



Successful Selling Tips for Introverted Authors

Kim Staflund

Polished Publishing Group (Oct 16, 2015)

Softcover \$14.99 (148pp)

978-0-9940435-1-1

Both lighthearted and full of informative, practical advice, this guide to marketing for introverted authors is a gem.

Successful Selling Tips for Introverted Authors, by Kim Staflund, is a welcome addition to the self-help shelf, especially in the area of marketing, where extroverts are typically at an advantage.

Staflund, founder and proprietor of a hybrid publisher, tells authors everything they need to know to make their books successful out in the world, even if the authors themselves prefer to spend their time alone. The book begins by challenging authors to tackle their fears; for many, the first step is to admit they're afraid. Staflund even delves into a little light brain science to show why people process decisions the way they do. Each chapter begins with a diagram of the brain to illustrate how the "reptilian brain alert," the "limbic brain reaction," and the "neocortex rationalization" each respond to the topic at hand. It's both lighthearted and informative.

The lead-up to the practical advice takes a while, but it builds a strong foundation for understanding oneself and the problem of marketing for introverts, all the while building trust in Staflund. Once the practical advice begins—with a very sensible look at goal-setting—it doesn't let up. Each section has numerous samples so that authors can apply what they're learning to their own work.

Staflund knows the strengths and weaknesses of her audience, never once talking down to introverts or implying that extroverts are better-equipped to market their books. The emphasis on online tools—like websites, keywords, and driving traffic to your site through Facebook, Twitter, and LinkedIn—works well for introverted personalities and is well suited for today's market. Staflund even demystifies elevator pitches, which can seem terrifying to more reserved people, and shows how a little preparation can yield a lot of confidence.

Successful Selling Tips for Introverted Authors applies to all kinds of books—fiction and nonfiction, paperback and hardcover, plus audio and e-book. The examples cover a variety of publishing platforms, like Kobo and CreateSpace. The workbook sections are fairly basic, but they can help authors make an action plan tailored to their books and their strengths.

Staflund's voice is like a business coach's: supportive, professional, positive, and empowering. The concise chapters keep the book moving, and will keep authors progressing steadily toward their goals. Even the most reluctant marketer will find tips and tools to make them feel in control. Many authors don't start out with a lot of business savvy, and Staflund explains just enough to get them rolling, such as the difference between advertising and publicity.

While authors with any kind of publishing experience can learn from Staflund, the book is best suited for newer authors who are self-publishing or publishing through an independent press. *Successful Selling Tips for Introverted Authors* will help authors get their work noticed.

MELISSA WUSKE (November 5, 2015)

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