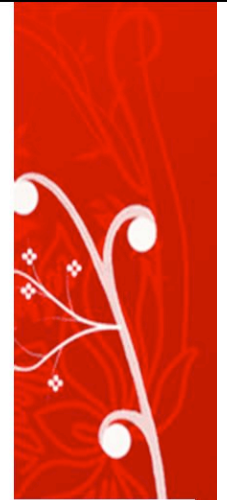


author2.0



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using web 2.0 tools to write, publish, sell and promote your book

The Blueprint For Your Online Author Platform



THE
creative By Joanna Penn
PENN

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INTRODUCTION

THE PROBLEM: Traditional publishing is currently undergoing **massive change** brought on by the **global financial crisis** and the advent of **digital and print-on-demand** technologies.

Publishing houses are taking on fewer new authors, and only giving large advances to established authors with guaranteed sales.

They are looking for **authors who have ready-made “platforms**, an audience ready to buy their books and products.

Millions of authors continue to write with the aim of seeing their book on the bookshelves and people reading their work. They continue to pitch overworked agents who struggle to get deals for first time and mid-list authors. But this approach is not working any longer....

THE SOLUTION: Authors need to take control of their own publishing career.

Publishing houses want authors with a platform – so build one.

Publishing houses want demonstrated evidence of sales and promotion ability. So write and publish online, sell your books and show them what you can do. Authors who start this way are breaking into publishing right now.

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If publishing houses still don't want your book, or if you are ready to take on self-publishing as an adventure, then publish yourself, sell and promote it anyway.

There are **new ways of writing and creating your work online**. There are **new models of publishing** that have no cost or low cost of entry.

You can **sell your own books** from your own website and blog, as well as globally through Amazon.com, the Kindle, the iPad and the many ebook platforms now available. You can have **multiple streams of income** from your book.

You can **build your author platform** through blogging, online marketing, video and book trailers, podcasting, social networking and article marketing... and in so many more ways!

It is an **exciting time** for authors who are ready to **embrace the change** in the industry, and make the most of online ways of writing, publishing, sales and promotion!

This blueprint will guide you through the process of becoming an Author 2.0 yourself!



Hi! I'm Joanna Penn

I'm the [author of 4 books](#), Pentecost – a Thriller, How to Enjoy Your Job, From Idea to Book and From Book to Market, as well as contributor to several more. I am a speaker, blogger and consultant for my company, [The Creative Penn](#), based in Brisbane, Australia (although I am British!).

But it wasn't always like this!

I have always wanted to write a book. I'm sure we have that in common!

Since I was a little girl, I just wanted to be a writer, to go to book fairs, to see my name in print! Here's me at a young age, lost in thought while writing (I try to avoid the biscuits these days!).

It took me until the age of 32 before I managed to write my first book How To Enjoy Your Job. It was **the book I needed to write** to save myself from the corporate stress! Once I had written it, I discovered the **publishing world was not as I expected**, and rejection didn't fit with my energy! I discovered **self-publishing** and decided to go ahead anyway. I did the first print run and proudly held my book in my hands.



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Then I sat there wondering how to sell the books! I had spent a considerable amount of money designing and printing these books, but I didn't know anything about sales or marketing.

So I went on an 18 month learning curve! I read all the books, did the programs and discovered so many exciting things that completely changed my perspective on writing, publishing, selling and marketing. I discovered internet marketing, global print-on-demand distribution, the power of blogging, video and recently, how amazing Twitter is to connect with people!



I went on to publish "How to Enjoy Your Job" on **Amazon** as print-on-demand, as well as discovering **ebook distribution, article marketing, online press releases and audio podcasts.**

I wrote my next 2 books all about the journey **From Idea to Book to Market** and published them on the Amazon Kindle as well as the iPhone. I started my blog [The Creative Penn](#) which is packed with free information on all these topics.

Then I discovered that many other writers are in the same position I was. They have ideas and books they want to get out there, but they just don't know how!

