

# How To Market Without Sacrificing Your Soul



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- Honors who you are, where you are, why you write, and who your audience is.
- Feels genuine and generous.
- Encourages both sales and relationships.

- Marketing road blocks
- Questions that need answering for effective marketing
- Websites
- Email lists
- Social media, general best practices and platform specifics
- Time management

“I don’t want to seem self-absorbed.”

“I don’t want to seem self-absorbed.”



“Talking about things I care about isn’t  
self-absorbed.”

“It feels awkward.”



“It feels awkward.”



“I’m learning. Trying new things always feels awkward.”

“Social media takes too much time.”

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“It’s an investment.”

“But I don’t like Facebook/Snapchat/Twitter”

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“I have a choice about what platforms I use  
and what marketing I do.”

“I don't know what to say.”

“I don’t know what to say.”



“Now I do!”

“I’ve tried. I never see results.”



“I’ve tried. I never see results.”



“These are drops in a bucket. It’ll add up.”

Fiction is harder to market  
than nonfiction.

# Questions to answer for effective marketing

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  - Where are they?

# Questions to answer for effective marketing

- Do I need to create a professional accounts/website?
- Who is my audience?
  - Where are they?
- Where will I point them to?

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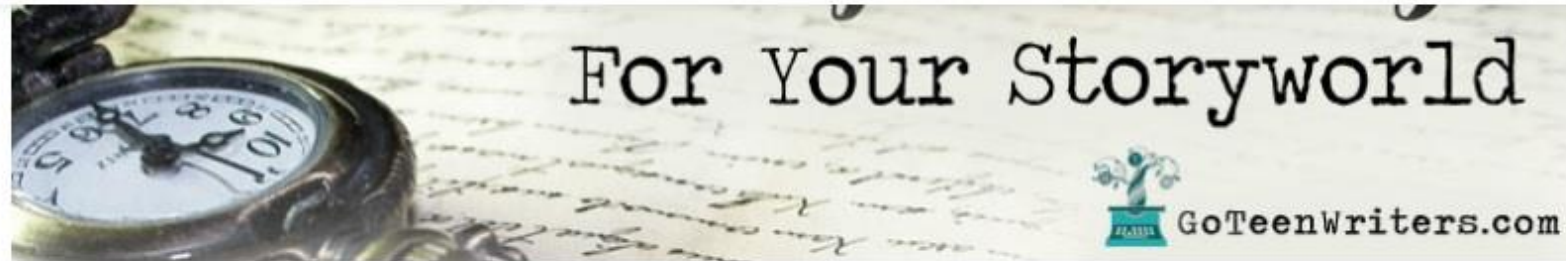


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## Creating History for Your Storyworld

by Jill Williamson | May 8, 2019 | Fantasy, Setting, Speculative Fiction, World Building | 4 Comments

I've been slowly working on making YouTube videos of my old storyworld building posts. This week's video post is on building a history for your world. You can read the original blog post here.

<https://youtu.be/QV1hEZKHgOY> Are you stuck building your world's history?...

[read more](#)

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historical  
fiction?

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Stephanie's author  
email list and get  
her ebook *The*

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- Reserve your domain name.
- Test the waters with a free site on Wordpress.com or Blogger

# Shannon Dittmore

author. speaker. coffee fangirl.

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Dark days are the hero's lot, but I hope my stories remind you to fight anyway. Dream. Try hard things. And when you find yourself surrounded by shadow, remember, light is as close as the prayer on your lips.



rch



## Advantages to email marketing:

- You own the list.
- It's easier to sell to your email list than your social followers.

## Email newsletter tips

- Sign up for lists of other authors in a variety of genres.

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- Sign up for lists of other authors in a variety of genres.
- Read Newsletter Ninja or visit [NewsletterNinja.net](http://NewsletterNinja.net)

Questions to ask when picking social platforms:

1. Is my audience there?
2. Do I enjoy this space?



# Stuff Stephanie Likes:

Writing

Reading, especially YA fiction

Cooking

Cute things my kids say.

Kansas City

Traveling

History

Podcasts

Things I'm Learning



stephaniemorrill

stephaniemorrill Great Halloween with great neighbors ❤️

27w

Liked by mcallhoylebooks and 67 others

OCTOBER 31, 2018

Add a comment... Post

68 likes, 0 comments



stephaniemorrill

stephaniemorrill What is a book you own that if you lost it, you would have to replace it immediately? After a month of my bookshelf being dominated by Within These Lines (swipe right), I'm ready to fill her up again with all the YA titles that I keep in my office. I went this morning to rescue 64 of them that had accidentally been donated (😭😭) and now I'll probably never take them off my shelves again out of pure fear of a repeat occurrence. Honestly, it felt miraculous that I was able to get them all back. #librariansrock #shelfie #books #bookstagram #reading #bookworm #booklover #booknerd #bookish #bookstagrammer

Liked by mcallhoylebooks and 122 others

APRIL 8

Add a comment... Post

123 likes, 32 comments

# Stuff Stephanie Talks About On Author Social:

~~Writing~~

Reading, especially YA fiction

~~Cooking~~

~~Cute things my kids say.~~

~~Kansas City~~

Traveling

History

Podcasts

\*Things I'm Learning

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- Post regularly rather than in bursts.
- Engage on the posts of others and share their content
- Consider forming a social media support group.

## What I had to cut 😞

Deal newsletters (Bookbub)

In-person stuff (book signings, library book clubs)

YouTube Channels

Hashtags and monthly challenges

Public speaking

Blogging and podcasts

Facebook groups/early reader groups





# Time Management for Writers

- Identify what you need help with: getting marketing done or getting writing done.

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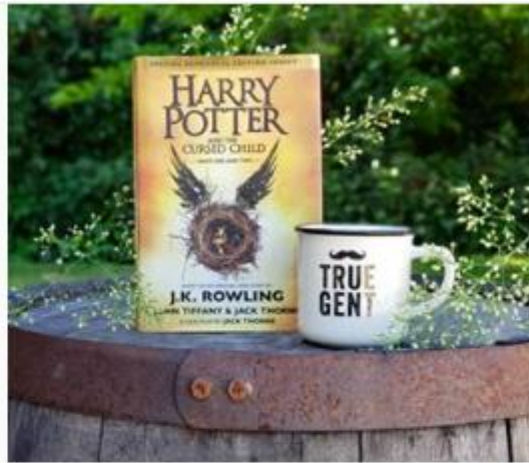
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- Use a timer

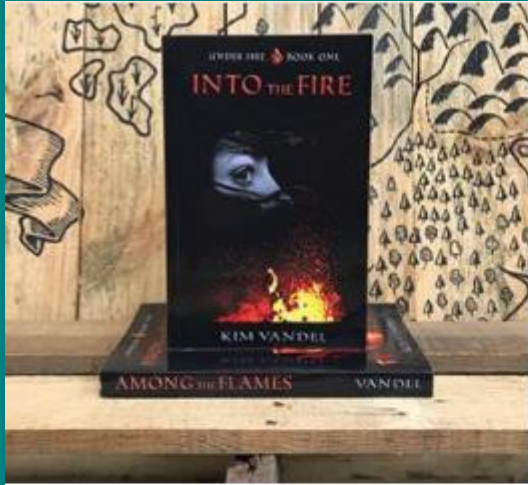
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- Consider batching tasks
- Use a timer
- Put it on your to-do list



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