

Corporate Sponsorships for Authors and Influencers: How to Attract Lucrative Sponsor Opportunities

Presentation Overview:

Big companies want to work with “influencers,” which includes authors, speakers, podcasters, bloggers, YouTube stars and anyone with a following of fans. Corporate sponsorship agreements can bring incredibly lucrative revenue opportunities for authors—and you don’t have to be famous to land these deals! In this jam-packed session, you will learn how to:

- Identify companies that align with what you have to offer
- Understand what companies want from sponsorship relationships
- Position yourself as an ideal influencer
- Identify all kinds of opportunities, from paid webinars and blog content to online events and serving as a spokesperson
- Develop a compelling pitch to start the sponsorship conversation
- Research and find key corporate contacts
- Negotiate your way to big money

Even if you’re just starting to build your platform, this session will help you understand what it takes to work with big companies and how you can prepare yourself for success.

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.

