



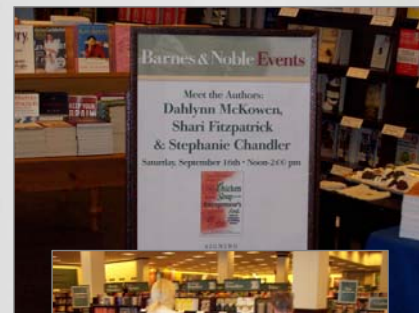
Build a Community of Life-Long Fans California Writers Club

Stephanie Chandler

CEO, Nonfiction Authors Association & Writers Conference

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Sell One at a Time OR Many at a Time?



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Instead, Engage Your Audience



3

3

Lined Up and Ready to Buy!



4

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Who should be in your community?

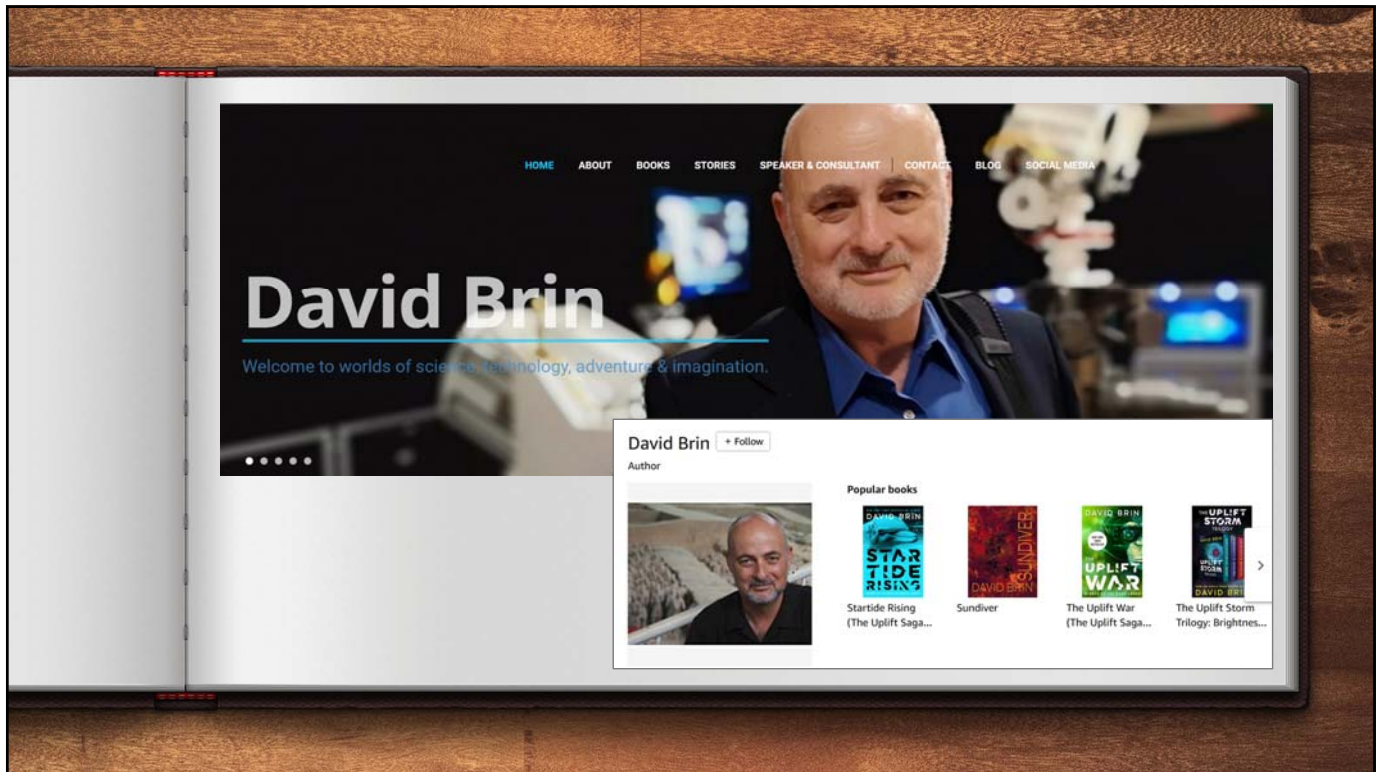
1. Who is your ideal audience?
2. What are their needs, challenges, and interests?
3. How can you serve them with content?
4. How can you cultivate relationships?



