

Stephanie Chandler

Author ~ Speaker

Stephanie Chandler is a professionally trained and engaging speaker who is available to speak to audiences of 25 to 25,000 on a variety of small business and marketing subjects. Hand-outs and training materials are available for attendees and can also be customized to meet the needs of your audience.

Presentation Topics:

NEW! Become a Recognized Authority in Your Field: Publish a Book to Grow Your Business

In a study conducted by Rain Today on the business impact of writing a book, a whopping 97% of the 200 authors surveyed reported that publishing a book affected their business either positively or extremely positively. Better than any business card or brochure, a book makes you an instant expert in your field, elevates your credibility, impresses clients, attracts media attention and opens doors to new opportunities.

In this information-packed presentation, you will learn how to:

- ✓ Leverage your book to land new clients and make more money
- ✓ Establish a presence online and reach a global audience
- ✓ Generate passive income streams with information products like ebooks, workbooks and reports
- ✓ Conduct profitable speaking engagements
- ✓ Decide on a topic for your book
- ✓ Get your book written, even if you hate to write
- ✓ Decide whether to pursue traditional or self-publishing
- ✓ Get your book written in just 60 days—really!

Publishing a book can be a phenomenal way to grow your business. If you have ever considered becoming an author, here is your chance to learn from a seasoned professional. Follow the steps outlined in this presentation and you can turn your dream into a profitable reality.



Grow Your Business in a Recession: How to Thrive in a Challenging Economy

When you open your newspaper or flip on the evening news, the reports are grim. Company layoffs, store closures, sagging real estate values and the rising costs of food and gas are realities that are hard to avoid. We have two choices: we can get caught up in the doom and gloom or we can **Reject the Recession** and view the sluggish economy as an **opportunity**.

In this motivational presentation, you will learn how to:

- ✓ Redefine business as usual
- ✓ Identify opportunities for business growth
- ✓ Uncover new marketing strategies
- ✓ Target low-hanging fruit
- ✓ Improve weaknesses in your company operations
- ✓ Leverage the Internet
- ✓ Surpass your competition
- ✓ Position your company as the leader today and in the future



Stephanie Chandler

Author ~ Speaker

The fact is that when the economy weakens, millionaires are made. It's a matter of doing business differently. You have a prime opportunity to refine your business and achieve tremendous growth despite the media hype. Let's Reject the Recession together!

Online Marketing for Authors: Build a Platform and Sell More Books

Just about every agent and editor asks the inevitable question: "What's your platform?" Award-winning author Stephanie Chandler decided to answer this question by building her platform online. In this engaging and informative presentation, she shares the lessons that every author can use to build an audience using the Internet.

You will learn how to:

- ✓ Develop an online platform that impresses editors and agents
- ✓ Create an effective Web site and reach a global audience
- ✓ Drive traffic to your site utilizing simple, affordable online marketing strategies
- ✓ Implement online sales
- ✓ Establish yourself as an expert in your field
- ✓ Master the art of promoting your books on Amazon
- ✓ Stand out against the competition
- ✓ Build a long-term career as an author



With so much competition in the publishing field, it is critical that authors find innovative ways to promote their work. Whether you already have one, two or twenty books to your credit or you are just getting started; effective online marketing strategies can increase your publishing success.

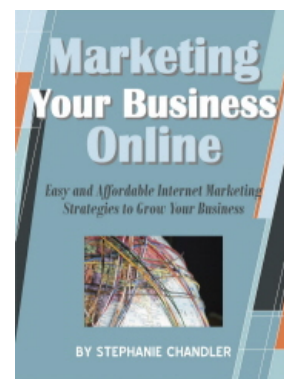
Explosive Website Traffic: Effective Internet Marketing Strategies for Every Business

Are you leveraging the Internet to grow your business? Whether you want to reach customers in your own backyard or you want to span the globe, there are tremendous opportunities to market your business online.

