

# THE *Write* COACH

## *Six Steps To Marketing* *With Lisa Frederickson*

NOTES:

---

---

---

---

Before You Write Your Book:

- 1) Know your objectives and create appropriate goals.
  
  
  
  
  
  
  
  
  
  
- 2) Find an active and lucrative niche.

3) Hire a writing coach and editor who know your market.

## After You Write Your Book:

1) Research your keywords.

2) Create a promotion plan that agrees with your time, goals, and resources.

3) Optimize Your Author Accounts.