



Stephanie Chandler

Author ~ Speaker

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Sample Media Sheet

Brief Bio:

Stephanie Chandler is an author of several business and marketing books including *From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products* (John Wiley & Sons) and *LEAP! 101 Ways to Grow Your Business* (Career Press).

Stephanie is also founder and CEO of AuthorityPublishing.com, which specializes in custom book publishing for non-fiction books. A frequent speaker at business events and on the radio, she has been featured in Entrepreneur Magazine, BusinessWeek, Inc, Wired Magazine, and many other media outlets.

Sample Interview Questions:

What is an Infopreneur?

What is information marketing?

What are some ways that I can use information to benefit my existing business?

How can I come up with ideas for my products?

I have so many product ideas. How do I know which ones to work on first?

What is the difference between an ebook and a special report?

How hard is it to create an ebook?

What if you don't like to write?

Can we talk about other types of products—teleseminars, tips booklets, workbooks, classes?

Should I be paying attention to the competition?

How should I price my products?

What are some ways to market my info products?

What are the keys to info product success?

Can you recommend some resources for those just getting started?



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Extended Bio:

Stephanie Chandler began her career in the fast-paced Silicon Valley, reaping the rewards of the Dot Com Boom, and surviving the turmoil of the Dot Com Bust. When she developed an ulcer before her 30th birthday, she knew it was time for a complete lifestyle change.

Chandler fled corporate America in 2003 and opened a 2800-square foot bookstore in Sacramento, CA. She began studying online marketing strategies and the techniques she used quickly put her store website in the top three on Google, giving her business a competitive edge. A passion for internet marketing was born.

Chandler launched BusinessInfoGuide.com, a directory of resources for entrepreneurs in 2004 and began writing business and marketing books. After building her bookstore into a successful operation, she sold the business and later launched Authority Publishing, a custom book publisher and marketing company.

Books By Stephanie Chandler:

- Booked Up! How to Write, Publish, and Promote a Book to Grow Your Business (Authority Publishing, October 2010)
- LEAP! 101 Ways to Grow Your Business (Career Press, September 2009)
- The Author's Guide to Building an Online Platform: Leveraging the Internet to Sell More Books (Quill Driver Books, June 2008)
- From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products (John Wiley & Sons, Dec 2006)
- The Business Startup Checklist and Planning Guide: Seize Your Entrepreneurial Dreams! (Aventine Press, September 2005)

Contact:

Details here include physical mailing address, phone numbers, and e-mail address. If an assistant or other representative handles initial media contacts, include their information here.

Websites:

- Custom Book Publishing & 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>
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