Right now, **the publishing industry is going through massive change.** There are amazing opportunities for authors who can take advantage of online web 2.0 strategies. I have learnt these myself, as well as interviewing fantastic experts in the field and this Blueprint shares many of those ideas.

I am passionate about helping to **liberate you from traditional thinking and enable you to embrace new technologies.** Being an author right now is a fantastic adventure!

I hope you will **join me on the journey!**

SO WHO IS AUTHOR 2.0?



In the olden days, Author 1.0 would toil away for years writing their book.

Finally, they would finish it and send it to a publisher in a big envelope.

They would write query letters and proposals to agents.

Then they would wait for the response...and wait...and wait...

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The agents and publishers sat amongst piles of these great works and despaired at their overworked lives.

Some of the manuscripts made it out of the pile and onto Oprah, but most did not.

The writer continued to wait..... and slowly, the rejection slips piled up.



Author 1.0 sometimes got published, but waited over 18 months to see their book on the shelves.

- They held physical book signings and saw meagre sales in local bookstores.
- They relied on the company book publicist to make the press.
- Author 1.0 sent review copies and then hoped for some media attention.

Then they sat at home and waited for the royalty cheques, taking in freelance work to make ends meet.

The publishing industry faltered, layoffs were widespread. Publishers gave big advances to big name authors and famous people, and told new authors to:

“Go build your platform and then we might be interested”.

[See this article for how big publisher Simon and Schuster is asking authors to blog, social network and use video sites to build their platforms.](#)



But there is GOOD NEWS! Author 2.0 has arrived!

This is a changing world and an exciting one for authors right now!

Author 2.0 has choices and opportunities to write, publish, sell and promote online, direct to the book-buying public!

They can also build their own platforms and pitch publishers with the advantage that they can sell and promote their own books.

Publishers want authors who can market and promote themselves online and off.

Luckily, there are also so many new technologies for authors to learn about to enable this!

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Writing your book has changed!

You can **write online** and get feedback on your work. You can **collaborate** using virtual spaces.

You can record your book and get it transcribed. You can use speech-to-text software. You can hire a freelance editor online, as well as a cover designer, a proof-reader and any other specialists you might need if you want to self-publish.

Publishing your book has changed!

You can use **Print-on-Demand technology** to get your book directly onto the biggest bookstore in the world - **Amazon.com**

You can sell to a global audience for little or no money upfront. You don't hold stock, there are no hassles with storage or postage. You just get **royalty checks** monthly.

And it's **environmentally friendly** because no excess books are pulped!



Selling your book has changed!

You can sell your print book from your website or blog using Paypal. You can **get paid in multiple currencies** and do business globally from your home.

You don't even need to have a print book at all. Publish your book as an **ebook** and there are no upfront costs.

Your book can be sold anywhere in the world on the internet, through the **Kindle**, the iPad or even on cell phones. You can also **publish your book as an audio book** or as a podcast and increase your revenue streams.

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Promoting your book has changed!

Author 2.0 uses **social networking and web 2.0 tools** to market their books that are sold online. They have a blog themselves and read other blogs to stay up with the latest in the industry.



They **twitter and use Facebook** to interact with their fans and to promote their books online, as well as offer great free content to others.



They do **virtual book-tours** and offer interviews on internet radio.

Author 2.0 uses **video to promote themselves virally**, and has a **podcast** on the topic of their book so readers can hear their voice.

They issue **press releases online** and receive queries from journalists who find their online profile.

They make money through **multiple streams of income**, receiving royalty cheques from Amazon, ebook retailers, affiliate sales, product sales and consulting and speaking fees.

Author 2.0 is you and your book reaching a global audience.

Are you ready to learn more?

WHY AUTHORS NEED TO CHANGE

Here are some examples of the change that is currently happening in the industry with links to online information so you can see the wider picture and understand the evidence.

