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She's
Back!

SATURDAY KEYNOTE SPEAKER



BY POPULAR DEMAND!!

Jeniffer Thompson

Branding Expert, Digital Marketing Strategist, Author

SATURDAY KEYNOTE: “A NEW ERA OF BOOK PROMOTION”

“How to build a sustainable marketing plan”











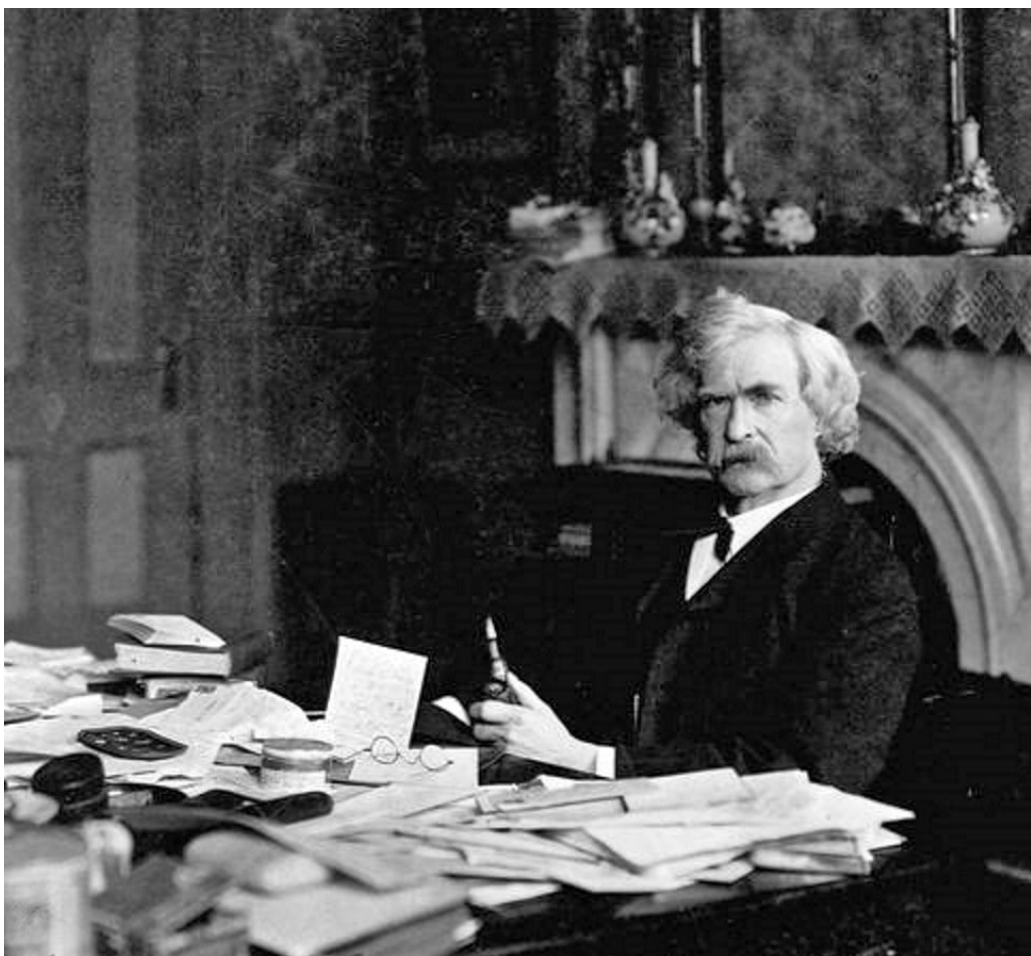
It's About the Story

It's About the Magic



It's About Connection





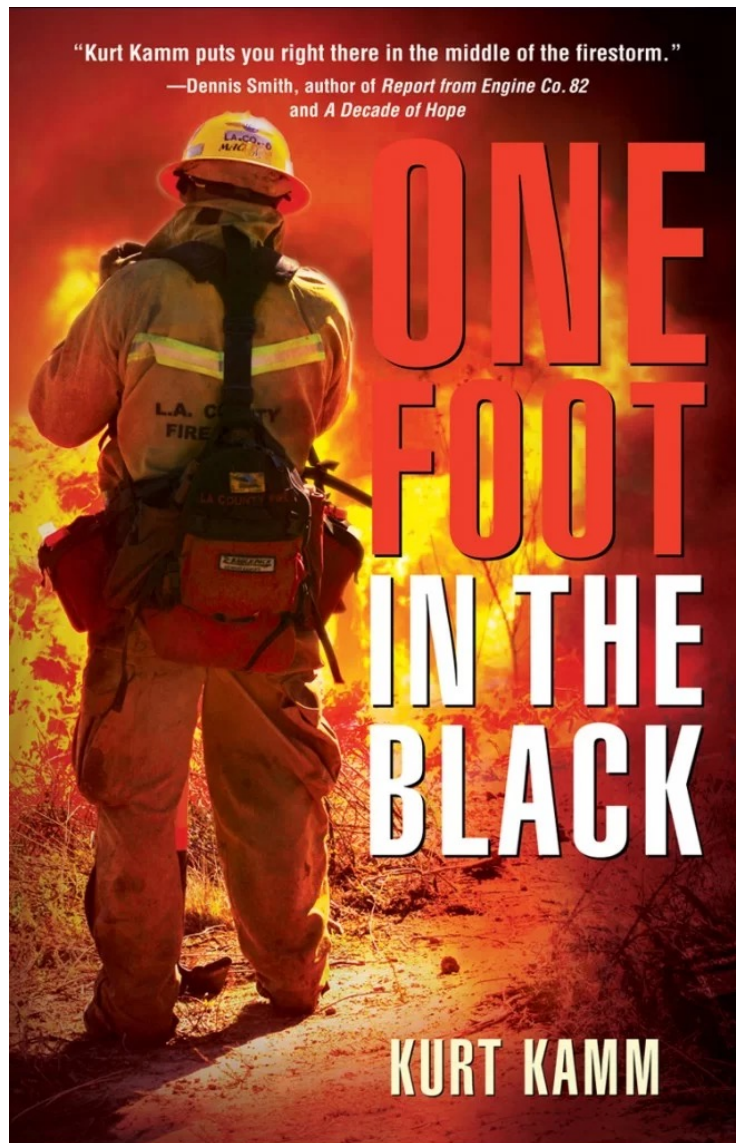


Be Known

WHAT'S YOUR STORY?

- What brings you joy?
- Budget
- Make it sustainable
- Superpower
- Kryptonite
- Voice
- Goals
- What makes you memorable?
- What are you selling?





Kurt Kamm



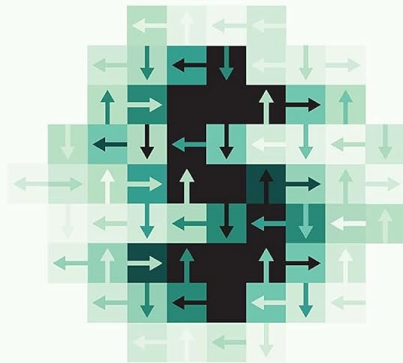
Audience | Content | Loyalty

"A must-have for anyone interested in developing habits that will make them
a more successful lifelong investor."

→ CHARLES R. SCHWAB, Co-Chairman and Founder, the Charles Schwab Corporation

THE UNCERTAINTY SOLUTION

HOW TO INVEST WITH CONFIDENCE
IN THE FACE OF THE UNKNOWN



JOHN M. JENNINGS

John M. Jennings



AUDIENCE

- Target audience + Ideal reader
- What value do you offer?
- Who needs you?
- What social platforms are they on?
- Who does your audience follow?
- What do you offer that others don't?
- Comparable titles

INFLUENCERS

- Who influences your audience?
 - Other authors, experts, podcast hosts, conference organizers, book buyers + reviewers
- Where do they speak or contribute content?
- What organizations do they belong to?
- What social channels are they active on? Who do they follow?
- How can you help them?
- Is there potential to partner and collaborate?
- Endorsements
- Connections open doors

You'll Forget This Ever Happened

*Secrets, Shame,
and Adoption
in the 1960s*

