

How to Promote Like a Big Name Author When You're Not One...Yet

Presented by Stephanie Dray and Jeannie Lin for RT 2011

- I. Introduction
 - a. Stephanie Dray
 - b. Jeannie Lin
 - c. Purpose and goals of workshop
- II. **Warm up! Answer the questions below:**
 - a. Who are your readers?
 - b. Where can you find them?
 - c. What is your budget?
 - d. What is your brand?***
- III. Content and Brand – Branding beyond the tagline....
 - a. Messages
 - b. Themes
- IV. Modeling after a big name author
 - a. Who we studied...
 - b. AgentSavant blog – factors of bestsellerdom
 - c. Publicists/publicity assistants
 - d. Press kits
 - e. Image
 - f. Book tours
- V. Marketing plans – What are your goals?
- VI. Courting other writers & reviewers
- VII. Promotional Items & giveaways
- VIII. The Nitty Gritty
 - a. What worked?
 - b. What didn't
- IX. If I only had \$100 dollars....

Stephanie Dray: <http://www.stephaniedray.com>
Jeannie Lin: <http://www.jeannelin.com>

Twitter: @stephaniedraven
Twitter: @JeannieLin