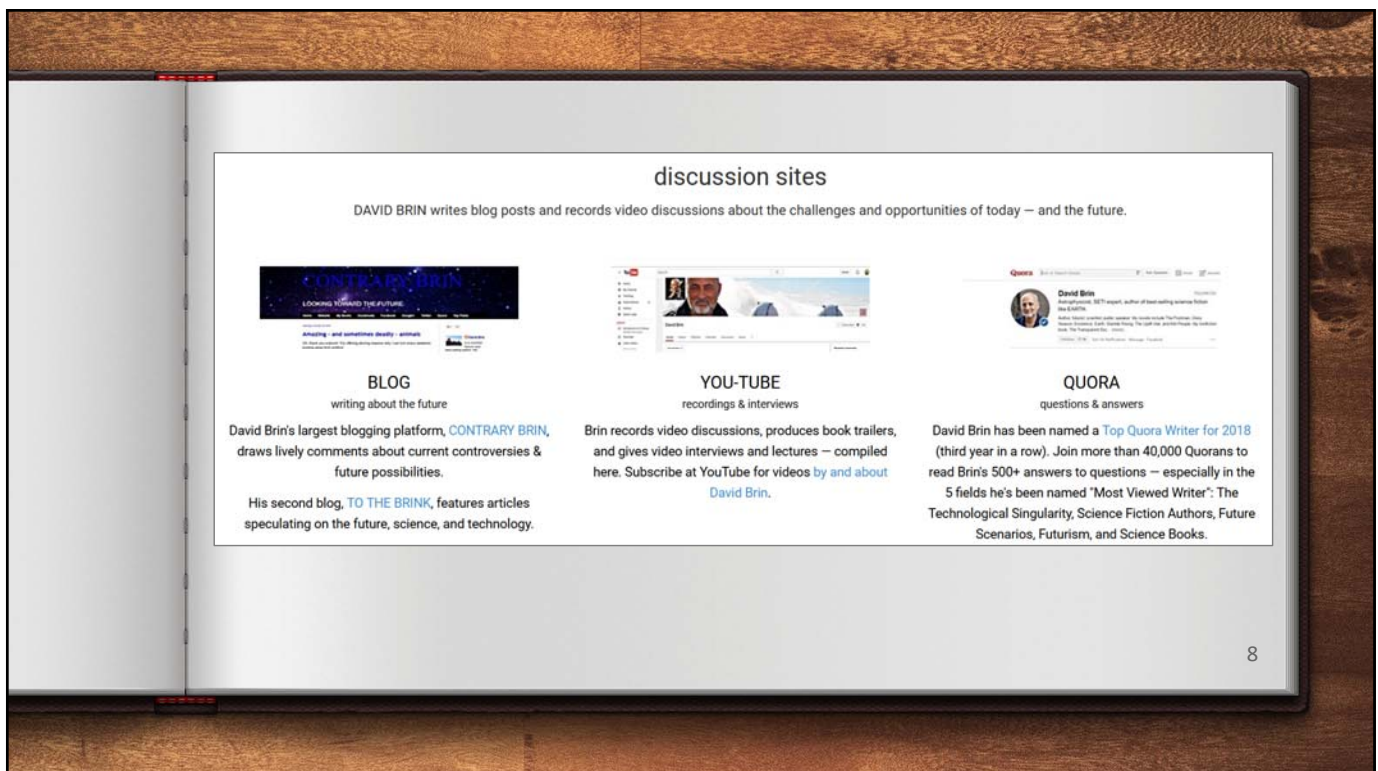
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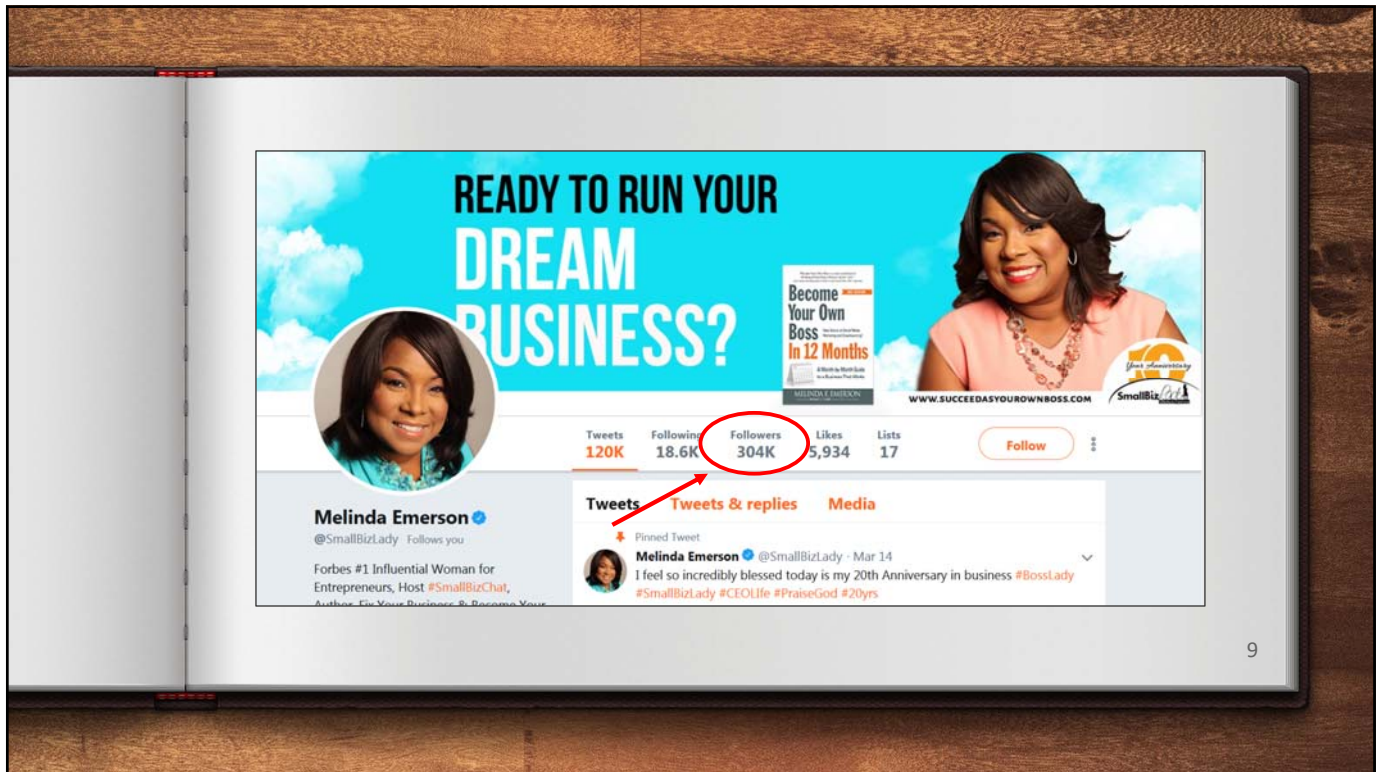
