

# YOU'RE AN AUTHOR!



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The art of crafting you

By J.C. Plaza

## ABOUT THE AUTHOR

After hanging up her clarinet, J.C. Plaza kept her black velvet dresses and turned them into the inspiration for her rekindled passion, fantasy storytelling. She earned her MBA and embarked on her doctoral journey in learning management—a field focused on teaching professional skills to adult learners. Working with high-profile clients, she realized publishing was just the beginning. Combining her marketing knowledge, performance skills, and writing prowess, she released her own marketing campaign adding social media content creation to her private client services through her LLC.

## BOOK INFO

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## GENRE

- ✓ Marketing
- ✓ Self-Branding
- ✓ Social Media
- ✓ Self-Help
- ✓ Product Promotion

You made it! The manuscript that took years to craft and perfect is published. You're an author. The first shipment of shiny pages is littering your dining room table.

Now what? Does watching social media videos and comparing successful author websites have you feeling lost or overwhelmed? You wonder if you made a mistake? How will you ever get someone to buy your dreams? Visions? Experiences?

But it doesn't have to be overwhelming. Authors are detail-oriented thinkers and creators. This book will guide you through the process of crafting the ultimate main character—you! Learn the tricks and strategies that shine light at the end of the information tunnel because embracing your marketing adventure should be fun, not daunting.

No matter your genre, *You're an Author! The Art of Crafting You* provides the steps you need to build your author brand.



Please feel free to reach out for any questions.

# Get in Touch!

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