

Booked Up! How to Write, Publish, and Promote A Book to Grow Your Business

There is a reason the word “AUTHORity” begins with “author.” As an author you can become an instant authority in your field, which can impress prospects and clients, attract media opportunities, open doors for speaking engagements, and much more.

In this information-packed presentation, you will learn:

- ◆ Why now is the best time ever to publish a book
- ◆ How authoring a book can increase business profits
- ◆ How to write your book in as little as 60 days (really!)
- ◆ The pros and cons of traditional vs. self-publishing
- ◆ What it takes to land a traditional book deal
- ◆ Steps needed to self-publish your work
- ◆ Opportunities in ebook publishing
- ◆ How to begin marketing online before you even start writing (and why content marketing and social media are essential to marketing your book and your business)

Also included are real-world examples and resources that will inspire you to get started immediately. Writing and publishing a book could be one of the most rewarding adventures in your life, as well as one of your most powerful business marketing tools. Come learn how to get started and how to turn your dream into a reality.

Stephanie Chandler is the author of nine books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. Stephanie is also founder and CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers and NonfictionWritersConference.com, an annual event conducted entirely online. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur Magazine*, *BusinessWeek*, *Inc.com*, and *Wired* magazine. For author and speaker information, visit StephanieChandler.com.