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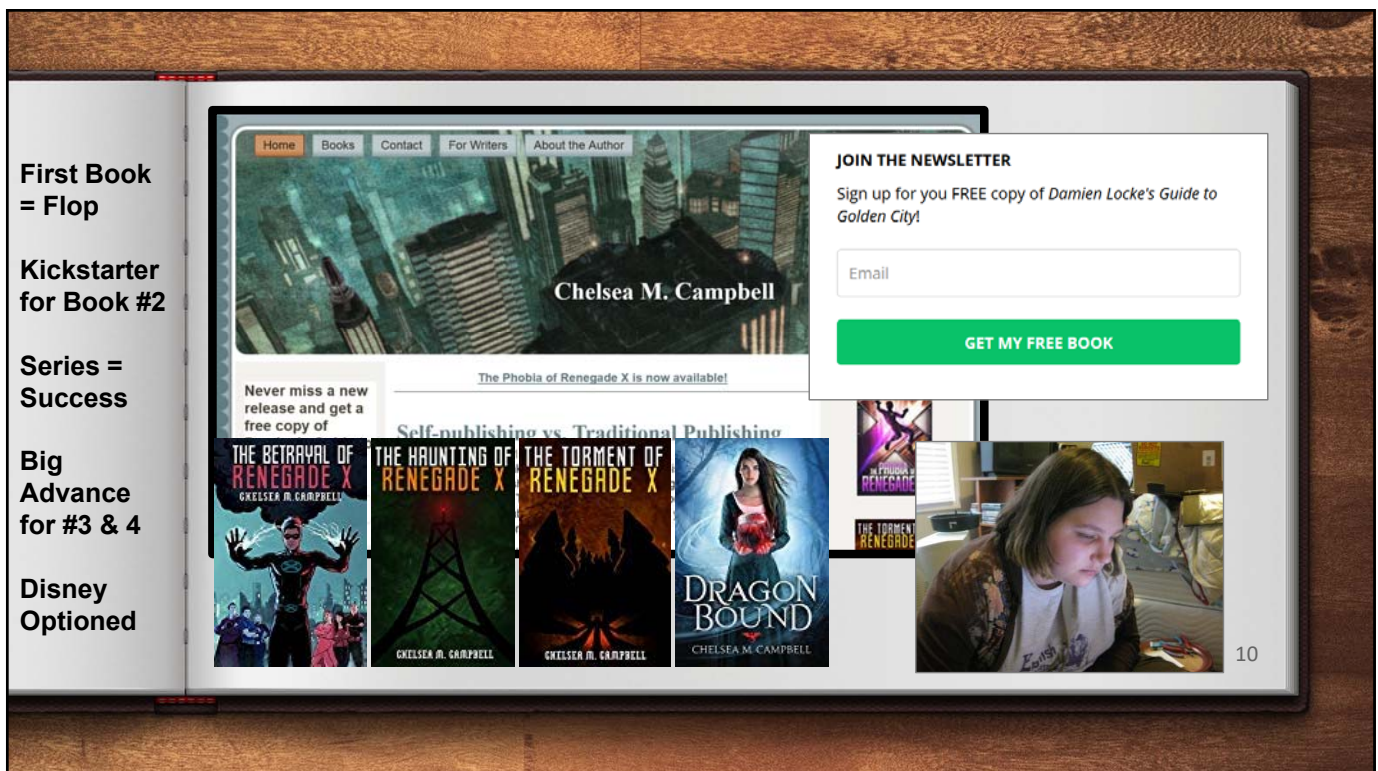
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First Book
= Flop

