



Stephanie Chandler

Author ~ Speaker

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Brief Bio:

Stephanie Chandler is an author of several books including *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business*, *From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products*, and *LEAP! 101 Ways to Grow Your Business*.

Stephanie is also founder and CEO of BusinessInfoGuide.com, a directory of resources for entrepreneurs, and Authority Publishing, a custom publisher specializing in non-fiction books. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur* magazine, *BusinessWeek*, and *Wired* magazine, and she is a contributing blogger for *Forbes*.

Sample Interview Questions:

What does it mean to *Own Your Niche*?

How does someone begin to establish authority in their field?

You emphasize target audience and the importance of community. How does that factor into marketing online?

We all want more website traffic. Can you explain search engine optimization in a way that listeners can understand?

How can blogging benefit a business?

What is “content marketing” and how can listeners use it to promote their businesses?

Can you talk a bit about information products like ebooks, books, reports, podcasts, etc.? How can our listeners use these in their businesses?

What about books? Is it beneficial for entrepreneurs to write a book?

Are electronic newsletters still a good tool for businesses?

With so much buzz about social media, where should I focus my time—on Twitter, Facebook or LinkedIn?

Social media is so time-consuming. How do you make it manageable?

What about PR? Is it possible to get media to come to you?

Given everything we discussed today, what are the top three strategies you suggest our listeners focus on?



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Extended Bio:

Stephanie Chandler spent a decade in the fast-paced Silicon Valley, but when she developed an ulcer before her 30th birthday, she knew it was time for a complete lifestyle change. She fled corporate America in 2003 and opened a 2800-square foot bookstore in Sacramento, California with lousy street visibility.

Stephanie began studying online marketing strategies and the techniques she used quickly put her store website in the top of Google, giving her business a competitive edge. A passion for internet marketing was born.

Inspired to help other people realize there could be life after corporate America, Chandler launched BusinessInfoGuide.com, a directory of resources for entrepreneurs, in 2004 and began writing business and marketing books. After building her bookstore into a successful operation, she sold the business and later launched Authority Publishing, a custom publishing company specializing in nonfiction books. She also launched the Nonfiction Writers Conference in 2010 and the Nonfiction Authors Association in 2013.

Today Stephanie enjoys running her businesses, along with writing books, blogging, managing her own social media, and speaking to business groups across the country. She resides near Sacramento, California with her school-aged son and feels extremely grateful to get to do what she loves each day.

Books By Stephanie Chandler:

- *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business* (Authority Publishing, February 2012)
- *Booked Up! How to Write, Publish, and Promote a Book to Grow Your Business* (Authority Publishing, January 2011)
- *The Conference Catcher: An Organized Journal for Capturing Ideas, Resources, and Action Items at Educational Conferences and Events* (Authority Publishing, March 2011)
- *LEAP! 101 Ways to Grow Your Business* (Career Press, September 2009)
- *The Author's Guide to Building an Online Platform: Leveraging the Internet to Sell More Books* (Quill Driver Books, June 2008)
- *From Entrepreneur to Infopreneur: Make Money with Books, eBooks, and Information Products* (John Wiley & Sons, December 2006)
- *The Business Startup Checklist and Planning Guide* (Aventine Press, September 2005)



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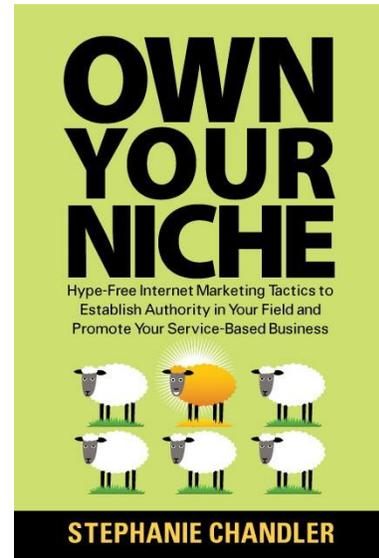
About Own Your Niche

Manipulative sales tactics, long sales letters with big and bold headlines, and spammy emails aren't the only way to get visibility and capture sales online. *Own Your Niche* brings authenticity back to internet marketing, teaching you how to showcase your business with practical, easy-to-use strategies that you can implement yourself.

You will learn how to:

- Identify and connect with your target audience
- Turn up the traffic generation on your website
- Build an effective blog
- Get results with social media—in less than an hour per day
- Distribute content that demonstrates your authority in your field
- Create email marketing campaigns that build loyalty
- Handle your own PR and get media to come to you
- Add online revenue streams to your business
- Generate exposure with proven offline methods including professional speaking, direct mail campaigns, and publishing

Also included are interviews with successful service-based business owners who share how they have built their audiences and created successful enterprises. If internet marketing sounds intimidating to you, or you've gotten started but need more guidance, this book can remove the fear and give you the solutions you need to achieve your goals.





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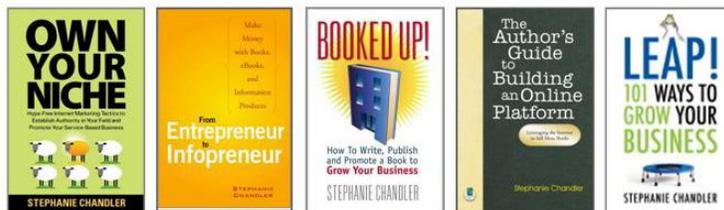
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*Author photos can be downloaded online: <http://www.stephaniechandler.com/media.htm>

Websites:

- Author & Speaker Information: www.StephanieChandler.com
- Resources for Entrepreneurs: www.BusinessInfoGuide.com
- Custom Book Publishing & Author Marketing: www.AuthorityPublishing.com
- Nonfiction Writers Conference: www.NonfictionWritersConference.com
- Nonfiction Authors Association: www.NonfictionAuthorsAssociation.com
- Facebook: <http://www.facebook.com/AuthorStephanieChandler>
- Twitter: <http://twitter.com/bizauthor>



"Anyone ready to take a leap, should obviously read this book!"
- MICHAEL E. GERBER, world's #1 small business guru and author of the *E-Myth* books

"...loaded with proven methods and strategies you can use immediately to make or save thousands of dollars."
- BRIAN TRACY, author of *The Way to Wealth*

"...filled with golden nuggets and should be on every entrepreneur's desk!"
- T. HARV EKER, author of #1 NY Times bestseller *Secrets of the Millionaire Mind*

"...an absolute must-read for any entrepreneur who is ready to take their business to the next level."
- DR. IVAN MISNER, NY Times bestselling author and founder of BNI

"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

"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