

Lost in the Book Marketing Maze? These 3 Sessions Can Help

Marketing Renegade Style

2017 Lexicon Best Presentation Awar

This award-winning session was created to help authors think outside the box when it comes to marketing themselves in a variety of ways. Bourgeois shows a variety of concepts, while also helping the authors through an exercise that helps them come up with their own marketing ideas that work for themselves or their books.

The session is about 45 minutes long, leaving 10-15 minutes at the end for a Q&A session and to help fine-tune their ideas.

Attractive Marketing for Authors

Attraction Marketing for Authors: 6 Step Method to DOMINATE Your Genre

Written by B Alan Bourgeois from guidance by Brian Finale – Revised for authors on July 15, 2019

In this session, you will learn the following items.

Attraction Marketing for Authors Method: Table of Contents:

Step 1 – Brand YOU... YOU are the ONE!

Step 2 – Define Your Audience

Step 3 – Understand Your Audience's Biggest Challenges

Step 4 – Create Content that Addresses Your Audience's Desires

Step 5 – Build a Relationship With Your Audience

Step 6 – Embrace Multiple Income Streams

Get Off Your Ass

To Publish or Not to Publish?

For hundreds of years it was considered that a true author is one that is published by a publishing house, usually out of New York City or another large city and even then, they are still attached to one of the big names.

With self-publishing and print on demand, the concept of only being able to be published traditionally has changed. In this session, we analyze what publishing means today. Which form of publishing you should consider: Traditional, Hybrid or Self-publishing.

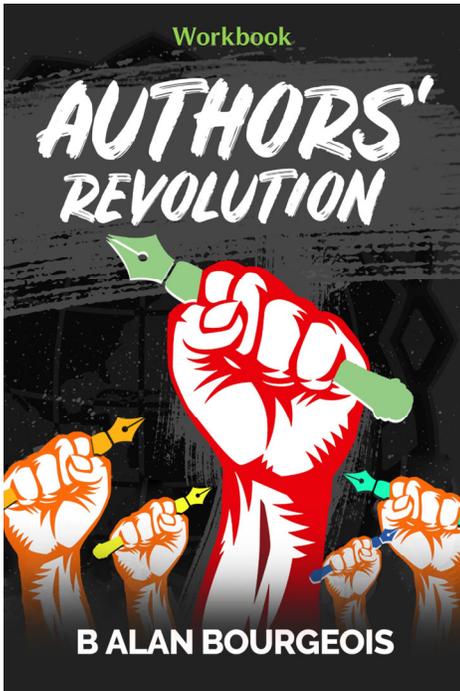
Finally, we look at the hard numbers of what it cost to be a published author, no matter what direction you choose to get published under.

The question "To Publish or Not to Publish?" becomes "How to Publish"

A short sample video of each presentation is available at <http://BourgeoisMedia.com>

Any Author to Succeed!

Helping Authors to



Each paid attendee to the session will receive a copy of the *Authors' Revolution Workbook*, or they will be available for sale at the end of the session. **A must-have for any author.**

For years Authors have depended on traditional publishing to get their books published and to receive a nice income. Sadly, not only was that not the case for most authors, with today's publishing world, earning a fair income is becoming harder and harder to do. It's time to change that!

Authors' Revolution Workbook has spreadsheets to help you determine the cost of publishing your book. Guides to a variety of free and pay for companies to help you market your book, and so much more.



About the Presenter: B. Alan Bourgeois is the founder and director of the largest membership based organization for authors that is dedicated to helping them learn how to market and sell themselves and their books.

Since 2011, Bourgeois has helped thousands of authors become more successful and profitable by helping authors think outside the box. He has also created many events and programs to give authors more opportunities for exposure and sales. As a former publisher, his experience continues to help guide himself and his authors to success.

Contact Alan at BourgeoisMedia@outlook.com to book him for your next writers gathering.

Think Outside of the Box