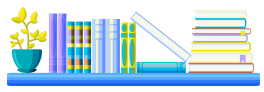


## CONTEXT:

### What is **AUTHORS ONLINE**?

Writing the book should be the hard part - selling it online should not. Historically, selling a book has never been easier. There are endless sales channels, and anybody in the world can buy your book instantaneously using the device in their pocket.

We exist to help indie authors optimize their book for the new media landscape, without breaking the bank.



### How we look at things:

When we set online promotion goals for our authors, we view everything through the lens of the “process” and the “outcome”.

#### *The Outcome:*

This is our target, but it isn't in our direct control. We might decide that our goal is to sell xxx amount of an indie authors book, or get an author's book viewed xxx amount of times online. We can't flip a switch to instantly achieve the outcome.

#### *The Process:*

This is what we use to achieve our target/outcome. We can't flip a switch and sell xxx amount more of an indie authors book, but we *can* institute little consistent steps that, when compiled together, result in achieving that outcome. Instead of trying to sell five hundred more books overnight, we'll get a few new people to get on your email list once a week, and eventually those little steps will add up into a big achievement - in this case, selling 500 books.

### Building community:

The goal of any author should be to build real community.

There's a difference between fans and community: fans are a one way street.

Community is two ways.



### What you need in 2026:

Here's a few of our essentials we help our authors set up.

#### Author website -

An author website is absolutely essential. This is your base of operations, and should be one of your primary online sales channels. This is also the basecamp for all of your other promotional strategies - it is absolutely necessary to have a well-designed, intuitive author website.

#### Personal branding -

Personal branding is your reputation, and it's determined by you. How do you want your readers to perceive you? The key is to have **EFFECTIVE** and **CONSISTENT** branding - using the same colors on your socials and website. Making sure your brand reinforce how you want yourself to be perceived.

#### Email list -

An email list is extremely helpful because it gives you real, tangible ways to reach out to actual people who are already interested in your work, **AND** it's a brilliant way to build community among your readers.

#### Substack -

Social media for authors, writers, and journalists. Honestly, Substack isn't a must, but if you're looking to go the extra mile, get on Substack. The platform is rapidly growing, and some argue its the future - get in on it while you can.

It's also a good place to host your newsletter.

#### Podcast appearances -

The online book community, sometimes called “Bookstagram,” is only growing. And with that growth comes everything from reading influencers to podcasts. These podcasts have dedicated audiences that listen to *learn about new books and new authors*. It's important to get booked on as many of these kinds of shows as possible. It gets your name out there, and it gives you stuff to post.

#### Socials -

Although it seems obvious, having socials consistent with your personal branding that post frequently and effectively is **HUGE**. Facebook, TikTok, and Instagram are the big ones authors want to be on.

#### Festivals -

What if there were places where thousands of people gathered to learn about and buy books from authors they've never heard of? Oh wait, there are. Book festivals.





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