Publishing layoffs have affected major publishing houses. Costs are cut, imprints closed, and belts are tightened. There are still major advances for big name authors, but new authors are finding it harder to break through. Publishers cannot nurture new authors through several books before they have a blockbuster. They need guaranteed sales in this market. Publishers are a business. They need to make money. If you want a publishing deal, you need to help them!

People with existing platforms get publishing deals.

- Video blogger [Gary Vaynerchuk gets a 10 book, 7 figure publishing deal](#) with Harper Collins based on his online audience. He did not pitch them. They approached him with the idea because of his online platform.
- Blogs to books have become more popular as publishers see the existing audience as a plus. One example is [Stuff White People Like](#).
- Podcast novelists [Scott Sigler, JC Hutchins](#) and [Seth Harwood](#) get traditional publishing deals off the back of building their 'platform' by podcasting.



Established, 'famous' authors do their own marketing and promotion (and they all blog!).



Some examples include:

- Tim Ferriss, "[The Four Hour Work Week](#)" blogs regularly and uses [Twitter](#)
- [Seth Godin](#), author of many marketing and thought leadership books, still blogs every day and [launched "Linchpin" with no traditional media](#), choosing to use bloggers to launch his book for him.
- [Neil Gaiman](#), prolific fiction author, blogger and [tweeter](#) (438,000 followers and counting)

Social networking has taken off as a way to platform build and connect with your audience, publishers and agents. All kinds of [authors](#) and [publishers](#) are now on Twitter and [it is a fantastic way to build an online platform in conjunction with other marketing](#).

[Statistics from Bowker](#) show that you need to have an online presence:

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- **Most readers now get book information online.** 67% of readers say they find reviews online vs. in traditional print media.
- **Online is the #1 selling channel:** 23% of the market vs. retail chains at 21%

Publishers are using ebooks to give away for free to promote and drive print sales. Bestselling authors are selling ebook versions in multiple formats. New Ebook readers and sales sites spring up weekly and with the launch of the iPad it seems that [ebooks have now gone mainstream](#). Author JA Konrath now [pays his mortgage with Kindle sales](#) and has signed a deal with Amazon Encore to publish his next book. **The old publishing paradigm has changed.**

THE AUTHOR 2.0 MODEL

You get the picture! **Authors have to change** because publishing has changed, so has the internet and so has the book buying public.

Book promotion and platform building is your responsibility as an author. You can also learn to publish in various ways in order to attract the attention of publishers.

So what is the most successful model to follow?

The picture below is an **overview of the business model for Author 2.0**. It looks complicated, but by taking each step slowly you can build a complete platform that includes writing, publishing, sales and promotion – or just aspects of each, depending on your goal.

In fact, you could concentrate on just a few of these topics and they would give you an **advantage** in terms of platform building over other authors. If you already have a book to sell, you can use some of these methods to **boost your sales and website traffic**.

Each aspect is explained in the section beyond and recommended tools are listed at the end, so you know how to get started.

The Author 2.0 Model





Watch the video on Author 2.0 for an explanation of this model.

[Click here for the video](#)

This video also demonstrates the technology I use in the Author 2.0 program to show you how to actually achieve each of the goals of the modules.

So, how does the model work?



Your Internet Hub – Blog/Website

The core of the model is your internet hub.

This is where you **base yourself online** and where you drive everyone to. It is where you create, sell and promote from.

This may be your website, your blog or it may be a page on another site e.g. Amazon profile, Facebook fan page or another author specific page.

All authors need a site like this. Check out the tools section below on how you can build your own.

The Free Line is an important concept for authors and other people selling and promoting online.

People expect free information these days, and to get anyone's attention, you need to give something away for free.

The free line means that anything above the line is free, and anything below is what you can sell. **But you can only sell to an audience who want your work.** They will only want it after you have demonstrated it's quality with the free information.

All authors need to be giving parts of their work away for free.

**The
Free
Line**

Above the Free Line, you can build your author platform.

Below the Free Line, you can write, create, publish and sell your products.



