

EIGHT MAGIC SPELLS FOR SUCCESSFUL CROSS MARKETING: A Quick Reference Cross Marketing Magic Handbook

FREE excerpt from
CROSS MARKETING MAGIC FOR AUTHORS:
Developing New Avenues for Advanced Book Marketing
by Deborah Riley-Magnus

MARKETING AUTHORS NEED TO BUILD A BETTER MOUSETRAP

We all know the rigors of being an author. We have to plot the story, develop the characters, write the book and find publication. That's the fun part. Now, thanks to drastic shifts in the publishing industry, we also have to market, promote and publicize the book. Scary stuff, especially for the unique race of creative souls called writers. It's just not in our reclusive DNA to go so far, but what choice do we have?

There are wonderful ideas everywhere, books on basic marketing and promotion skills, workshops on platform building and every producer of the dreaded author promotions is lurking inside our computer screen ready and willing to help us out. With just a few clicks of a cursor you too can have lovely imprinted mugs or fancy book videos. You may need these things, you may want these things, but oh how confusing it all can get.

And there's the big question. Does this stuff work? We network with other authors who do contests and giveaways. Do those work? We even imitate some of the strategies we see, but are those strategies actually creating book sales?

The truth of the matter is that without book sales, real author success is out of reach. It's all good, every technique, every promotion, every contest. It's all very important too, because you must be visible and active, but if you are still not getting the results you want, what can an author do?

Simple. It's time to build a better mouse trap. To do that you need better materials, you need to place your trap in better locations and you must seed it with better cheese. In this case, magical cheese.

Promotion is important but have you looked carefully at how you create your promotions? Are they based on the success stories and events other authors are doing, or are they based on what's inside your manuscript? For example, if you're giving away a free book on Facebook, so is every other author with a Facebook account. But if your main character is a gardener suspected of murdering the dead man found beneath her petunias, and you promote your book to online gardening groups and communities in addition to your Facebook friends and fans, now you've expanded your reach in a big way!

Think about this. There are hundreds of gardening groups and communities on Facebook, twitter and yahoo all over the internet. There are more in your real life communities. Imagine one little tweak to your promotions that includes this entire new audience and what it can do for you. Look at all the new fans you'll meet, new places where you can introduce your book to and offer book giveaways whether online or in live speaking engagements.

This small adjustment can easily represent hundreds of sales for you, and all because you did what all the other authors do, but did it with a broader, more magical and unique brush stroke. You made sales from the marketing magic right inside your manuscript. Your promotions are now personal, powerful and part of a much, much better mouse trap.

What's inside your manuscript that can make your marketing, promotions and publicity seriously stand apart, and where can you find new targets for your strategies?

What follows are Eight Magic Spells to help you master and implement advanced Cross Marketing so that it works miracles for your bottom line.

MAGIC SPELL 1 – PERFECT THE BASICS

If you want to wash your clothes, you need to know the basics of how to do that. Long ago, it meant shaving bars of soap into hot water and rubbing your clothing across a washboard. These days, it's a little easier. You need a washing machine and detergent. Still, the basics are the basics and you need water, soap and a vehicle to agitate the clothing and draw out the dirt.

The basics for selling books are:

- A Strong 25 Word Pitch
- Great Author and Book Platforms
- Marketing
- Publicity

- Promotions

If you don't understand or use these basic tools correctly, you will find it much harder to create sales success.

A Strong 25 Word Pitch – You need a powerful 25 word pitch for each book, and if you have written a series, it's good to create a 25 word pitch for that series too. In that 25 word pitch you must have the following information:

- Who will relate to your book? (The target demographic)
- The genre of your book? (If non-fiction, the specific subject and reader interest)
- What is your book about?

A good example of a 25 word pitch is: *Desperate to escape her tortured past, a teenage genius learns she has multiple personality disorder when she is arrested for the kidnap and murder of her four year-old half-sister.* This pitch works because, without telling me this is a YA, I can easily identify the target reader through the description. The description also clearly tells me it is contemporary, and I know this story is powerful because the author held back no punches by telling us the kick to the story. Use your story description to tell the reader the genre and target reader and your 25 word pitch will be successful.

This 25 word pitch will serve you for queries to literary agents, publishers or reviewers. It is the power in your request letters for event participation or to schedule a book signing event of your own. It will be the biggest punch for your promotions, advertisements, tweets, and Facebook posts. It will be the meat of your press releases and the core for your publicity campaigns. Memorize your 25 word pitch, be able to spit it out at a moment's notice and use it consistently everywhere you are, including and especially as part of your email signature. Your 25 word pitch will carry you a long way.

