

Welcome to...

How to Identify Authors as Business Prospects

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Finding Author Clients



How to Identify Authors as Business Prospects

It is important that you begin finding great author clients as soon as possible. It is easy to avoid thinking and writing, "I can't find any clients!" If you do not get your own clients, your business will suffer.

Professional Prospects
The most common source of clients is through professional organizations. These are groups of people who share a common interest or profession. They are often found in business directories, trade associations, and professional societies. You can find these organizations through a simple internet search. Once you have identified a professional organization, you can reach out to its members and offer them your services. This is a great way to find clients who are already interested in your industry and are likely to be successful business prospects.

Aspiring Author Prospects
Another great source of clients is through aspiring authors. These are people who are interested in writing but have not yet published their work. They are often found in writing groups, workshops, and online forums. You can find these groups through a simple internet search. Once you have identified a group, you can reach out to its members and offer them your services. This is a great way to find clients who are passionate about writing and are likely to be successful business prospects.

Your client "suspects" include:

- Aspiring Authors
- Authors
- Business Professionals who know authors and aspiring authors

Where do you find authors?

International Writer's Groups, Book Fairs and Conferences

Book Fairs

Writer's Conferences

Writer's Organizations - US

Local Writer's Groups - US

Writer's Guide

National Writer's Union

Canada

Professional Writer's Association of Canada (www.pwac.ca)

Canadian Publisher's Council (www.cpubouncil.ca)

Editor's Association of Canada (www.editors.ca)

Australia

Australian Society of Authors (www.ASAuthors.org)

Links to many other Australian organizations

New Zealand

New Zealand Society of Authors (www.nzauthors.co.nz)

Links to many other New Zealand organizations

United Kingdom

The Society of Authors (www.societyofauthors.net)

Links to many other UK organizations

Ireland

www.Writerscentre.ie

Aspiring Authors

- Writer's Groups
- Professional Orgs
- Networking Orgs
- Women's Orgs
- Book Fairs
- Conference and Training Classes
- Industry Professionals

Thanks for Watching and Listening!

You just completed the slidecast in red below.

- 4-1 Attract Authors with Your Web Presence
- 4-2 Identify Authors as Business Prospects
- 4-3 Get Referrals with Personal Networking
- 4-4 Create Clients from Prospects
- 4-5 Create Great Client Relationships
- 4-6 Become a Resource Through Speaking and Writing
- 4-7 Create Media Opportunities

7

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