

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

How Authors Can Build a Following on Twitter, Facebook and LinkedIn

By Stephanie Chandler

Twitter is fast becoming the place to be if you want to gain more exposure online, and as an author, you should! Here are some tips for getting started and building a following of readers, peers and partners.

Know the terminology. Here's a brief overview:

Tweet: A brief message you send out to your followers—up to 140 characters.

Twitter handle: Your Twitter username is also known as your handle. An “at” symbol @ always precedes a Twitter handle, which makes it linkable on Twitter. For example, my Twitter handle is @bizauthor so if someone wants to send me a direct tweet, they begin the message with @bizauthor in order to route it to me. Here's an example:

From @jeffkorhan: *@bizauthor You survived the NSA convention. Any highlights to share?*

Retweet aka RT: When you forward a tweet from someone else to your followers, this is known as a retweet and should begin with RT so that followers know what it is:

From @SandyDfromNJ: *RT @bizauthor: Entrepreneur-Author Tip: Attend several industry conferences each year for learning, networking and fun. [Great advice!!]*

Note: when you send a RT, include comments in brackets at the end of the message.

Direct Message aka DM: This is a direct message that you send to someone's Twitter Inbox.

Hashtag aka #: Placing a hashtag # in front of a word improves the word's trackability in Twitter search. For example, if you are giving away a

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

free report, you might include #freereport in your tweet so that you can easily search to find posts with this reference.

Thank you aka TY: An abbreviation for thank you is simply TY. You'll find lots of words abbreviated because of the limited space for tweets.

Create your Twitter account. For your Twitter handle, use your name, website name or something descriptive that relates to what you do. It is difficult to change this down the road so be thoughtful with this decision.

Set up your profile. Write an interesting description and include your website link and a professional photo. It's also a good idea to set your wallpaper with something unique—your photo, images of your book, etc. Many graphic designers now create custom Twitter backgrounds for around \$100.

Follow to build a following. One of the most effective ways to build your list of followers is to start by following others. If they are experienced Twitter users, they will likely follow you back. So the more people you follow, the more followers you will potentially add.

The key to success here is not simply to follow en masse. Ideally you want to focus on following your target audience of potential clients and alliance partners. Keep in mind that as you follow others, they will want to know more about you. Many will view your profile. Some will even visit your website. They will also view your tweets. It's a great way to introduce yourself and make connections.

Start following people you know. Search for people from your rolodex and begin following them to get started.

Follow people you want to know. For business purposes, social media allows you to connect with your target audience. You can search by name for authors, speakers and other experts that you like. You can also search by keywords. For example, if you're an author of a book for work at home moms, search keywords like "mom entrepreneur," "mom business owner," etc. Search Twitter: <http://search.twitter.com/>. Also search for people at <http://Twellow.com> and <http://wefollow.com>.

Pay attention to how other people share posts on Twitter. Are you finding interesting articles and valuable information? From a marketing perspective, this is the greatest advantage of using Twitter. You can exchange useful information with those who follow you, and learn from those who you are following. This is

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

also a great way to learn how people are using Twitter successfully. Pay attention to what you like and don't like about how others are sharing information on Twitter.

Share useful information. Twitter was designed as a tool to share what you are up to. While you can tweet about what you're having for lunch, it's really not relevant. The goal for authors, speakers and business people is to share useful information. You want to be a resource for your followers so that they will pay attention to what you're up to and want to learn more.

For example, if you are a nutritionist, you could post brief food facts: "Stay away from anything that is fried—too many trans fats!" A financial expert could post financial planning and budgeting tips, a life coach could post motivational advice, and a business advisor can share business tips.