Great Author and Book Platforms – Whether you write fiction or non-fiction, you must have an Author Platform and a Book Platform. Platforms are the place from which you tell your whole story. You might tweet, or Facebook or blog, but without a platform website for either your author image or your book information, you've got little to tweet or Facebook or even blog about. Twitter, Facebook and blogging is a vehicle to send fans and prospective book buyers to your platform websites where all your strength lies.

Author Platform - Your Author Platform is your business office. It is a subtle website, or blog with tabs, that represents you as an author. It is designed to serve people wishing to know

more about you. Those people include the media, book reviewers, local newspaper, online interviewers and publications and prospective book buyers curious to see everything you have written beyond the books they already know about. Your author Platform must always be kept current and up to date. You never know when the media might come calling. In this website you will have the following:

- Introduction/Home Page – simple introduction and welcome
- Book(s) Page – listing all your books and buy links
- Activities Page – listing all your events and activities
- Media Room – all downloadable items for the media to use
 - Author photo
 - Author bio
 - Jpeg of your book cover(s)
 - Brief synopsis of the book(s)
 - Copies of all the press releases you've sent out
 - All contact information

Book Platform – Your Book Platform Website is your store front. This platform is designed to attract your fans and prospective book buyers and hold their interest. Like your Author Platform website, this one must be kept current, active and interesting for the fan. This platform should be vibrant and entertaining with elements that bring your fans back again and again. Be creative here but also, be careful. Each book platform should be specific to genre. In other words, if you write romance, all of your romance books, no matter the subgenre, can reside on the same website.

A word of caution - if you write contemporary mainstream or subgenre romance, be very careful about intertwining your erotic romance on the pages with these books. Place erotic works clearly defined and on their own page. And, if one of your subgenres happen to be YA romance, put your erotic romance on a completely different website.

Always respect and be aware of the audience coming to your website. People looking for your nonfiction are not interested in your genre fiction, so nonfiction should have its own website. People seeking mysteries are not interested in your science fiction books, so keep those on separate websites. Target your websites to the primary reader at all times and you will sell more books.

Blogs and Blogging – Blogs and blogging are a major part of your platforms because they work as a vehicle to drive people toward your websites and your books.

I have a few words of warning about blogging. Never blog about writing, no one except other writers care about the subject. Never blog on other author's blogs, they are your competition and their blog followers are more interested in them than you. Never blog unless your topics directly connect with the unique hooks in your book, and in turn connect with readers interested in those unique hooks. Gardeners love blogs about gardening. If your mystery's main character is a gardener and you blog about gardening and how it is part of your story, you will have pulled in a new audience. Most authors target genre readers and forget that book buyers do a lot of things in their everyday lives. Reach these book buyers through your unique story hooks. This sets you apart from all the other authors shouting for the genre lovers' attention.

Regarding guest blogging, don't do it on another author's blog and never do it on other authors' blogs for a book launch blog tour. It will not be effective because you are talking to another author's fans, not yours. If another author asks you to guest blog, they are usually just asking for a favor so that they won't have to blog that week. Kindly pass on the opportunity and protect your writing time. Instead, look for blogs that relate to your unique story hooks. Ask to guest blog on a gardening blog owned by an avid gardener. In fact, seek out several of these gardening bloggers and set up your own very effective book launch blog tour with them. That will be far more effective than shouting to some other author's fans to buy your book.

Social Networking – Under the category of platforms, are all your social networks including twitter, Facebook, Yahoo Groups, LinkedIn, Goodreads and street teams. Be sure to always spend your social network time talking to, relating to, and interacting with prospective book buyers and fans. Step away from other authors.

Your ratios for twitter and Facebook followers and friends should be 1 author for every 10 prospective book buyers or fans.

Locate yahoo groups that speak to the unique hooks in your book and be an active member of those groups.

LinkedIn is fantastic for nonfiction, but there again, don't connect with other authors, connect with prospective book buyers. If your nonfiction is about managing money, be sure to connect with financial people, educators and business people. If it's about organizing offices, connect with all kinds of businesses including horses and daycare facility managers.

Goodreads can work if you are willing to shout along with all your other author friends to genre lover groups. But if you're willing to get creative and develop your own group, directly related to your unique story hooks, you could create a nice book sales growth.