LAURA L. ENGEL

You'll Forget This Ever Happened

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LAURA L. ENGEL

A portrait of a smiling couple. The woman on the left has dark hair with bangs, wears black-rimmed glasses, and a red turtleneck sweater. The man on the right has short brown hair and wears a dark blue sweater over a white collared shirt. They are both smiling and looking towards the camera. The background is a plain, light gray.



Be Seen
Be Memorable

CONTENT = LOYALTY

- Beyond the Book (ebook, audio, workbooks, worksheets, chap books)
- Guest blogging
- Article contribution
- Podcasts
- Speaking + appearances
- Workshops + classes
- Collaborations + partnerships
- Stay connected
- Business card (Blinq) + print materials + email signature (Linktr.ee)
- Swag (t-shirts, bookmarks, pens, mugs, canvas bags)

MAKE A PLAN

- Identify your bookshelf (comp titles)
- Reader Expectations
- Amazon categories
- Read the Reviews
- Who is buying?
- Where do people buy?
- How is your book/message the same, different, or better?
- What makes you Special?

BUILD YOUR ROADMAP

- Your brand look: colors, fonts, logo
- Your personal style + website + blog + assets
- Website
- Beyond the Book
- Social (TikTok, LinkedIn, YouTube, Facebook, Instagram, X, Substack)
- Online profiles (backlinks)
- Your headshot + bio (prepare several bio versions)
- Visibility/Credibility: Where will you be seen?

STAY CONNECTED

- Engage often
- Track your traffic
- Check in on your competition
- Know what sticks (course correct as needed)
- Check in on your goals
- Set new objectives
- Update your bio

Remember the Magic





Stephen Kendle
1938 - 2019



Jeniffer Thompson

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