In this information-packed presentation, you will learn how to:

- ✓ Make your website more effective
- ✓ Improve your website ranking with the search engines
- ✓ Utilize pay-per-click advertising without blowing your budget
- ✓ Generate new revenues with online product sales
- ✓ Leverage information products (e-books, reports, etc.)
- ✓ Build customer loyalty with electronic newsletters and e-mail marketing
- ✓ Comply with the CAN SPAM Compliance Act (or face big fines)
- ✓ Use articles, blogs, videos and social networking to drive traffic to your site

If you want to stand out from the competition and propel your business to new heights, now is the time to harness the power of the Internet!



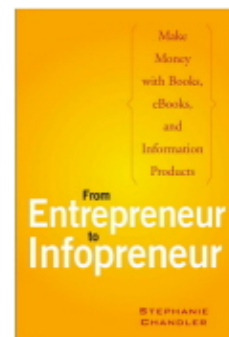
Stephanie Chandler

Author ~ Speaker

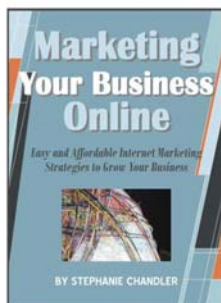
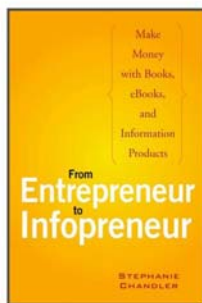
Earn Passive Income Online: Make Money with Books, eBooks and Other Information Products

Everyone is an expert at something and that expertise can generate tremendous passive-income opportunities. Whether you want to add revenue streams to your existing business or launch a new business selling information products, you will learn how to create and sell a variety of information products including books, e-books, special reports, audio programs, seminars, teleseminars and more. You will also learn how to:

- ✓ Become a recognized expert in your field
- ✓ Develop an effective website
- ✓ Generate ideas for books, e-books and other information products
- ✓ Automate product sales and delivery
- ✓ Market products online and offline
- ✓ Use products to marketing your business (information marketing)



No matter what kind of business you have, you can leverage the power of information to generate revenues and grow your business.



"If you want to accelerate your success... buy this book now!"

- DR. JOE VITALE, author of *The Attractor Factor* and featured in *The Secret*

"...Should be mandatory reading for entrepreneurs!"

- JAY CONRAD LEVINSON, author of the *Guerrilla Marketing* series of books

"Chandler knows how to take action and make ideas a reality!"

- ROMANUS WOLTER, author of *Kick Start Your Success*

"Stephanie Chandler is on the leading edge..."

- DAN POYNTER, author of *The Self Publishing Manual*

"Highly recommended!"

- PETER BOWERMAN, author of *The Well-Fed Writer* series of books

Stephanie Chandler

Author ~ Speaker

Speaker Bio:

Stephanie Chandler is an author of several business and marketing books:

From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products (John Wiley & Sons, December 2006)

The Business Startup Checklist and Planning Guide: Seize Your Entrepreneurial Dreams! (Aventine Press, September 2005)

The Author's Guide to Building an Online Platform: Leveraging the Internet to Sell More Books (Quill Driver Press, May 2008)

Marketing Your Business Online: Simple, Affordable Internet Marketing Strategies to Grow Your Business (Stephanie Chandler Enterprises, Inc., January 2008)



Stephanie is the founder and CEO of Authority Publishing, a custom book publisher specializing in business, self-help and non-fiction books. A frequent speaker at business events and on the radio, she has also been featured in Entrepreneur Magazine, BusinessWeek, Inc.com and many other media outlets.

Contact:

Stephanie Chandler Enterprises, LLC
11230 Gold Express Drive #310-413
Gold River, CA 95670

Private Line: 916-214-0708 (please do not publish)

Public Line: 877-800-1097

E-mail: Stephanie@StephanieChandler.com



Websites:

Author & Speaker Information: www.StephanieChandler.com

Custom Book Publishing: www.AuthorityPublishing.com

Resources for Entrepreneurs: www.BusinessInfoGuide.com

Portal to All Sites and Additional Marketing Services: www.TheBusinessGrowthConnection.com

Blog: www.BusinessInfoGuide.com/blog

Facebook Group for Entrepreneur-Authors: <http://www.facebook.com/group.php?gid=60439103560&ref=nf>

Speaker Fee:

Please call for current rates. A 50% deposit is required to reserve the date with the balance due on the day of the event. Special considerations may be made for non-profit organizations.