Kickstarter
for Book #2

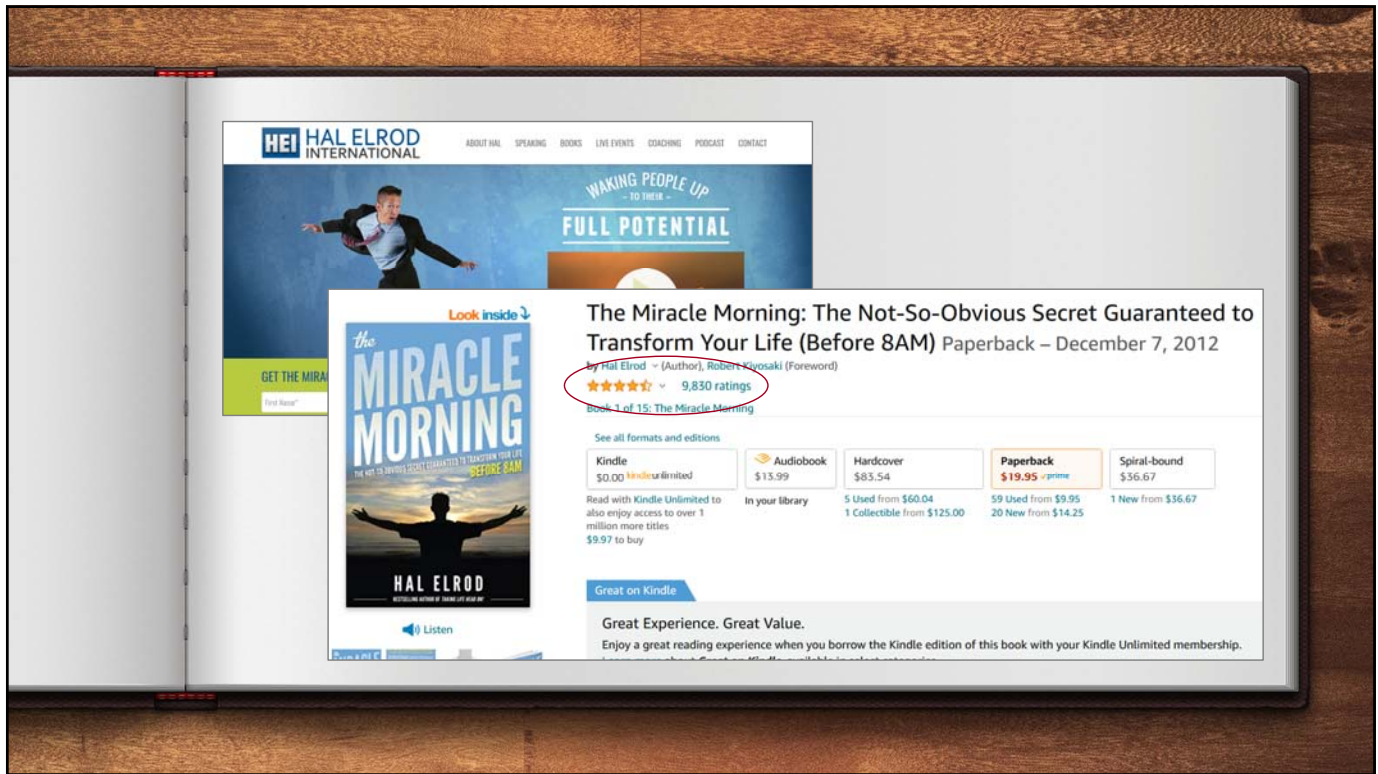
Series =
Success

Big
Advance
for #3 & 4

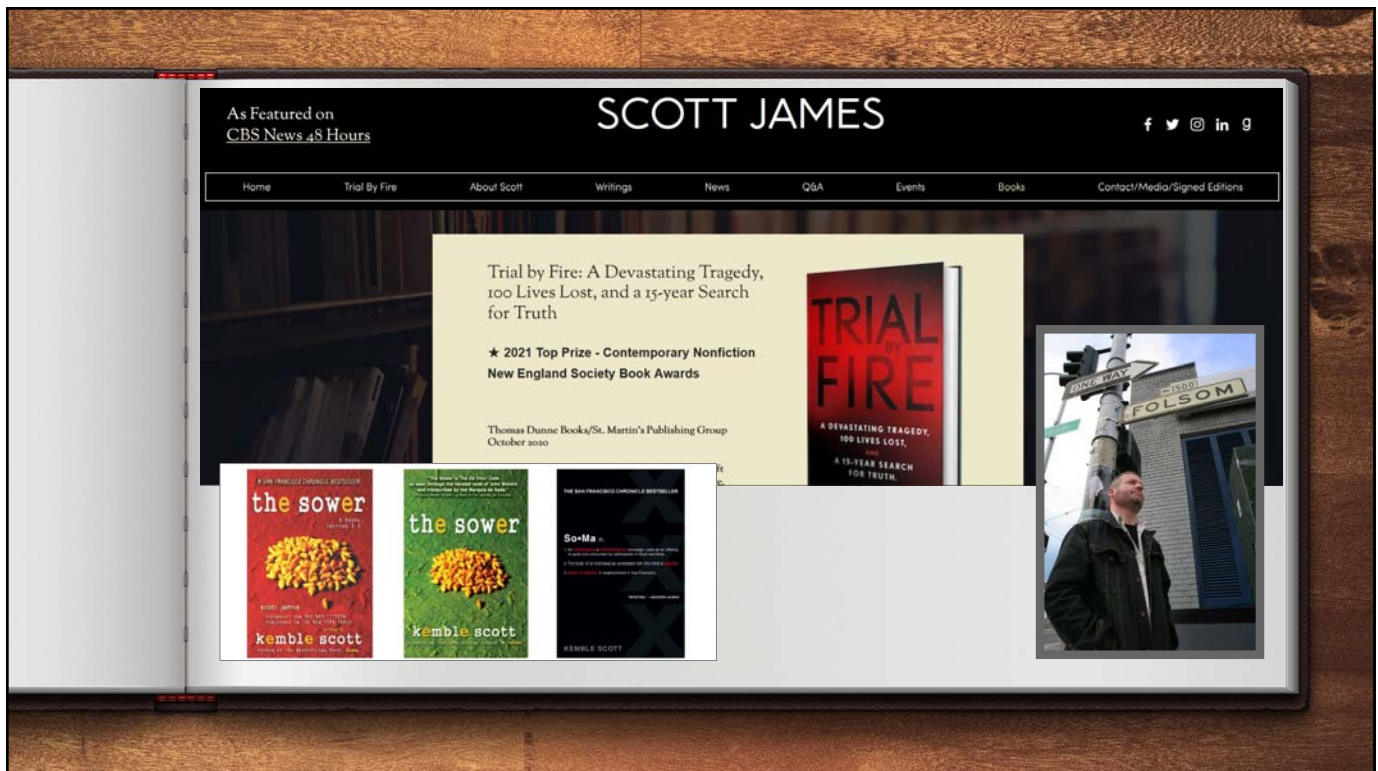
Disney
Optioned

