

# SPEAKER

## FAUZIA BURKE

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## Speaking Topics 2016-2017

### **The Three Step Formula for Building an Author Platform**

Every author's online platform is his or her biggest asset, and creating one is vitally important for your long-term success. However, there has never been more demands on an author's time than today. In this session, you will learn which efforts are worth your time and which ones are a distraction. Whether you're an author or someone who advises authors (publisher, agent or publicist), this session will be relevant. You will learn through examples and case studies how to connect all the elements of online marketing (website, mailing list, blogging, social media, advertising and publicity) into a cohesive, successful and sustainable author platform.

### **How to Build a Successful Social Media Strategy**

Using social media is crucial for a successful branding strategy for authors. Although most people use the terms "social media" and "social networking" interchangeably, they are not the same. In this session you will learn the difference between social media and social networking so you can develop an effective social media strategy, attract readers, and learn what content works best where. Once you have your social media and social networking strategies working in harmony, you will be more connected with your audience and be able to promote your books more effectively.

### **Online Marketing for Busy Authors**

This session will help authors build a sustainable and effective online marketing plan that they can implement right away. We will discuss the three phases of a successful marketing strategy: Getting Organized, Turning Thinking Into Action and Staying the Course. We can all feel a little overwhelmed by the rapidly changing world of online marketing. Remember all of us, experts and novice alike, are learning as we go. Authors don't have to become social media strategists to be effective. By using the most important online marketing outlets in a targeted way, their book, brand and bottom line will benefit.

### **Biography**

[Fauzia Burke](#) is the founder and president of FSB Associates, an online publicity and marketing firm specializing in creating awareness for books and authors. She's also the author of *Online Marketing for Busy Authors* (Berrett-Koehler Publishers, April 2016). Fauzia worked for Wiley and Henry Holt before starting FSB, and has promoted the books of authors such as Alan Alda, Arianna Huffington, Deepak Chopra, Melissa Francis, S. C. Gwynne, Mika Brzezinski, Charles Spencer and many more. For online marketing, book publishing and social media advice, follow Fauzia on Twitter ([@FauziaBurke](#)) and Facebook ([Fauzia S. Burke](#)). For more information on the book, please visit: [www.FauziaBurke.com](http://www.FauziaBurke.com).