

# Self-publishing and Global Markets

*For Authors Looking to Leverage Facebook to Reach New Markets*

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*Indie Publishing* has changed drastically in the past decade making it increasingly easy to bring content to market, while for many, hasn't resulted in successfully impacting their audience or sales. We will discuss discoverability in the US and global markets by exploring a mix of offline and online activity to attract the right kind of attention. We will focus on building momentum with small successes coupled with market research to leverage the power of non-traditional methods like social media to engage and increase impact.

- I. **Getting Crystal Clear on Your Audience**
  - a. Fundamentals of Marketing
  - b. Do I *Really* Need a Reader/Customer Avatar?
  - c. Understanding Where *My* Audience Aligns with Other Groups
- II. **Expanding Your Reach through Activity**
  - a. Offline vs Online Activity
  - b. Understanding Events
  - c. The Power of Collaboration to Expand Reach
- III. **Making Social Media Work for You (Facebook examples)**
  - a. Audience Insights
  - b. Marketing Insights
  - c. Repurposing Content for Expanded Audience
- IV. **Leveraging Market Research**
  - a. Identifying Outside Markets
    - i. Learning from High Performing Pages
  - b. Types of Pages
    - i. Personal
    - ii. Author Page/Book Page/Business Page
    - iii. Creating a Global Page Structure (Facebook)
  - c. Targeting Outside Markets