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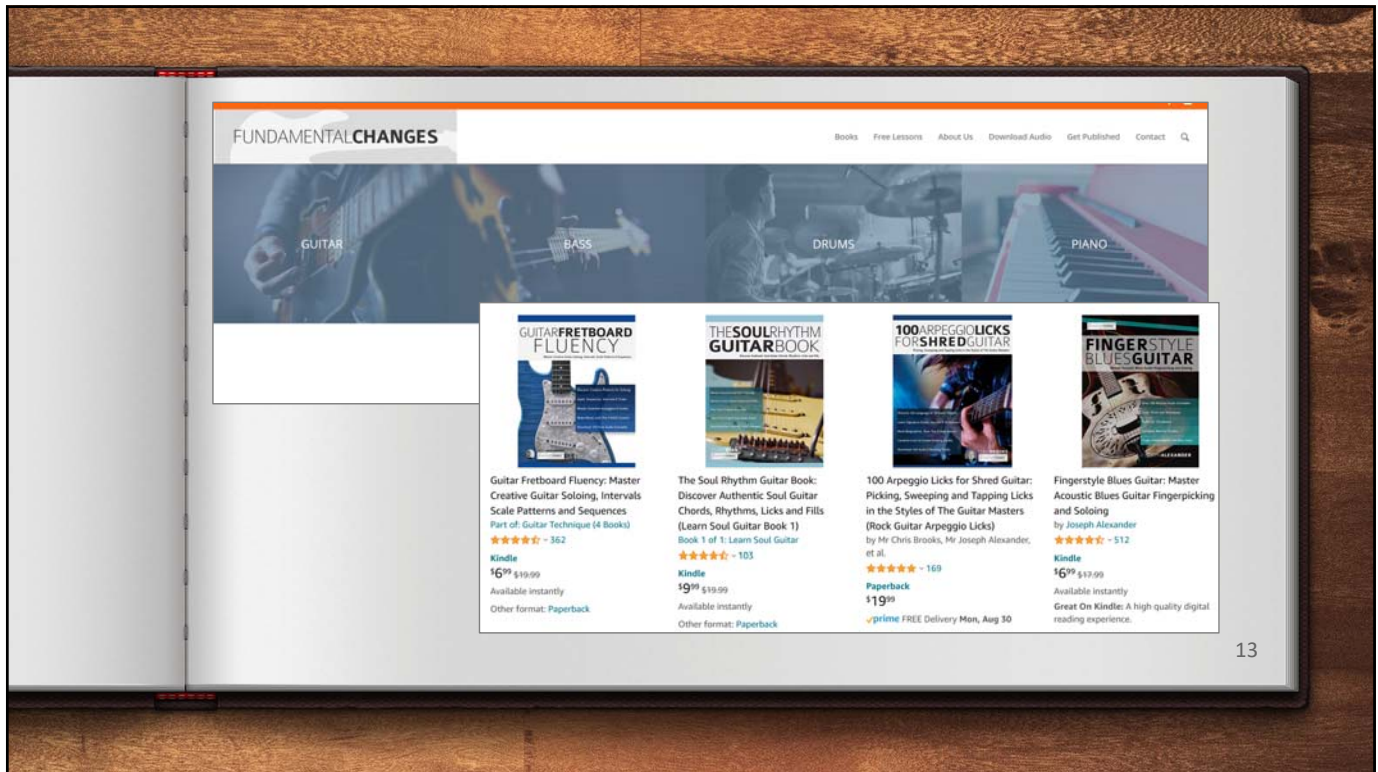
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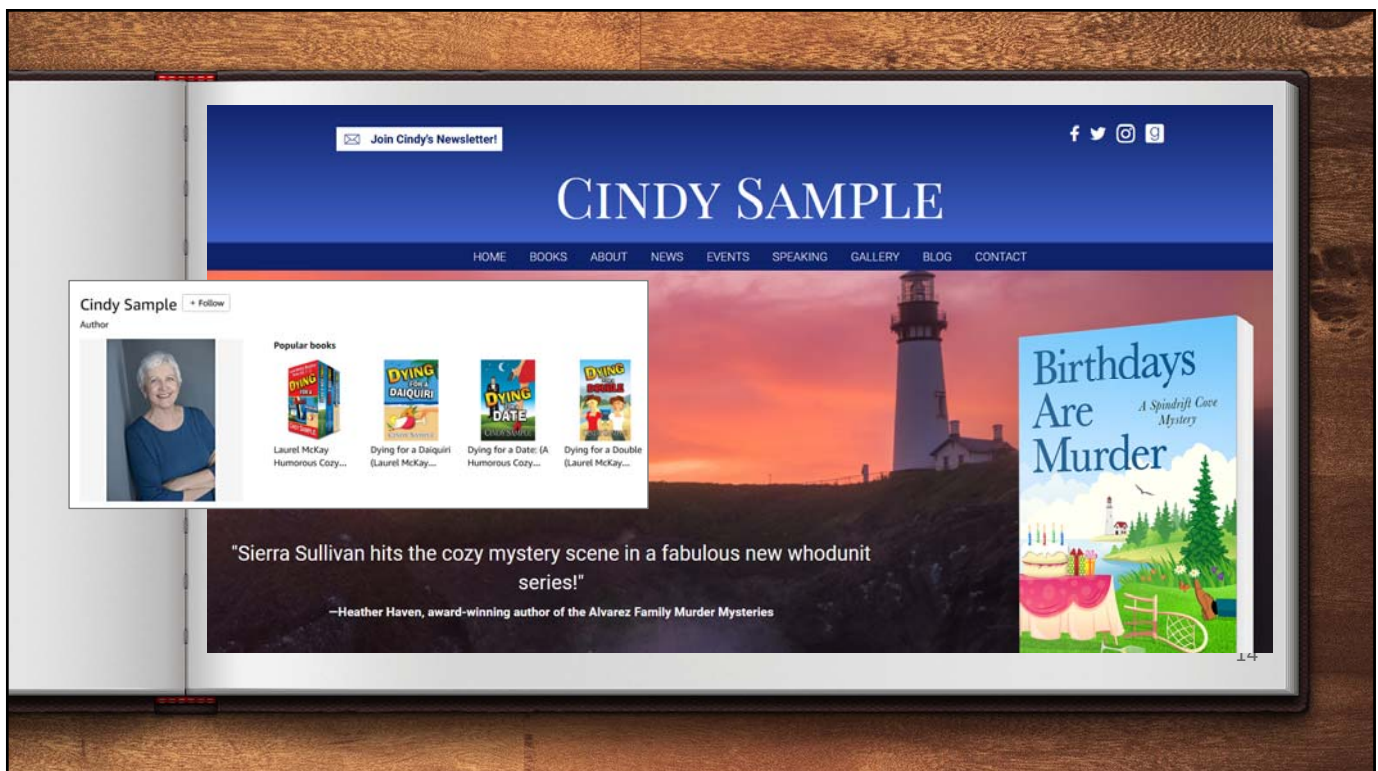