Here are some additional ideas for tweets:

- Link to your blog posts.
- Link to other people's blog posts. (Use RSS feeds to pay attention to interesting blogs and share the results with your followers.)
- Link to articles (yours or other sources. Could be major news outlets like the New York Times or a lesser-known site.)
- Brief tips with links to additional information.
- Brief tips without links! (It's a good idea to share without links too.)
- Invites to upcoming events.
- Announcements about conferences you are attending.
- Announcements about speaking engagements you are conducting.
- Recommended books, software, online resources or just about anything that your followers would enjoy.
- Free give-aways. Use Twitter as a tool for giving away copies of your book, a free report or a ticket to your event. Get creative! Here's a recent example:

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

From @JoelComm: *Giving away a copy of Twitter Power today. Simply follow @JoelComm and RT to enter.*

At the end of the day, Joel can search results of everyone who participated and randomly choose a winner. Some companies are using trivia questions to give away iTunes gift cards and other prizes. Or you may simply provide a link for a free download. I sent this out last week:

From @bizauthor: *New report! 25 Ways to Leverage Your Non-Fiction Book for Fun and Profit* <http://bit.ly/4htEpd>

- Make Follow Friday recommendations. This is a trendy and useful activity to participate in on Fridays. The goal here is to recommend people that you suggest others follow. Use a hashtag so that your recommendation is included in the search results (#FollowFriday or #FF if you're short on space). It's best if you can tell people WHY you recommend someone. Here are some real-world examples from last week!

From @rebeccaelia: *#FF Great help for writers: @wordywoman @GrammarGirl @BookMarketer @WritingSpirit @bizauthor*

From @worklinkmtg: *#FF @bizauthor :: Have a great book idea? Give Stephanie Chandler a shout at www.AuthorityPublishing.com. Learned a lot from Steph. Thanks!*
(Okay, I loved this one!)

- Send a tweet to someone you want to connect with. For example, if you're going to a conference and want to meet a speaker, send them a tweet prior to the event:

@JoelComm: Looking forward to your presentation at the NSA conference!

Make a list of Tweets. Save time by planning your tweets in advance. I found it helpful to sit down and do a serious "brain dump" of quick tips. I keep this in a Word document called "Tweets." As I come up with new ideas, I either immediately post them to Twitter or I add them to my running list to post later.

Schedule your Tweets: To save time, schedule at least one tweet to post each day. I usually log in on Monday morning and schedule one post per day for the week (details on how to do this are coming up). Then, as the week goes on, I log

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

in periodically to monitor activity, share something new, reply to people and engage in conversation.

Pay attention to who is talking about you or to you! From your Twitter home page, you can view tweets that reference your Twitter handle by clicking on the link below your profile. You can also set up TweetDeck and/or Tweetlater to monitor this for you. More about how to do this is coming up...

It's also courteous to send a thank you message to someone who recommends you or retweets your posts. For example:

From @StevenSchlagel: *@bizauthor thanks for the RT this week!*

As your list grows and your information is forwarded around, your thank you messages might look like this:

From @EarthLifeInst: *TY 4 all the TwtR LOVE! @youRthere @bizauthor @TwistedLizard @EarthLifeInst @DorothyDalton @wefollowfriday @TCusack247*

If you have a ton of followers and too many people retweeting (a great problem to have), you can skip this step or simply send out a *"Thanks to everyone for the RTs! You're awesome!"*

Engage with your audience. Social media is a two-way conversation. When you share something interesting, others will click your link, retweet your post and reply back to you. Look for opportunities to engage in conversation. Reply to people whose posts you find interesting. Retweet often as your followers will appreciate useful information and those whose posts you retweet will be grateful. The more you engage, the more benefits you will see as a result.

Be interesting! Let your personality shine through. Humor is always a good way to attract people. Find ways to stand out from the crowd.

Be careful. Twitter is a public forum and as your list grows, you really can't know who is watching. Don't mention that you're going on vacation (your house will be empty). Don't tell people where your kids go to school. Be cautious and aware. This is good advice for all online communications so use common sense when sharing details about your life.

Link your social media profiles together. You can push your tweets out to Facebook, LinkedIn and other social media channels using tools like

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching books have an



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride books business books self help books non fiction books authors consultants coaches online marketing business growth publish your impact on the world publishing is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

<http://ping.fm> and <http://hootsuite.com>. (Details about how to do this are coming up.) By sharing your tips on all profiles, you have the opportunity to reach many sets of eyes, have consistent updates, engage in many places and better manage your time.

I find that posts pushed to Facebook often spur a conversation. I enjoy the feedback from readers and make a point of responding when someone takes the time to comment on a post or ask a question. I do recommend that you limit the number of posts you push out to Facebook, LinkedIn and the other sites. It is expected that you post to Twitter many times each day, but on the other sites, sometimes less is more. You don't want to overwhelm your connections so limit to no more than a few posts per day.