Street teams are a slightly different form of social networking, because the author creates the street team from their existing fan base and encourages those fans to create awareness for the author and their book. It's kind of out of the author's hands at that point, but if you control the information fed to your street team, you can be sure of good results.

Marketing – What is marketing? Marketing is creating awareness for you and your book. Without marketing your promotions will fail, because seldom do people purchase something if they've never heard of it. Without effective marketing your publicity will fall on deaf ears because the media isn't interested in something they assume is unimportant because they've never heard of it either. Marketing is the backbone for everything.

Marketing is your 25 word pitch. It's your Author Platform and your Book Platform. It's your social networking and blogging. It's very important to market early and everywhere. Be consistent, be interesting, creative, and professional with your message. Use teasers to tantalize prospective book buyers and fans and get them excited about your coming book. Be targeted with your marketing and make sure everything you do and say speaks to someone who will buy your book. Be calculating with your time management, and pay attention to the responses you receive. One audience might be more responsive than another, and that will guide you when you're ready to use advanced marketing techniques for bigger sales.

Marketing is the most important basic skill for an author. Marketing is creating awareness. Never underestimate the power of awareness.

Publicity – What is publicity? Publicity is the use of the media to get your message out to the public. Publicity only works if you have news to impart. There are several ways to create news around your book. It could be as simple as announcing the release of the book, or it could be as complicated as creating an event around your book that will benefit a charity connected to your book's unique story hook.

Publicity starts with having a news story and works with a carefully organized and created press release contact list. If you choose to purchase a media contact list service, be aware that you will not own the list, only the service for usage of the list. If you chose to develop your

own list, you will have control over maintaining it as well as building relationships with the media people on that list. It's hard work but very worth it.

A press release is nothing more than a query with a few tight rules. It will have no flourish of descriptions or elegant phrases. It must be news and nothing but hard, cold news. Who, what, where, why and when. Nothing more and nothing less. You must always include contact information at least twice in your press release and never forget, the core of that press release is your 25 word pitch.

Promotion – What is promotion? Promotion is the activity around with your sell your book. Promotion, like publicity, will not work without strong marketing to carry it.

Promotion will not work if your main following is other authors. Promotion will not work if you try to do it while standing in a crowd of other authors shouting out the same message, “Buy my book!”

Promotions should be created around your book's fan base and targeted to prospective book buyers interested in your book's unique hooks. Avoid the *100 Authors Romance Promotion* everyone's talking about. Stay away from the *50 Book Videos for the Mystery Lover* promos. Steer clear of any promotional concept that lumps several authors together in an effort to attract genre lovers into picking and choose. Stand alone with your promotions. Do them when others aren't doing them, and make sure they are targeted to your book buyers and no one else's.

MAGIC SPELL 2 – LOCATE YOUR NICHE AND CROSS MARKETS

Standing apart is the key to success. Now that you know it's inefficient to huddle with other authors for your marketing efforts, it's time to make your own trail to success. Locating your niche markets and cross markets is far easier than you might think.

Niche Marketing is all about finding unique, usually small but powerful target markets for your book. Looking closely at your book, your niche markets might include things like dog lovers, politics, fashion or any number of underlying elements that drive your characters and plot. These are small markets that might work alone to create broader audiences, or might work in combination with your cross markets to create really strong prospective book buyer targets.

Cross Marketing is a strategy designed to find more of your existing target markets in different ways and places than standard marketing. For example, if your book is romance, your

target reader is women. The goal of Cross Marketing is to reach women in different ways and places than every other author is doing. What do women do and where do they do it?

Women belong to health clubs and biking clubs. They belong to professional clubs and organizations, like teachers groups, nursing groups, gardening clubs and women's auxiliary clubs. They gather in places like beauty parlors and manicure shops, town meetings and hiking, camping or swimming clubs. In other words, women are everywhere. Most authors will only approach their romance genre prospective book buyers through mediums related to the genre, like romance lovers book clubs and blogs. They forget that a woman who loves reading romance might very easily not belong to a romance readers' book club or read romance blogs. She is living her life and stumbling onto her romance when seeking out a new book at the bookstore or on line.

Identifying your cross markets and niche markets is the first step to expanding your communication with the book buying world, and your first step away from all those other yapping authors.

Once you've identified your niche and cross markets, all you need to do is locate them. What blogs are they reading? Where do they shop online? Where do they meet in the neighborhood? How can you connect with similar groups all over the country? Online? Through websites like the kind that sell running shoes or vintage clothing or nail polish? What else do these niche and cross markets do? Does it relate to your book's unique story hooks? If so, you might have a possible, very profitable, connection.