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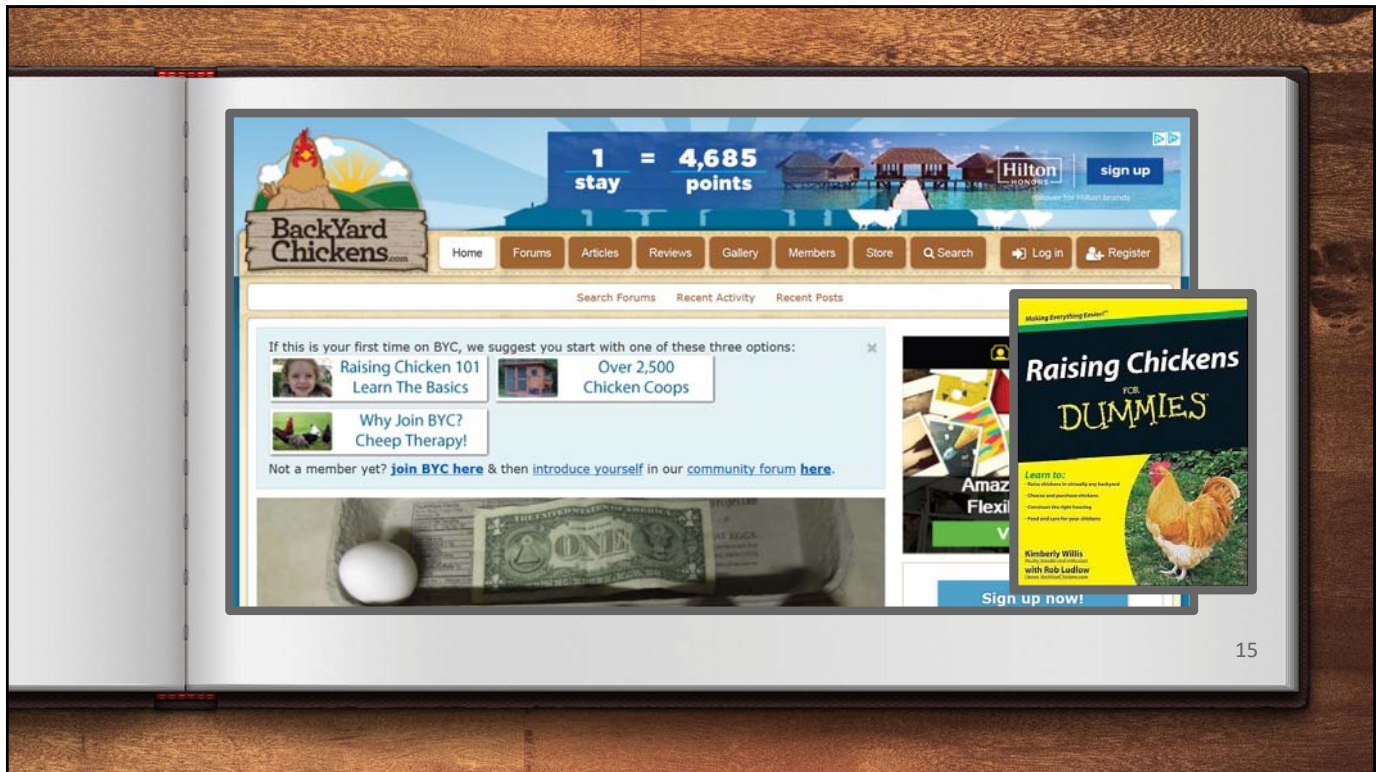
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Ask Your Tribe for Support

