

Discoverability.

Discoverability is one of the biggest challenges facing publishers and authors.

The days of launching your book by relying upon brick and mortar exposure and traditional media are over. Build the foundation for your book's success with

*Discoverability*₁₀₁.

Set the tone, share your story, connect with readers. Go where the talk starts and word-of-mouth goes viral.

The **D-word**® *Help readers connect with your vision.*

The Discoverability101® Campaign

Press/Promo Material

Be ready to move forward, respond to inquiries, set the tone and share news of your book.

Materials include a press release, author bio, and a Q&A.

Have your press and promotion information, cover copy, excerpts and electronic images in place when you need them.

Internet Campaign

Outreach via e-mail to book review sites and blogs with offers of guest posts, interviews, and giveaways.

Goodreads, Library Thing, Etc.

Update leading reader bookshelf and sharing sites with your latest information and images.

Promotion Tools

Recommendations for third-party, budget-conscious opportunities to support your book's debut.

Media

Outreach to key media based upon geographic touchpoints.

Advice

Talk with an active independent publishing consultant with notable in-house experience about your expectations and planning.

*Discoverability*₁₀₁ : \$3000.



Discoverability₁₀₁ is a Proprietary Offering from Joan Schulhafer Publishing & Media Consulting available to authors and publishers. For more information please contact joan@joanschulhafer.com.
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