

## **Valuable Tips for Newly Published Authors**

**By Monique Roy**

Congratulations, you're a published author! You have accomplished what many dream about...now what? Now, you need to become marketing savvy and let the world know about your book.

**Create an online presence:** Authors need to create a unique platform to generate buzz and gain new readers. Many ways exist to engage with the online community. Blogs are a great way to share your expertise with the online world. Content is king! Social media is where a lot of chit-chat is happening. You don't need to be on every site, just choose one or two like Facebook and Twitter to engage in conversations and get your work known.

**Get solid book reviews:** Book reviews, well, good book reviews, are like gold! Reviews are essential for growing book sales. Readers rely on reviews to select their next great read. Ask your friends and family to read your book and post a review. Reach out to bloggers and see if they would kindly review your book.

**Keep writing and don't stop:** Continue to hone your craft and put aside even 20 minutes a day to write blog posts or even your next book.

Keep at it and don't ever give up!