MAGIC SPELL 3 – SUPER GENRE GAMING

Genres were created to help bookstores stock, display, and inventory books. Since then, the bookstores have created a real dilemma for authors by using their sales information to determine which books they will carry on their shelves, and in turn which book publishers will publish and which books and authors agents will represent. It's a real mess.

But when the book is being released or already on the market, genres take on a completely different use and meaning for the marketing author. Creative genre gaming changes everything we know about genres by opening whole worlds of possible book buyers for a book.

The basic genre game is all about looking inside your book to see how many different genres or subgenres you can add to your target marketing strategies. Is there romance in your

mystery? You may be able to approach romance lovers to market your book. Is there a strong women's fiction audience for your YA book? That's a huge possibility, because sales statistics show that more women over fifty purchase YA books than young adults. The basic genre game helps authors find broader audiences through existing genres for their books.

SUPER Genre Gaming is another thing altogether. Imagine the genre game on steroids. SUPER Genres can only be developed for one book at a time. They search out and identify any number of marketing targets and directions, and they are unique to only that book or series. This means two wonderful things for an author.

- You can see your expanded markets right in front of you and connected to your book
- No other author can approach these targets because they are specific to your book, plot and unique story hooks

To develop your SUPER Genre, simply look deeply into your book and begin with an expanded genre like:

- Urban Fantasy/dog lovers (*because the main character is a veterinarian*)

The point of playing SUPER Genre gaming is to expand your thinking way beyond the cubby-hole accepted genre concepts. SUPER Genres can be as long as twenty words, and expose a number of cross marketing, promotional and publicity directions. For example, I pulled this SUPER Genre from a book I recently read:

- Urban Fantasy/paranormal/werewolf/vampires/veterinarian/animal health/dog lovers/natural foods/survivalists/ASPCA/romance/mountain living/ancient gods/politics/magic/supernatural/ancient weapons

This SUPER Genre represents seventeen possible cross marketing directions for the author to use for targeting prospective book buyers. It has a possible charity for publicity, offers interesting niche markets, and uncovers several ways in which to reach out to these audiences. All of these seventeen SUPER Genre elements may not work, but almost all of them are a completely new direction for an urban fantasy author to market.

MAGIC SPELL 4 – DEVELOPING STRATEGIES

Obviously there many ways to reach out to the particular targets uncovered in your SUPER Genre list. Using just one element of the SUPER Genre, dog lovers, the first instinct is to reach out through your social networking. Search twitter and Facebook for dogs and dog lovers

and make friends and followers among them. After that, join twitter and Facebook groups related to the subject of dogs and dog lovers. Now when you tweet and Facebook about dogs, in an effort to reach out to dog lovers and tell them about your book, you know you'll be talking to the right audience.

Blogging is another strategy for reaching dog lovers. Start focusing your blog topics on dogs and how they relate to your story and book. Carefully choose your tags for optimum SEO. The next step is to locate dog lovers who blog about dogs and ask them if you may guest blog on their blog. Many of them would love to host an author for their followers to enjoy.

Groups are another way of strategically connecting with your dog lover audience. Be careful not to join a dog lovers' yahoo group and just talk about your book. Instead, talk about dogs, be part of the discussions. Always have your book title, 25 word pitch and buy link at the bottom of your emails.

Next, look into websites and businesses connected with dogs and dog lovers. Create unique ideas to pitch to them and choose which specific kinds of businesses you'd like to connect with. Think about the online businesses. Would you want to connect with a gourmet dog food and doggie treats company website? Find a few of them then develop ideas for a monthly article or pet question of the day.

Can you do a book signing at the local pet stores? Maybe a book launch tour that takes you from one to the other pet store and lets you play with the puppies while signing books or doing a reading.

How about doggie daycares? Would they be a good place to pitch a promotion? Perhaps one of them will let you write a monthly article in their customer newsletter. With all these articles, you will always talk about dogs then have a brief bio, your book title and where it can be purchased at the end of the story.

How about the Animal Rescue League or the ASPCA? Can you help with a fundraising event, or better yet, create a fundraising event for them that will work beautifully as a publicity boost for you? You might even want to donate a portion of the proceeds from your book to your chosen charity. It's a nice thing to do, and good publicity too.

MAGIC SPELL 5 – APPROACHING CROSS MARKETS

Now that you've located the live and online businesses and organizations you'd like to approach, it's important to do all the homework.