List Building with Free Products

You need to **attract people who are interested in your book/product**. The best way to do this is with a free offer that starts the relationship. [Publishers are now recognising that having a list is important.](#)

This document is an example of list building with a free product. I offer this document for free and you join my list. You are interested in this material so I know you are interested in other similar material. I have to **continue to deliver value** or you can just unsubscribe. This is **permission marketing**. It is a powerful way to find people who might be interested in your book/product.

You can offer many different free products. Here are some ideas:

- Ebook chapters of your print book, or samples of your short stories
- Audio interview with you/experts in your area
- Top tips on how to write a thriller/other genre novel

Blogging

Blogging is the best way to build a platform online because it focusses your effort into one place, search engines love regular content updates, and the technology is now easy to set up and use. It also allows a two way **conversation with your audience** so you can create relationships. The bonus is...You are already a writer so it shouldn't be hard to write the content!



The top authors worldwide blog, so aspiring authors definitely need to! You can get a free blogging platform today and start building your audience. It is very easy to add a link to an online store and you can be selling your book in no time.

Here are 2 free audios on the [basics of blogging](#) and more [advanced blogging techniques](#) if you want to learn more.



Video and Book Trailers

YouTube.com is one of the top 5 websites in the world. Many people surf YouTube like they would surf Google looking for information.

You need to be where people are, so you need a presence on YouTube. The [top 10 viral videos of the last year](#) included two made into books: "Christian the Lion" and "The Last Lecture".

Here is [why authors should be using video](#) to promote their books and here is a free audio on [how to use YouTube for author and book promotion](#).

Press Releases

Press releases used to be hard copy only and sent to journalists locally.

Nowadays they can also be **online in your press room, distributed on the internet and used to boost your online presence and traffic.** You can do a press release anytime – just keep an eye out for news stories that you can relate to your book.



Pay per Click Advertising

Although most of the tactics mentioned here are free or cheap, **Pay Per Click (PPC) advertising** is definitely worth considering if you want to boost traffic or sales and you have a budget.

If you have a book in a specific niche that people might search for online, then consider bidding on those keywords through Google or Facebook advertising. This is the fastest way to get traffic, but you do need a budget and some keyword research to get started.

PPC is a numbers game. If you have a product that sells for \$25 and you have to pay \$1 to get someone to your site to buy it, is it worth the cost? If one out of every 5 people buy, is it worth it?

Social Networking

Social networking is all the rage these days, and there's a good reason why!

Sales by word of mouth has always been powerful, and online social networking is fast and global word of mouth!

Social networks enable groups of like-minded people to connect using various online tools - like Twitter or Facebook.

To utilise them appropriately for book promotion, then you need to **decide on your brand and stick to it**. For example, if your book is a historical romance, then socialise only with those topics in mind. [I do this on Twitter](#) - I only tweet about books, publishing and book promotion.

There are also many social networks now, so choose a couple and spend time and energy on those alone. [Here are some tips on using Twitter effectively for authors.](#)



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Podcasting

Podcasting is **broadcasting audio over the internet** in various forms.

For authors, it is usually a **serialised version of their book** read by themselves and distributed through podcasting sites like [Podiobooks](#) and iTunes. They can also be interviews or opinion pieces.

Podcasting has been a **successful platform building tool** for author [Scott Sigler](#), who is now a NY Times bestselling author traditionally published. It has also been the basis for the success of JC Hutchins and Seth Harwood (and you can listen to [podcasts with them, and others, here](#)).

Article Marketing

Article marketing is another way to drive traffic to your website.

Essentially, you break down your writing into smaller 'article sized' chunks that other people will find interesting and are likely to search for on the internet using keywords.

You then **post these articles on article syndication sites** like [EzineArticles](#), as well as document sharing sites like [Docstoc](#) and [Scribd](#). The articles have a link to your free offer and website details so people can find out more about you.

Below the Free Line, you can write, create, publish and sell your products.

