

Marketing for Introverts E7 Catherine Lawton, CLADACH Publishing

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If you are an Introverted Author, you can happily, effectively, and successfully engage in marketing. when you know (and I'll show you):

1. When and how to start marketing
2. How to present yourself (Author bio, Website, Promo materials)
3. How to present your book (Develop relationships, resources, and reach. Garner endorsements, reviews, interviews)
4. How to connect effectively with your readers and gain potential readers (through Blogging, Social Media)
5. How to go where your potential readers are. (Author Interviews. Radio, Print, TV, bookstores, organizations, clubs, events)
6. How to grow a following by continuing to produce and share content. (KEEP WRITING. Share your expertise, passion, creativity, vision.)
7. CONCLUSION: Author marketing and platform development involve 1) Being yourself and 2) Connecting authentically and helpfully with readers.
8. EXAMPLES: What has worked for Introverted CLADACH authors.