Promote your profile links. Build your following even further by including links to Twitter, Facebook and LinkedIn on your website, blog, e-mail signature and anywhere else you have the opportunity to share. Make it easy for people to find and connect with you.

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

Social Media Power Tools for Managing Twitter, Facebook and LinkedIn

Social media presents tremendous opportunities for authors to connect with readers, form alliances, learn from experts and share useful information. One of the biggest complaints from users comes from the amount of time it takes to manage social networking. Here are tools and strategies for managing your social media presence:

1. <http://TweetDeck.com> – TweetDeck is an indispensable tool for monitoring activity on Twitter and Facebook, especially as your connection list grows. Create groups to track your favorite Tweeters and easily reply and retweet posts from the console.

2. <http://Ping.fm> – Use this to post one status update and have it pushed to Twitter, Facebook, LinkedIn and numerous other platforms. Recommendation: set this up to post to Facebook and LinkedIn then integrate it with Hootsuite.

3. <http://Hootsuite.com> – One of the best features offered here is the ability to *schedule your tweets*- this is a huge time-saver! You can configure Hootsuite to work with Ping.fm and seamlessly update all of your social networking profiles on a schedule.

4. <http://tweetlater.com> – Lots of features are available here including the ability to schedule your posts (which you won't need if you're using Hootsuite to post to all of your social networks at once). I use this service for the following:

- Send an automatic direct message (DM) response to new followers. This is somewhat controversial. Some Twitter enthusiasts hate automated DMs (I don't particularly like receiving them myself, but as you add a large number of contacts, it just makes the process easier). I do not recommend trying to sell anything here! My DM invites users to Facebook, which adds an average of 20 new Facebook connections per day: *"Thanks so much for following! Want to connect on Facebook too?"*

<http://www.facebook.com/stephanie.chandler.bizauthor>

- Automatically follow anyone who follows you. It is courteous to follow anyone who follows you on Twitter. You can vet your own followers one-by-one by viewing each profile and deciding if you want to follow them back, but again, as your list grows, this becomes very time consuming. I

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

automatically follow everyone back. If I later find that they are sending spam or anything offensive, I unfollow or block them using TweetDeck.

- Create keyword alerts similar to Google Alerts. I have TweetLater monitor keywords and phrases including my name, website URL and phrases related to my target audience. I receive a daily e-mail with the results so I can keep track of who mentions me or topics I am interested in.

5. <http://bit.ly/> - Use for shortening URLs (you only have 140 spaces in a Tweet so long links should be condensed). Even better, this tool will track how many click-throughs your link received. So if you want to link to a new blog post, you can shorten the URL to save space and then track the results. Pay attention to the trends so you know how your audience is responding to your posts.

6. <http://twellow.com/> and <http://wefollow.com> are two of the many directories available for easily locating people to follow based on keywords, industry and more. For example, if you're a professional speaker and you want to connect with other speakers, you can search for "professional speaker," "trainer," "consultant," etc. and then read bios and easily click to follow them.

7. <http://friendorfollow.com/> - If you want to find out who on your "Follow" list isn't following you back, type in your Twitter handle and you'll get a detailed list. You may choose to unfollow those who aren't also following you, particularly if they aren't providing tweets that you find useful.

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

Bonus Article: How to Use Facebook for Business

It seems the most popular question lately is, “Are you on Facebook?” Launched as a way for founder Mark Zuckerberg to connect with friends at Harvard, Facebook has exploded into the mainstream. With nearly 200 million users, and a million new members joining each week in the U.S. alone, people are paying attention.

One of the biggest benefits that social networking platforms like Facebook provide the business community is the ability to get repeat exposure with the people in your network. Clients, peers, and prospects can make up your network, and you can promote events, sales, special offers and more through your Facebook profile.

Not only is Facebook a tool for your business, but it can be fun to connect with old friends, family and coworkers. There is something about sharing an old grade school photo that can create an instant bond with those from your past. Even personal connections have the potential to become new business opportunities.