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Writing 2.0



There are **many more ways to write and create than just to create a physical book.**

Some of the ways you can express yourself on the internet are more immediate, which means you can get feedback from your audience sooner and improve as you go. Some authors are using this online collaboration to write their books on blogs, or on Twitter. Cross-media forms are a **new way of expression** that can compliment print books, not necessarily replace them.

Self-Publishing

Self-publishing is becoming much easier online with specialised companies existing to make your book a reality.

If you have a finished book, you can get it published with very little cost (especially if you use print-on-demand as below). Many people would love to be published traditionally, but if you are rejected and still think your book is worth selling then self-publishing is a great choice.

It is also the first choice of many entrepreneurs who want to sell books as part of their business, as well as savvy independent authors who can generate their own sales and promotion.

Some of the larger book publishing companies include: [Lulu](#), [Booksurge](#), [Createspace](#), [Wordclay](#) and [Blurb](#)

Some authors who started out self-publishing have gone on to get traditional book deals after sales success. Examples include [Christopher Paolini's 'Eragon'](#) and [Lisa Genova's 'Still Alice'](#).



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 **Print on demand is a revolution in publishing.**



It essentially means that **books are printed as they are ordered**, rather than in advance. For example, I use Lulu.com print-on-demand for my books that sell on Amazon.com.

When someone orders the book from Amazon, the order goes to Lulu, they print the book and ship it to the customer. Amazon and Lulu take a cut of the sale and I get the residual income.

This means **no upfront costs** for printing, storage or distribution. No books in your garage. No returns. No pulping of extra books. No waste. It is green, cheap technology and traditional publishing is also embracing it as well as the independent market.

[Recent statistics show](#) print-on-demand book publishing up 132% and traditional print down 3%. [Print on demand truly changed my life! \(click here to watch the video!\)](#)

Ebooks

Ebooks are also thriving with the development of new technologies and financial pressures. Here are some [statistics on growth](#) (literally – off the chart!)

Amazon dominates the industry with the Kindle, which completely change my own purchasing habits along with millions of others. The Apple iPad has the iBookstore and there are lots of other devices coming onto the market. Mobile phones are increasingly used to read giving readers whole new markets to tap.

Authors and publishers are giving away ebook versions of their books to boost print sales, enabling audiences to get a taster before they buy. Other authors are now publishing solely ebooks because the margins are higher and they make more money that way.

You can publish your own ebook for free on [Smashwords.com](#) and also on the [Kindle](#). All it takes is a little formatting! This will get your book distributed to the Apple iPad as well – all for free. There is nothing to lose!

[If you're worried about piracy, read this first.](#)



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Author
Entrepreneur

Millionaire authors sell more than just books.

If you want to make money as an author, you either need to be the next JK Rowling, or create your own multiple streams of income based around your books and writing.

Here are some ideas for other ways to make money as an author:

- Sell more books by promoting, online global sales using all the tools above
- Sell other products, online courses , workshops, information products and ebooks. For example, if you have a thriller novel you can sell that. But you can also sell an ebook on “How to research and write a thriller novel”, or an online course
- [Develop speaking opportunities](#) and sell at the back of the room. Live events can bring in much more income than just booksales
- Make money from your website/blog with affiliate income and advertising

All these methods can work together in the Author 2.0 business model to create publishing, marketing and sales success.

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TOOLS YOU CAN USE TO GET STARTED



I want you to be able to get started with this document alone, so here are some of the **recommended tools** for the aspects of the model above.

I have chosen the free or cheap options that you can investigate for each of the areas.