- Publish excerpts, articles
- Promote on social
- Share in newsletter
- Write book reviews
- Interview you
- Invite you to speak
- Host a giveaway
- Make a bulk purchase
- Introduce you to influencers, key contacts
- Be beta readers
- Recommend to groups
- Collaborate

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Find Your Tribe (Keep this list)

- Your email list
- Social media
- Online groups
- Meetup groups
- Trade associations
- Peers
- Clients, co-workers
- Fellow writers
- Past readers
- Alumni groups
- Amazon reviewers
- Forums on Goodreads, Absolute Write, Writers' Circle

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Challenge:

- Create a spreadsheet and locate your Tribe of Influence.
- Look through old emails, contacts database, social media, groups you belong to.
- Add a column for your "Ask."



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CONTENT STRATEGY

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Choose Your Foundational Content

Drive Website Traffic:

- 1. Blog**
- 2. Podcast**
- 3. Video**

Then share on social
+ email marketing



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Content Marketing: Email is an Asset

Lead magnets:

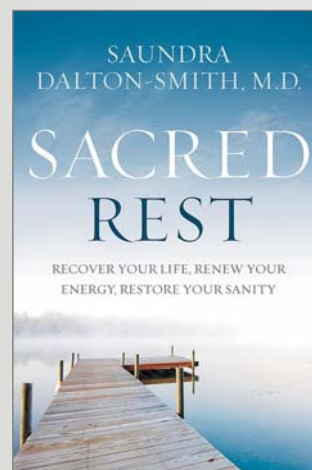
- Sample chapters
- Reports
- Quizzes
- Newsletter
- Quick tips



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Grow Your Email List



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Grow Your Email List

Wouldn't it be *amazing* if you could know for sure that you're getting the type of rest you need to truly thrive?

Take this **quiz** and find out **what type of rest** you need to **live your best life...**



You have a feeling there's a reason why you feel tired all the time... you know something is missing in your life... but **what IS IT?**

Take The Free Quiz

RestQuiz.com

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Content Marketing – Social Media

- Share blog/post/video – drive website traffic
- Create images and memes
- Engage with audience
- Promote & build email list
- Promote events
- *Figure out how to stand out*



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Podcast Tour

- ◆ No travel required
- ◆ Lots and lots of programs
- ◆ They need guests!
- ◆ Promotion before and after
- ◆ Longer interview times than radio



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Podcast Tour - Steps

1. Research shows that reach your audience
2. Define a list of topics you can cover + audience benefits
3. Write a compelling pitch
4. Send pitches



