

Author Considerations Beyond Just Writing

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2. Marketing

This part of the writing process needs to be started long before your manuscript is published. There are many good books and other marketing resources available. You'd be wise to start checking them out immediately and start to develop your marketing plan. In this day and age, an author must also be a marketer, ideally with thousands of fans and followers to attract readers—as well as traditional publishers and literary agents if you want to go that route. Below, check off marketing approaches you've already started to work on, and mark others you want to start using. Jot down questions and ideas for each one.

Personal expertise in your writing's subject area(s) and genre(s):
Career and volunteer work related to your writing topic(s):
Personal fame and/or recognition you can draw on:
Your author website(s) and blog(s)—plus guest blogging you have done:
Social media participation (which ones?):

Email list and newsletter connected to your blog/website(s):
Appearances on podcasts, radio, TV, films, including interviews, acting, etc.:
Articles in newspapers and other print media, traditional or online:
Participation in conferences:
Presentations of workshops, lectures, other trainings:
What else?

Putting your notes into practice:

Now that you've listed the above items, why not turn them into a “**marketing resume**” that you can easily present to prospective publishers, literary agents, book proposals, and as part of your applications to do presentations at conferences, as well as post on your author site. Also choose other items you could work on, get started on them, and add them to the marketing resume.

While you are at it, start putting together a resume of your published writing—articles, short stories, books, blogs, poetry, and so on.

Don't forget to place this exercise in your binder or Duotang.