- Build a blog for free using WordPress.com or Blogger.com
- Build a cheap hosted blog using WordPress.org and [Hostgator](http://Hostgator.com). [Read this article for a list of all the tools I personally use for blogging.](#)
- Create an ebook and sell it online for free using [Smashwords](http://Smashwords.com) or [Scribd](http://Scribd.com)
- Create your own video for free on Windows Moviemaker (on your PC already) and get cheap images and audio from iStockPhoto.com. Post online for free at [YouTube](http://YouTube.com)
- Create, edit and publish your own audio for free using [Audacity](http://Audacity.com)..
- Find professionals for editing, cover design and many other self-publishing aspects from Elance.com or Odesk.com
- Publish your books for cheap with [Lulu](http://Lulu.com), [Booksurge](http://Booksurge.com), [Createspace](http://Createspace.com), [Wordclay](http://Wordclay.com), or [Blurb](http://Blurb.com).
- Create your social networking hubs for free at [Twitter](http://Twitter.com) and [Facebook](http://Facebook.com)
- Sell your books with [Paypal](http://Paypal.com) internationally for a small charge. You can also use [E-junkie](http://E-junkie.com) or [1shoppingcart](http://1shoppingcart.com) (paid options).
- Create your articles online for free using [EzineArticles](http://EzineArticles.com)
- Lots more free articles on [writing, publishing and book marketing here](#)
- [Lots of audios with authors and useful people in the publishing industry here](#) including information on self-publishing, using video for promotion, blogging, book marketing and so much more!

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- Also, check out [the best posts from The Creative Penn in 2009](#) for loads more info!

STILL NOT CONVINCED?



The Author 2.0 model does not guarantee you success in terms of income, sales or worldwide fame.

I can show you examples of people who have found their own success using the various methods, but **only you can create your own success** by learning these methods and applying them to your own situation.

If you have doubts about these methods, consider this.

Would you rather be sitting at home with your manuscript still sitting on your desk, unread, unpublished and unheard of?

Or would you rather **use your energy** to get your story out there to people who might want to hear from you? Would you like to try and create that online platform so that your writing finds an audience? Would you like to at least give it a chance?

Here's to your writing and publishing success!

HOW CAN THE AUTHOR 2.0 PROGRAM HELP YOU?

If all of this is overwhelming and you **need more help**, or if you are ready to **turbo-charge your launch into Author 2.0**, then I can help. Many of the tools listed in this Blueprint may be free or cheap, but often it helps to have someone explain them to you and demonstrate the best ways to use them.

I have a **private, Members only program** that goes through each of the Author 2.0 components below. There are 12 modules that cover all the detail you need to be successful online as an author.

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Each module has **extensive written notes**, plus an **audio interview** with an industry expert and one or more **videos** showing exactly how to use the technologies with screen capture technology.

There is **over 9 hours of audio**, **5 hours of video** and **over 400 pages** of written information, all designed to take you step by step through each area.



“That first module was like fireworks exploding with possibilities.

I realized I need to take in your modules slowly, one at a time, to absorb and implement what is there. Author 2.0 deserves my undivided attention, and for me to make time to focus completely. **There is so much meat in it, and new possibilities for getting my work “out there,”** that I foresee working thoroughly through your modules for the next year at least.

And I foresee, because of Author 2.0, an explosion in my writing (and photography) business. Thank you, Joanna.”

AGGIE VILLANUEVA, [Visual Arts Junction](#)

The information **included in this course and put into action** will enable you to:

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- **Build a comprehensive online book promotion platform** that will help you make more sales, get more readers and media attention
- **Publish your print book on Amazon.com** and sell globally
- **Publish your book as an ebook** on the internet, on the Amazon Kindle and on the iPhone
- Design and **build an author website and blog** that effectively promotes you and your books online
- Redesign your own **business model as an author-entrepreneur** in order to make more money and create multiple streams of income
- **Create podcasts/audios** that help create a relationship with your listeners enhancing your credibility online
- **Effectively create Press Releases** that get media attention online and in traditional media
- **Create and distribute videos and book trailers** that get you more online traffic and exposure as well as creating valuable online content that will keep on promoting your book
- **Create an effective social networking presence** on Twitter and Facebook that efficiently uses your time online to create relationships and word-of-mouth marketing for you and your books
- **Use Amazon.com specific tools** to build your Author presence on the biggest bookstore in the world
- **Create keyword rich articles** that drive significant traffic to your website/blog, brand you as an expert and boost your online profile
- **Understand how the sales funnel works** and apply the Freemium model to increase your book sales and online audience



[Click here to see a Behind the Scenes Video and sign up for only US\\$297](#) or read more below

100% money back guarantee and secure payment via Paypal.