Ready to get started? Here are some ways to maximize Facebook for your business:

Create a Powerful Profile

There is no cost to create a profile on Facebook and based on site policies, it must be tied to a human name, not a business name. Use the “About Me” section to describe your business and what you do. In the “Information” box on your main profile page, you can feature links to your website, blog and other business resources. Be sure to include your photo so that others can recognize you online.

Build Your Contact List

Facebook is based on the concept of connecting with friends. You can send and receive friend requests and once accepted, your friend can view your profile and you can view theirs. To begin connecting with people that you know, you can either import your contact database or you can search Facebook for individual people.

You can also view the friends list for each person you are connected to. As an example, once you have accepted a friend request from your peer, Mary, you can view her list of friends. If you know any of Mary’s friends (or you would like to know them), send a connection request.

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

Communicate with Wall Posts

Each Facebook member has a “wall” where friends can post messages. This is a great place to post a quick note to those in your friends list. In the business networking world, this is the online equivalent of picking up the phone to say hello.

For example, if you are connected to a CEO who you saw at an event recently, you could post a note on her wall that says, “Loved your presentation at the XYZ event – thanks for the great ideas!”

Update Your Status

At the top of your Facebook home page is a status box. When you post a status update, everyone in your friends list can see your update on their home page. Those using Facebook for social purposes might update their status to say, “Jenny is putting the kids to bed.” For business purposes, this is a place to share tips, promote events and even boost sales.

Effective business updates could include: “Jenny found a great article on social networking: [www....](#)” or “Joe at ABC furniture is hosting a special event! Check out [www....](#)”

Participate in Groups

Online groups allow you to network virtually with potential clients and peers. To access groups, start from your Facebook home page, view the list of applications and click on “Groups.” You can browse through thousands of themed groups with topics ranging from business to politics and everything in between.

You can also search groups to find topics related to your industry. For example, if you own an office supply store in Sacramento, you might search for general business groups based in Sacramento. If you are an auto parts dealer, you might join the Honda Civic owners group along with other auto-related groups.

If you really want to maximize the potential with groups, consider starting one of your own. Once again, there is no cost to do this and the visibility can be great. For example, if you are a business broker in Dallas, you could start a group for Dallas business owners. You do not need to promote your business at every turn. Instead, make it known that you’re a broker, but provide value for members by sharing interesting tips and engaging with them in the online forum.

Build Your Friends List

For business purposes, the one with the most friends on Facebook wins. Okay, not exactly, but the point is to connect with as many potential clients as possible.

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching books have an



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride books business books self help books non fiction books authors consultants coaches online marketing business growth publish your impact on the world publishing is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

One way to do this is to join a group and send connection requests to fellow members with a note: “Hey, we’re both members of XYZ group. Let’s connect here on FB!”

Just as you would with an in-person business introduction, take a moment to learn about new people you meet on Facebook. Networking always works best when there is a two-way exchange. If you can help a new Facebook friend, they will likely want to return the favor.

Create Fan Pages

Because Facebook requires that a profile be designated to a human, not a business, they have instead provided the ability to create fan pages. You can create a fan page for a business, product, book, author, speaker, celebrity or just about anything you want.

To create a fan page, scroll all the way down to the bottom of Facebook and click on “Advertising” (don’t worry, it doesn’t cost anything to set-up). Next, click on “Pages” at the top of the screen. You will find some helpful explanations about how pages work, along with a link that will allow you to create your page.

Pages function a lot like profiles so you can add links, events, discussion boards and other features that make them interactive. Facebook will also post updates from your fan pages back on to your profile so others know about them. And instead of sending friend requests out, you can invite others to become a “fan” of your page. You will also have the ability to send messages to all of your fans, allowing you to cultivate a community online.

Manage Your Time

The biggest complaint most have about social networking is that it takes a lot time to manage. I recommend designating time in your day for Facebook activities. You can login once or twice a day to view messages and manage your connections. Just be careful not to let time get away from you (it’s easy to do!). Also, remember that the more time you spend on Facebook, the more ways you will find to use it to your advantage. Be creative, show your personality and have some fun. That will all be reflected in your success.

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

Facebook Applications

There are hundreds of applications that you can add to your Facebook profile. You can search Facebook by keyword to find applications. For example, type in “blog” in the search box. Click on the Applications tab and you’ll see dozens of choices for blog-related applications.

