



Jennifer Lancaster

Author, Editor, Writing Coach



✓ **Smart Indie Author**

KEY TOPICS

- ✓ How to remain independent and publish
- ✓ Outlining a book with no apps
- ✓ Outlining a book with AuthorAscent.app
- ✓ Simple ways to enhance your personal brand

Jennifer Lancaster started freelance copywriting in 2009, while also writing books on managing your money, abundance, personal brand and marketing. On top of writing and publishing her own books, Jennifer has supported other non-fiction authors' publishing goals since 2013.

She continues to edit or shepherd many books across the health and body, self-help and sales genres.

Jennifer often gives talks on niche marketing for indie authors.



1.6K

LinkedIn connections

 SINCE 2013

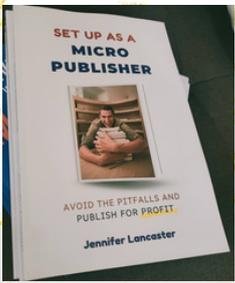
Jennifer Lancaster
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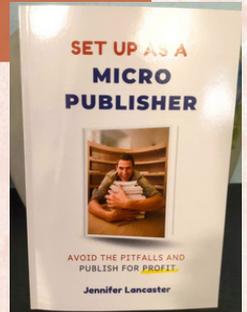


P. 44: Market Strategy

“Promises of huge online distribution obscure the truth: it’s no good having titles on all the marketplaces without having a **Go-To-Market Strategy** that attracts readers.”

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How to budget for
your book advertising
and design/production
p. 32-35



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SET UP AS A MICRO PUBLISHER

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Curious how to do a
Press Pitch?
See page 57-58.

Book Link

Feel free to reach
out for potential win-win
collaborations.

Contact

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☎ Book meetings at 'Contact'

Publisher:
Power of Words

Why a Personal Brand for Soloists?

Many authors and coaches want to create an authoritative presence online but believe they should hide behind their company brand

To stand out in the market, it takes bravery and self-knowledge.

Soloists will learn about crafting an origin story, positioning, and value alignment.



Your personal values and key messages will be central to your new personal brand - as authenticity is key.

Is personal brand and company brand vastly different and what are those differences?
What's a simple way to enhance your own personal brand, without writing a book? Find out in the book.

122 pages, 8.5"x5.5" ISBN 978099451087. 2024.

Bookstore:

Pbk. \$23.00

Ebook. \$4.99

JenniferLancaster.com.au/books