Research every business or organization. Who handles the company's website management? Who handles the company marketing? How do you contact them?

Examine each businesses online presence. Is it a large business? Is the website active and changing regularly? Is it interactive? Do they have anything like the ideas you've created already on their website? Are they a business that is open to letting you speak to their customers?

Now you must create your proposals. Be sure each proposal is specific to that particular business or organization. You might want to develop several ideas so that should one be rejected, you have another in your pocket. These proposal ideas must be a win/win for both the business and you.

Make your proposals only to decision makers and be sure they are loaded with enthusiasm and information. You must make sure the contact understands that what you propose to do – a monthly article, a monthly column on doggie talk, a monthly puppy tip, or a monthly game about doggie brains and how they work – will entertain and attract their customers.

Make sure the contact understand what you want in return, the opportunity to briefly promote your book at the end of each article.

These proposals can be made through email, on the telephone or in person in the case of a local business. Strive to get face to face or at least ear to ear on the phone in all cases. Emails tend to lose impact.

MAGIC SPELL 6 – MAINTAINING CROSS MARKETS

Once you get into the door, remember your commitment. Never miss a deadline, keep an open dialog with the contact to assure everyone is pleased with what you're doing. Keep your articles or involvement lively and interesting.

The goal is to have at least three different Cross Marketing venues active at one time. It's critical that you do three very different things one each of the three different venues. Everyone gets their own content and attention and that will keep each venue happy.

Naturally, through all this you will continue to build and grow your social networking targets for dog lovers, so every time you have an article go up on the Gourmet Doggie Treats website, you will promote it on your twitter and Facebook accounts. Every time your newest

Puppy Tips column appears on the Dog Supplies website, you'll promote it. Each time you have a new Puppy Brains story on the Growing Healthy Puppies website, you'll tell everyone.

You will also make note on your Author and Book Platform websites that you are on these three company websites doing some cool things. You could even ask them for their logos to include on your websites. Occasionally you should even blog about your experiences with working with these three different companies.

All this promotion does three things for you.

- It promotes your activity to your fans and prospective book buyers
- It keeps your activities log lively and constantly changing, making you a vibrant, active author
- It brings customers to the companies as well as book sales to you

This is how you maintain your hard earned Cross Marketing venues.

MAGIC SPELL 7 – EXPANDING CROSS MARKETS

Let's imagine you have been doing three Cross Market venue activities for nearly a year and for the most part, sales are really booming. These venues take little time and effort on your part, so you've decided to expand your cross marketing efforts and expose your book to even larger audiences.

You can either reach out to more dog supply businesses, or you can move on to a different element in your SUPER Genre list. Because Mountain Living and Natural Foods are on your SUPER Genre list and represent a large part of your plot and story, you might decide to get creative and move in that direction.

Locate all the online and live businesses that relate to Natural Food and Mountain Living. That list might include:

- Whole Food Stores
- Specialty Food Stores
- Vegetarian Restaurants
- Health Food and Nutrition Stores
- Mountain Resorts
- Log Cabin Builders
- Forestry Preservation Organizations

- National Parks and Recreation
- Craft businesses that use the name Mountain Living in their description

Any one of these might be a fantastic direction for Cross Marketing, but you know the drill. Do your homework. Research each company's online presence and determine if they are a viable venue for you to sell books and offer value to. Locate all the correct contacts, develop your proposals and make your win/win presentations. This can open the door for a whole new target for your book. Remember to build this new audience into your social networking and contact bloggers on the subject to gain even more exposure.

Expanding your cross markets means dedicating your energy to the development and nurturing of a new audience, so before you do anything, make sure it's a large enough target. If you choose to reach out to a cross market targeted to survivalists, and discover that there is very little web presence and very few businesses or organizations to approach, you should pass on the idea. It's also important for you to seriously consider the audience and whether these survivalists would be interested in your urban fantasy about a veterinarian and a werewolf.

One more note. Only expand your Cross Markets when you are ready and have the time to commit to the effort required. Always review your sales for each existing Cross Marketing effort before expanding. It may be time for a venue to go, or it might be time to determine that a venue costs you too much time and energy for the results. Expanding is all about reaching a higher and higher level of sales. Never expand unless you have a sales goal in mind.