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If you would just like to try one module, you can also buy the Blogging module separately. It has been completely revamped in 2010 and contains updated video and audio information.

[Click here for more information about Blogging for Authors and Writers.](#)

[Click here to Buy Now for US\\$39.99](#)

If you are still considering the full Author 2.0 online course, then read on!

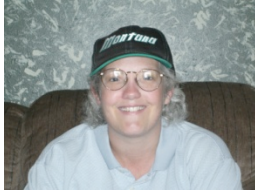


The industry experts featured include:

- [John Kremer](#), author of “1001 Ways to Market Your Books”
- [Penny Sansevieri](#), Author Marketing Expert and author of “Red Hot Internet Publicity”
- [Mark Coker](#), CEO of Smashwords.com
- [Chris Knight](#), CEO of EzineArticles.com
- [Yaro Starak](#), top blogger from Entrepreneurs Journey
- [April Hamilton](#), indie author and founder of Publetariat network for self-published authors
- [Sheila English](#), CEO of COS Productions and book trailer creation and marketing expert
- [JC Hutchins](#), author and mega-podcaster of 7th Son Trilogy and Personal Effects: Dark Art
- [Dan Klass](#), author of “Podcast Solutions”
- And many more...

These experts will give you tips and tricks you can use to implement immediately and get tangible results for your book and online platform.

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Testimonial from Ruth Ann Nordin, happy member of the Author 2.0 Program

"I wanted to learn how to make a book trailer, podcast my book, put my book in multiple ebook formats, and better promote my book. Those are the reasons I signed up for [Author 2.0], and I am very glad I did.

One, this **program is very flexible**, which is exactly what a mother of four needs. Two, in the long run, this **program is going to save me a lot of money**. The book trailer module is already paying for itself in this one area. Instead of paying that much for a book trailer, I can now make all of my own trailers for a lot less.

Three, the step-by-step videos are, by far, the most helpful tools in this program, in my opinion. This will help me eliminate hours of aggravation in playing the trial and error game, though I still expect to have to experiment. It's just a lot of the guesswork is now gone.

I believe this program is for people at all stages of the game, whether you are beginning or continuing to learn. I recommend this to anyone simply because the material in **Author 2.0 is comprehensive and indepth**. I really believe Author 2.0 is a good price for the value of the material you get."

[Ruth Ann Nordin](#), Self Publishing Can Be Good

The program also has:

- **Frequently Asked Questions page** which is updated regularly so you can get new tips. You can also email questions that will then be answered quickly.
- **Access to Teleseminars for live questions** held at regular intervals. These teleseminars will enable you to ask questions in person, or you can access the recordings so you never miss anything.
- **Access to the site for 1 full year** so you can go at your own pace, as well as take advantage of any new information added.

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This course has a **Money Back Guarantee**.

If you buy the course and it is not valuable to you, then I will give you your money back, no questions asked.

Once payment is completed through secure Paypal processing, you will have instant access to the Author 2.0 Program.

[Click here to Buy Now for only US\\$297 and start building your Author 2.0 platform now!](#)



Thank you so much for your time!

I hope you found this document useful.

You can find out lots more free information, including free [podcasts](#) and [articles](#) at [The Creative Penn](#) blog.

All the best with your writing,

Joanna

You can email me directly with questions at joanna@TheCreativePenn.com

Or connect with me on:

- [Twitter](#)
- [Facebook](#)

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using web 2.0 tools to write, publish, sell and promote your book

[Click here for a behind the scenes video about the Author 2.0 Program.](#)