Here are some of my favorites...

Blog RSS Feeder

Import your blog feeds directly to your profile!

<http://www.facebook.com/apps/application.php?id=5315590686>

Networked Blogs

This allows you to feed your blog posts into a tab on your Facebook profile and also adds your blog to a large directory of blogs. I use both Networked Blogs AND the Blog RSS Feeder above.

<http://www.facebook.com/networkedblogs>

Profile HTML

Use this to insert HTML code directly on your profile page. I use this for including a sign-up box for my electronic newsletter!

<http://www.facebook.com/apps/application.php?id=6004808738&>

As Seen On

There’s a fun little application that you can install on your Facebook profile that allows you to feature links to your other online profiles on Twitter, LinkedIn,

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

MySpace, Digg, and dozens more. Plus, you can add links that aren't included in the list!

The "As Seen On" application is available here:

<http://www.facebook.com/apps/application.php?id=2366418444&>

If you need to update your list of profile links, here's the place to go:

<http://apps.facebook.com/seenonwhere/>

Books

If you're a reader, you can share favorite books and reviews via an extra tab on your profile

Living Social:

<http://www.facebook.com/apps/application.php?id=48187595837&>

or WeRead:

<http://www.facebook.com/apps/application.php?id=2406120893&>

books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching have an impact books that change the world books that matter making a difference with marketing business owners experts speakers professionals educators book grow your business make a difference by teaching books have an



books business books self help books non fiction books authors consultants coaches online marketing business growth publish your on the world publishing a book is a fantastic journey enjoy the ride books business books self help books non fiction books authors consultants coaches online marketing business growth publish your impact on the world publishing is a fantastic journey enjoy the ride

11230 Gold Express Drive #310-413, Gold River, CA 95670

www.AuthorityPublishing.com

Phone: 877-800-1097

Fax: 916-848-3732

About the Author

Stephanie Chandler is an author of several business and marketing books including:

LEAP! 101 Ways to Grow Your Business (Career Press)

From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products (John Wiley & Sons)

The Author's Guide to Building an Online Platform: Leveraging the Internet to Sell More Books (Quill Driver Books)

The Business Startup Checklist and Planning Guide (Aventine)

Stephanie is also the founder and CEO of www.AuthorityPublishing.com, which provides custom book publishing and author marketing services for business, self-help and non-fiction books. As a small business marketing expert, Stephanie has been featured in Entrepreneur Magazine, Business Week, Inc.com, MORE Magazine and many other media outlets.



Visit Stephanie Chandler's Sites:

Custom Book Publishing & Author Marketing: www.AuthorityPublishing.com

Author & Speaker Information: www.StephanieChandler.com

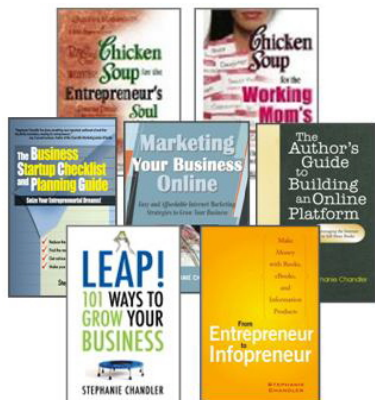
Resources for Entrepreneurs: www.BusinessInfoGuide.com

Blog: www.BusinessInfoGuide.com/blog

Twitter: <http://twitter.com/bizauthor>

Facebook: <http://www.facebook.com/stephanie.chandler.bizauthor>

LinkedIn: <http://www.linkedin.com/in/stephaniechandler>



"If you want to accelerate your success... buy this book now!"
- DR. JOE VITALE, author of *The Attractor Factor* and featured in *The Secret*

"...Should be mandatory reading for entrepreneurs!"
- JAY CONRAD LEVINSON, author of the *Guerrilla Marketing* series of books

"Chandler knows how to take action and make ideas a reality!"
- ROMANUS WOLTER, author of *Kick Start Your Success*

"Stephanie Chandler is on the leading edge..."
- DAN POYNTER, author of *The Self Publishing Manual*

"Highly recommended!"
- PETER BOWERMAN, author of *The Well-Fed Writer* series of books