



# 9 Strategies to BUILD and GROW Your Author Platform: A Step-by-Step Book Marketing Plan to Get More Exposure and Sales

*Shelley Hitz*

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## **9 Strategies to BUILD and GROW Your Author Platform: A Step-by-Step Book Marketing Plan to Get More Exposure and Sales** Shelley Hitz

Are you looking for ways to build and grow your author platform without being pushy, begging, or coming off as desperate? If so, this book is for you.

BUILD and GROW is a 9-step formula for marketing your books. This is the same system I've used to sell over 103,000 books since 2008 and grow my author platform to thousands of email subscribers and followers.

Within this book, you will learn these 9 strategies to build and grow your author platform and build a strong book marketing plan for long term success:

B - Bridge to Your Readers  
U - Understand Your Target Audience  
I - Invite  
L - Link Together With Others  
D - Deliver Amazingly Helpful Content

G - Give  
R - Results  
O - Offer  
W - Write More Books

Join me as I lead you through this journey of building and growing YOUR author platform!

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