

# Jennifer Lancaster

MEDIA KIT • 2020

## BIO



Jennifer Lancaster started freelance copywriting in 2009, while also writing books on managing money, abundance, and niche marketing. Her latest is '*Creative Ways with Money*'— published in February 2020.

Not content with just writing and publishing her own books, Jennifer has supported other authors' publishing goals since 2013. She continues to edit many books across the health and body, personal development, spiritual, history and property genres.

Her business serves authors who are reaching their later years and have much to offer in terms of story and knowledge. Some are history writers. One was even a reality TV star.

Jennifer gives talks on niche marketing for authors.

## Book Creation Success Club

AUDIENCE: Australian novice authors writing a purposeful non-fiction book

### PURPOSE OF MEMBERSHIP:

To virtually guide a person through the self-publishing process, building knowledge so the writer is ready to promote and sell their book.

*After Listener Discount*

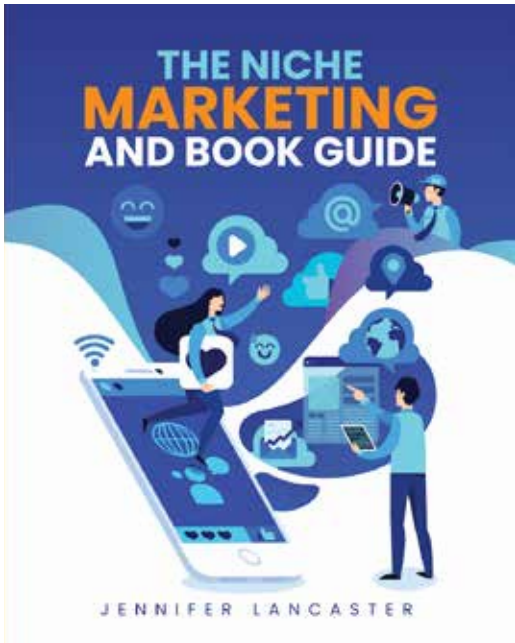
**\$20 p.m.**



[www.BusinessAuthorAcademy.com](http://www.BusinessAuthorAcademy.com)

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KEEP IN TOUCH

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## AUTHOR BLOG

**JenniferLancaster.com.au/Blog**

Niche Positioning  
Marketing  
Self-Publishing  
Personal Finance

## PODCAST LISTENER OFFERS

\$5 discount for Book Creation Success Club (3 months membership)

The Niche Marketing and Book Guide - Free + \$3.50 postage to Australia.

## QUESTIONS TO ASK

What is the advantage of a small niche?

What does an author need to find out about their reader persona?

How did you get into writing?

How can a novice use Print on Demand?

Do you endorse using Amazon for business authors?

How long should a 'thought leader' book be?

What ways have you got free publicity in front of your book's target audience?

Why should an author create a lead magnet?

Which is better, author or book websites?

## PAST PRESS

- Freelancer tools list post, with Quickbooks
- Freelance Lifestyle article, Feature magazine
- 'Money' articles, Starts at Sixty.
- Inside Small Business: 'Changing Your Thinking to Build a Marketing Community'

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