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Example – Podcast Topics

- ◆ Annie Author – Novel or memoir about a dog
- ◆ Podcast topics:
 - ◆ Caring for aging pets
 - ◆ Training tips for dogs
 - ◆ Safety tips for pet owners



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Write a Great Pitch

- ◆ Focus on benefits for audience
- ◆ List potential topics
- ◆ Include your credentials
- ◆ Keep it brief
- ◆ End with a question



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Research Podcasts

- ◆ Search iTunes and Stitcher
- ◆ Keywords related to your topic + competing authors
- ◆ Identify show, visit website
- ◆ Look for guest submission guidelines
- ◆ Also, Media Leads for Authors from NFAA



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Equipment Needed

- ◆ Pro microphone: Blue Yeti or Audio Technica
- ◆ Newer iPhone with pro earbuds
- ◆ Don't rely on computer/laptop mic!
- ◆ Video camera: Logitech
- ◆ Selfie or desk light



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EMBRACE PROFESSIONAL SPEAKING AND WEBINARS

Fact: Speakers Sell Books



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Develop a Speaker Page

- ◆ Add a speaker page to site
- ◆ List two or three topics
- ◆ Write descriptions
- ◆ Add photos, video, testimonials, if available



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Pitch Organizations

- ◆ Lots of groups, companies hosting online events
- ◆ Where does your audience spend time?
- ◆ Look for submission guidelines or just send email



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I Walk My Talk!



Expand Your Personal Brand With a Sound Online Marketing Plan

Thursday, September 9th, 3 - 4 pm ET

ASJA Members: Free

General Public: \$20

Speaker:



Stephanie Chandler is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers, and NonfictionWritersConference.com, events conducted entirely online since 2010. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine.

[Click here to register for the event](#)

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Presentation Tips

- ◆ Lots of slides—keep moving
- ◆ Practice if needed
- ◆ Always serve your audience
- ◆ Online? Good A/V equipment + Lighting!



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TAP INTO COMMUNITIES

Associations, Church Groups, Chambers of Commerce, etc...



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Associations Exist for Everything!



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Associations Exist for Everything!



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Trade Associations

- Volunteer
- Lead meetings
- Speak at chapter meetings
- Speak at conferences
- Write for blog/
newsletter/magazine
- Be an active participant



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Facebook Power Strategy: Groups

Widows Hope Private Community

25 unread posts · Member since January 2017
Welcome to the WH Private Community. We are glad you are here. We are all part of the sisterhood and brotherho...
👤 Kelly Holmstrom is in this group

Christian Widows and Widowers Support

2K members · 10+ posts a day
A place for Christian widows and widowers to talk about their faith, their loss, and moving on in faith. Sharing...

Widows and Widowers - Healing, Support, and Education

9K members · 10+ posts a day
A safe place for those walking through the journey of grief after the loss of a spouse.

Single, Separated, Widowed, Divorced, Men, And Women Find True Love

12K members · 10+ posts a day
United States · this group is a wholesome group we have a group rules

Dog Lovers

63K members · 10+ posts a day

Dog Lovers

1.3K members · 7 posts a day
United States · Sign up for our awesome weekly Newsletter!
<http://eepurl.com/vtLCL85> Dog lovers is a group fo...

Newfoundland dog lovers

9.9K members · 10+ posts a day
Republic of Macedonia · The Newfoundland is a large, strong dog from Newfoundland. He was originally used as a w...

Dog Lovers

908 members · 3 posts a day
United States · Canada · Hello Dog Lovers, Please share your dogs pictures and videos. But please don't post any...

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Posts and Articles

Where does your audience spend time?

- Industry blogs, websites
- Associations, nonprofits – blog, newsletter, magazine
- Fellow authors, peers
- Print publications



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Critical to Success

- Know your audience
- Address their needs, interests, challenges or entertain them
- Stay on topic
- Be consistent



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Hire Help: Virtual Assistant

Successful authors don't do it alone!

- ◆ thevirtualsavvy.com/hire/
- ◆ vanetworking.com/hire-a-virtual-assistant
- ◆ Upwork.com
- ◆ Ask for referrals



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Plant Three Seeds Per Day



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NonfictionWritersConference.com



JOIN US FOR THE 13TH ANNUAL
NONFICTION WRITERS CONFERENCE

MAY 10-12, 2023

NonfictionWritersConference.com

- Pitch the agents live
- One-on-one consults with pros
- Virtual networking
- Content-rich learning sessions

VIRTUAL EVENT - ATTEND FROM ANYWHERE



OPENING SPEAKER:
Cheryl Strayed

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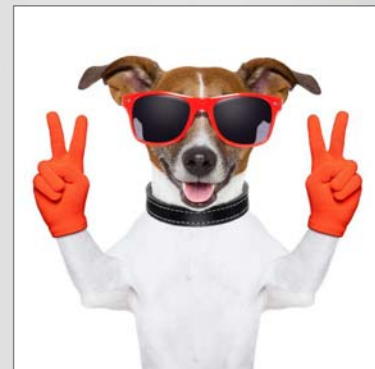
Thank You! Questions?

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