotional experience, takes tried and true marketing, publicity and promotional strategies and tailors them for the unique needs of today's author. Every element is outlined and explained for easy implementation. You will learn:

- How to develop a functional and strong book business plan
- The power of developing effective, targeted platforms
- The basics of publicity, marketing and promotion
- How cross marketing works and why it's magic for an author
- How to personalize it all to your book

Finding Author Success will take away the mystery about gaining sales and increasing exposure for your book and you as a professional author.

A portion of the sales of this book will be donated to the American Literacy Council. The American Literacy Council's main purpose is to convey information on new solutions, innovative technologies, and tools for engaging more boldly in the battle for literacy.