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25 Ways to Promote Your Writing Business

By Maggie Lichtenberg, PCC, Writing and Publishing Coach

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25 WAYS TO PROMOTE YOU AND YOUR WRITING BUSINESS

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Writing and Publishing Coach

1. Start with a change you'll need to make if you plan to be successful: Get over being shy.
2. Have the mindset to consistently take initiatives. Never stop. It's not enough to create one brilliant direct mail campaign. Repeat the mailing to your list two or three times. And never, never, never take an initiative without following up.
3. Plan one marketing effort each day. Every Sunday evening or Monday morning choose a theme for your week and mark that theme in your calendar each day for the coming week.
4. Develop a PR plan for you and your business. Work with a publicist to land features and interviews. Create a simple press kit that contains your mission statement, a warm and friendly letter including company bio, press coverage, personal testimonials, and a professional b&w photo of you.

25 Ways to Promote Your Writing Business

5. Show up a lot — be seen. Tell everyone what you're up to. Always have a book, a press kit, or a flyer about your company ready to give away.

6. Have a short, laser-sharp intro about yourself — 20 words or less — ready to go at all times. Be a graceful, yet tireless, self-promoter.

7. Commit to public speaking. Join a Toastmasters group for six months to increase confidence. Build positive relationships with everyone you play with.

8. Create an audio tape business card and give it away. This is an inexpensive, more three-dimensional opportunity to share an experience of you.

9. Involve yourself in your community on an issue you are passionate about. In the giving you will receive.

10. Offer articles on what you're doing to local media and professional newsletters. Write about where your passion comes from. Share who you are and why you are devoting this stage of your life to this endeavor.

Watch for next month's installment! Visit www.maggielichtenberg.com!

© Copyright 1999–2003 Maggie Klee Lichtenberg, PCC, Professional Certified Writing and Publishing Coach, and former publishing company executive (Beacon Press, Simon & Schuster, Bantam, Grove). Inspiring you to complete, publish, market, and distribute your work.

Maggie Klee Lichtenberg is a business and personal coach, whose specialties include book publishing. A former marketing and sales publishing company executive for 20 years in New York and Boston (Simon & Schuster, Bantam, Grove Press, Beacon Press), from Santa Fe, New Mexico, Maggie works with aspiring and seasoned authors and publishers to happily complete, publish, market, and distribute their books through a customized program of ongoing telephone appointments.

Ways To Promote Your Business When Your Passion is Writing

By Maria Marsala

Ways To Promote Your Business When Your Passion is Writing by Maria Marsala

There are at least a "zillion" ways you can market yourself and your business. Marketing intelligently means finding what you're passionate about and then using your passion to market. If you are passionate about writing, below are some ways to promote your business.

Publish an ezine using your original content. You have 7 choices on how to develop your newsletter.

www.coachmaria.com/articles/ezinechoices.html

Each quarter, take the best of your articles and place them in your in–print newsletter to use as part of your marketing materials. Send a copy to your friends, colleagues, family and potential clients.

Place articles on your website. Include a line on each page that allows your article to be used by others, with permission. Then include a link to your email address.

Submit articles to Article Banks on the Web. Find links to article banks at www.coachmaria.com/articlebanks.html This way your articles have the chance of getting picked up by other ezines, helping you to reach a broader audience.

Create an e-list especially for other ezine authors who look for original articles by other writers.

Promote your article through the signature line of your email.

Make it easy for people to request your article by placing it in an auto–responder. Some auto–responders sites are: www.ez-responder.com, www.webmailstation.com, www.fastfacts.net, <http://www.sendfree.com>

Send articles to your local newspaper (make sure you include your own copyright information and bio*)

Mail, through the Post Office, new articles to your former clients, current clients and potential clients. Include a hand written note and your business card.

Pass your new articles out at networking meetings. People seem to take this type of newsletter more quickly than a brochure (just my personal observation).

Subscribe to some e-lists that are set up for authors to publicize their work. Make sure that you change your subscription to digest mode! I subscribe to a few on yahoogroups.com and topica.com Conduct a search using the words promote articles, advertise articles, or submit

articles. There are new lists popping up all the time.

Maria Marsala is an internationally known Business & Life Coach–Consultant. She has blended her career as a Wall Street trader and manager, community activist, and experience as a consultant with training from Coach U to create Maria's Place for Holistic Evolution. Subscribe to "Helping You and Your Business Grow", a free weekly ezine at www.coachmaria.com



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