

Nonfiction Book Marketing and Publishing Consulting Topics with Stephanie Chandler

Following is a general outline of the topics we can work through together, though not all apply for every client. We will tailor the consulting program to your specific needs by working through these topics as they apply to you.

Build the Foundation

- Define your niche focus
- Determine where to find your audience
- Identify personal goals
- Establish authority in your subject matter
- Build a plan for monetization
- Develop marketing collateral
- Get big-name endorsements for your book
- Prepare for your book launch

Website Assessment and Improvements

- Plan your website strategy
- Blogging essentials
- Search engine optimization tactics
- Keyword strategy development
- E-mail marketing
- Impact of existing website content
- Website content development
- Visitor data collection
- Site navigation and suggested improvements
- Online sales and ecommerce

Social Media Strategy

- Facebook, LinkedIn, Twitter, Pinterest, Instagram
- YouTube
- Social media automation
- Where to spend your time
- Where to find your target audience
- Resource allocation
- Social media best practices

Content Strategy

- Book publishing (self)
- Book publishing (traditional)
- Articles
- Special reports
- Whitepapers
- Ebooks on Amazon and beyond
- Workbooks
- Teleclasses
- Video & images
- Information product marketing

Online Marketing Strategy

- Online profiles
- Strategic alliances
- Visibility with internet-based media
- Guest blogging and blog tours
- Podcasts and teleseminars
- Internet radio shows
- Online events, classes and conferences
- Webinars and teleseminars
- com promotion
- Amazon Author Central
- Tracking mentions online (beyond Google alerts)
- Online advertising (Google Adwords, Facebook ads, etc.)

Offline Marketing Strategy and Publicity

- Public relations (PR)
- Pitch strategies for radio, print, and television
- Interview preparation (media training)
- Resources for locating media opportunities
- Break in to professional speaking
- Book awards programs
- Book signing events
- Freelance writing
- Direct mail campaigns

Monetization

- Consulting and coaching
- Professional speaking
- Live workshops and classes
- Online classes and events
- Certification programs
- Membership programs
- Information products
- Freelance writing
- Bulk book sales
- Corporate sponsors

Publishing

- How to land a traditional book deal
- Self-publishing steps and options
- Book distribution
- Bulk sales
- Ebook formatting and distribution
- Audio book production

“Discipline is the bridge between goals and accomplishment.”
- Jim Rohn

Some of the Many Ways Stephanie Chandler Works with Clients:

- Assist in identifying target audience and author platform strategy.
- Help to build an online and offline marketing plan, including training on social media platforms, blogging, etc.
- Build a revenue-generation plan.
- Evaluate client website and provide detailed suggestions for improvement, or assist in initial development of site with author's web designer.
- Review and rewrite sales copy, website copy, book jacket copy, etc.
- Recommend resources for web design, social media management, PR and more.
- Partner with client on an ongoing basis for accountability and forward momentum.

**Consulting sessions are conducted by phone or Skype.
Consulting retainer packages start at \$1950 for 6 one-hour sessions.**

[Inquire about consulting services today](#)