MAGIC SPELL 8 – DETERMINING EFFECTIVENESS

How do you know if a Cross Marketing effort or venue is working? How do you know if the turkey is cooked? How do you know if your clothes are clean or your car has enough gas to make it across town? Your check often and test for results. A turkey is fully cooked at 165 degrees. Your clothes are clean if the dirt is gone. The car has enough gas if you know how much it takes to get across town. The same concepts work for Cross Marketing effectiveness.

The first tool you need is your goals. If you expect a 15% growth in your sales from each Cross Marketing venue or effort, then you will know immediately that a 2% growth is ineffective, but a 30% growth is great. The way to test effectiveness is to use one of the following seven methods.

- **Test by Timing** – for this technique, you choose a day of the week or a week of the month and run your promotions on specific venues only during those periods. If venue 1 does really well during it's time period. But venue 2 does not so well during it's exclusive promotional period, you have a good idea of which venue is more effective.
- **Control Activity** – I know several authors who have used this technique to prove that what their author friends were doing was less effective than their cross market efforts. During a month when other authors were running the big free book giveaway, the cross marketing authors did something not only different, but in a far more controlled manner. They did a buy one get the second book free promo, and marketed the promotion to four different target cross markets during the week. The cross marketing authors sold more books, not just because their counterparts only did free giveaways, but because with every marketing effort, they were talking to a much broader audience. Even if they'd only given books away, they would have beaten the other authors by a mile. Why? The other authors were marketing to more authors and genre lovers groups, while the Cross Marketing authors had connected with audiences based on their unique hooks. Oh, and by the way, those unique story hook audiences heard no other authors shouting to give away books, only the cross marketing author's deal.
- **Contests and Giveaways** – You all know how these work. Be careful to regulate the audiences you're offering these promotions to, that way you'll be able to easily see which target audience responded best.
- **Test by Location** – This can be done by city or it can be done by social network location. Offer a promotion on twitter and not Facebook for a whole month. Then make the same offer the next month on Facebook only. Which network brought the most sales? This will tell you which network needs more nurturing and a stronger target cross market connection too. To test by city, you would activate your street team in a specific city and have them run a local promotion for your book. If Atlanta sells more books than Seattle but Pittsburgh sells more books than the other two cities combined, you will know several things. Which city is more interested in your book, which city is more uniquely connected to the story hooks inside your book, and which city has a more efficient street team?

- **Code Words** – For this testing technique, you would create a promotion for one specific cross market target instructed to use a specific code word when responding, and do the same promotion for a completely different cross market target, and instruct them to use a different code word when responding. For example, the code word “Spot” might be used for your dog lovers cross market target , and the word “wheatgrass” would be used by your health food cross market target. Again, the results will tell you which target is more responsive.
- **Journaling** – Keeping a record of everything is another way to track promotion effectiveness and audience response. If you ran a promotion for a person to win a full collection of your book series to your dog lovers target market the same day a famous vet runs a similar promotion on his book about keeping a dog healthy, you will probably not do so well. Recording that experience will help you keep your ears perked for such a conflict next time you do a promotion.
- **Elimination** – If you’re wondering if a venue, social network, promotional idea or specific cross market audience is working or responding, simply eliminate them for 30 days and see what happens to your sales. You will gain a lot of answers with this technique.
- **One final Note on Testing** – Give a promotion or target cross market audience at least 90 days before testing or considering the elimination of the audience. It takes that long for people to catch on to what you’re doing and respond. Be patient. Also, keep in mind, some results might be skewed simply because the promotion wasn’t powerful enough or the incentive wasn’t effective. You are also part of the experiment, so do your best to create interesting, exciting and enticing promotions.

ABOUT THE AUTHOR

Deborah Riley-Magnus is an author and an Author Success Coach. She has a twenty-seven year professional background in marketing, advertising and public relations as a writer for print, television and radio. Deborah writes fiction and non-fiction.

As an Author Success Coach she focuses exclusively on publicity, marketing and promotional solutions for authors. She teaches live and online Author Success Workshops and has spoken at many writers groups and conferences across the country. She also coaches authors, one-on-one to help them create marketing strategies and learn techniques for sales success.

Deborah produces several pieces weekly for various blogs and websites including her industry blog, *Deborah Riley-Magnus, Writeaholic*, where she passes on value-added nuggets of wisdom and skills for authors struggling to understand marketing, promotions and publicity techniques.

She belongs to and is active in several writing and professional organizations. A native of Pittsburgh, Pennsylvania, she has lived on both the east and west coast of the United States and has traveled the country widely. Having worked and written in Los Angeles for several years, she recently returned to her hometown of Pittsburgh. Her online links include:

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