

Book Marketing Mentors Releases "How To Build A Powerful Author Marketing Platform"

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Carrie Hartunian Smith, co-founder of Smart Marketing Consulting in Cave Creek, Arizona, was a recent expert guest on the popular podcast, Book Marketing Mentors, hosted by Susan Friedmann. Book Marketing Mentors focuses on how authors can get their books noticed, highlighting experts who have paved the way in successfully marketing their books.

Smith says, ?Marketing your book prior to the book launch, day of launch and of course the months and years after is an essential step to the success of your book. If you don't market yourself in addition to the book, people will not likely know about you and this can hinder the success of your book, so it's essential to build a personal platform.?

In episode 42 of Book Marketing Mentors, which can be heard to by clicking here, Smith outlines ways that authors can utilize marketing tactics to draw attention to their work, ultimately elevating their personal brand. She says that most authors believe that simply writing a book and having it on the Amazon marketplace is all they have to do in order to reach success. But, if your goal is to have your book reach the masses and to build your authority, then much more needs to be done.

"It's a given that you have to let people know about what you have written," Smith says. "You need a powerful author marketing platform, one that will help you get your name and your book found by those who need the information or solutions you provide."

During the discussion on episode 42, Friedmann asks Smith to share tips and techniques that all authors can benefit from in order to build a marketing platform. Smith has years of experience in business growth and marketing. She currently works with business owners and entrepreneurs in developing growth strategies in competitive industries. She states that her mission is to help business owners and entrepreneurs build their brand and position themselves as experts in their respective fields, what better way than to become a bestselling author.

The conversation covers author marketing and it first explains why authors need to leverage this crucial step in their overall success. Smith says that while a book can help to establish instant credibility, authors still need to understand and utilize various marketing techniques in order to reach the right people. She covers the various ways of using the book that an author has written as a marketing tool, and offers actionable steps through a downloadable file that will help authors to take advantage of various marketing techniques. She states that all authors, whether they produce fiction or non-fiction, can use the information in the podcast to better draw attention to what they have written and to reach their target audiences.

More about Carrie Hartunian Smith and Smart Marketing Consulting can be seen on the company's official website. To view some of the books Smith has elevated to Amazon Best Sellers and created marketing campaigns around them, click here.

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Smart Marketing Consulting

Smart Marketing Consulting takes the ?classic tried and true? business practices and incorporates 21st century proven techniques to create a thriving scalable, repeatable and profitable business for you.

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