

Capitalize on Your Writing: Strategies for brand recognition and making money!

Course Description: Many people want to write a book and be known for their work, but only a small percentage take the initiative to put their ideas into words and become a successful author.

In this brief presentation, participants will explore proven strategies for taking advantage of their writing efforts. They will learn ways to better position their book(s) in a competitive market and about what works and does not work effectively related to developing a personal and professional brand and product. The facilitator will share personal experiences, ideas and success strategies for marketing products and services that have led to a six-figure income for decades.

Learning Outcomes: At the end of this session and when applying concepts discussed and demonstrated participants will be able to:

1. Create strategies for actively promoting their books before and after publication.
2. Identify key resources for getting the word out on their articles and books.
3. Develop and use ongoing personal and product branding initiatives.
4. Prepare a strategy that can help create primary and residual income streams from their writing efforts.

Learning Strategies:

Discussion
Lecture
Q&A
Small group activity

Who Should Attend? Authors, self-publishers and those aspiring to be a successful author/self-publisher.

Course Duration: Ninety (90) minutes

Audience Size: Not limited.

Prerequisites: None