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### What Elephant?

1. The business of writing
2. Marketing your book
3. Building your brand
4. Navigating the publishing process
5. To AI or not to AI, that is the question?



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I am NOT a self-published author!

1. The publishing landscape has evolved, and independent publishing is now viable.
2. Traditional, hybrid, vanity press, and independent publishing have pros and cons.
3. Authors must carefully research all their options before deciding which route works best for them.



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**Goals-Target Audience-Finance- Diversify**

<b>Myth</b>	<b>Reality</b>
<ul style="list-style-type: none"> <li>• Goal: My goal is to write a book, be famous, be on TV, and make lots of money.</li> <li>• Target audience: Anyone between birth and death who likes my book.</li> <li>• Finance: I will write it and put it on Amazon, and the investment will be minimal.</li> <li>• Diversify: I want to publish a paperback, a hard cover, and an e-book.</li> </ul>	<ul style="list-style-type: none"> <li>• Goal: My goal is to write a non-fiction children's picture book about the first pioneer woman to climb Pikes Peak.</li> <li>• Target audience: Readers between the ages of 6-9 interested in western history.</li> <li>• Finance: Business plan-               <ul style="list-style-type: none"> <li>◦ Editing</li> <li>◦ Illustrations</li> <li>◦ Layout and design</li> <li>◦ Launch Plan</li> <li>◦ Marketing strategy</li> </ul> </li> <li>• Diversify: Distribution, marketing, audiobook, international rights, ALA</li> </ul>

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**Top 5**

Tools to Sell & Market Your Book

GREAT TEACHERS DON'T LOVE KIDS  
GREAT TEACHERS KNOW CHILDREN  
CLARISSA WILLIS, PhD

GREAT TEACHERS DON'T LOVE KIDS  
Great Teachers Know Children  
CLARISSA WILLIS, PhD

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Front Cover

Back Cover

Editing

Proofing

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### My Book is Published

- Book Launch
- Advertising
- Book Trailer
- Contests
- Amazon Reviews

### What I did Wrong!

- Book Launch
- Advertising
- Book Trailer
- Contests
- Amazon Reviews



### My Book is Published

#### What I did Right!

- Build-up to Book Launch
- Advertising- Strategic
- Teacher's Resource Guide
- Website
- Influencers



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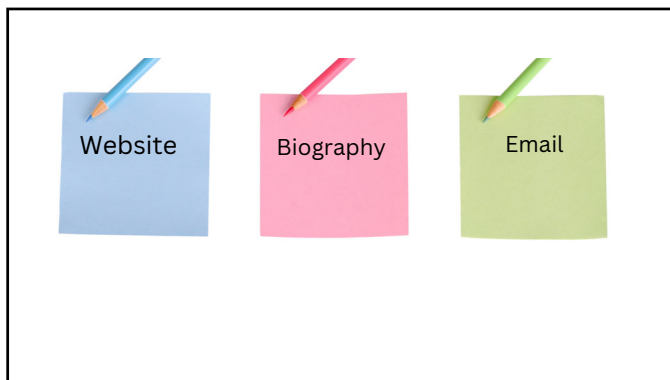
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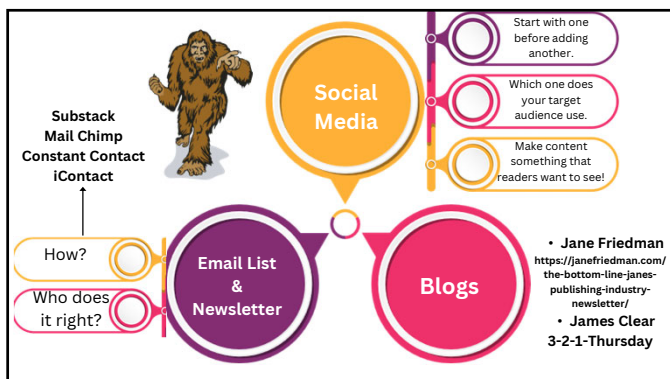
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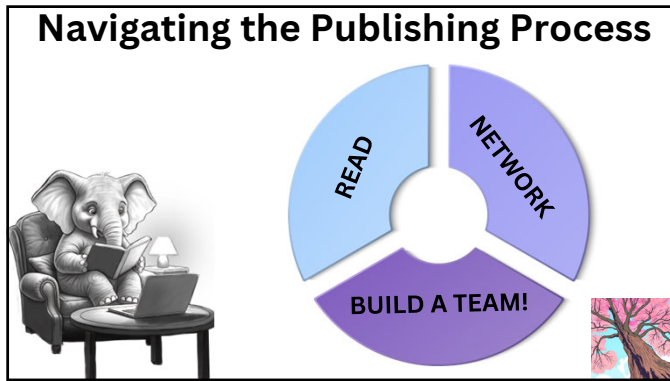
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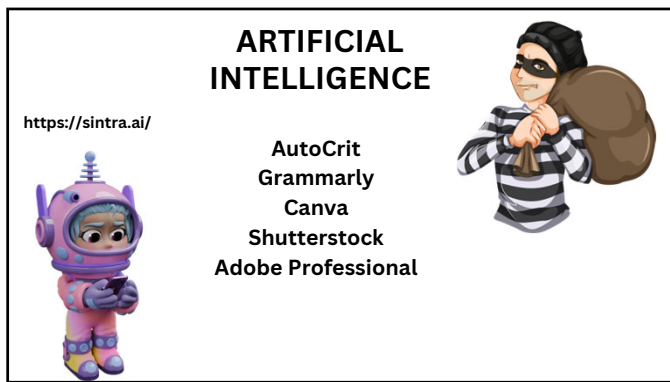
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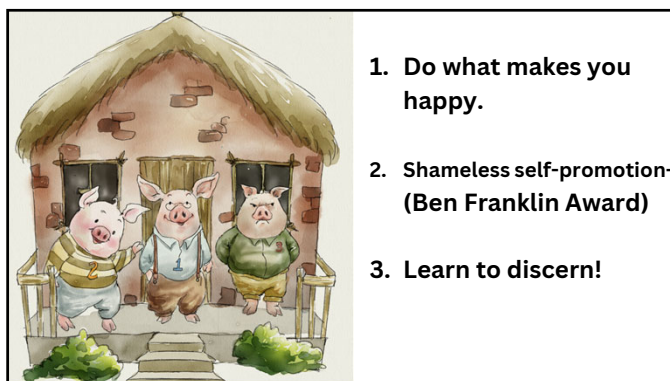
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