



It's easy to brand your name fast! *

If all you want to do is brand your name, here's a ridiculous recipe:

- 1 pickup truck
- 1 cd of classic rock music
- 1 copy of your latest book
- 1 large city
- 1 busy freeway interchange
- 1 warm sunny day

Drive your truck to the largest metropolitan city near you. Select the busiest freeway interchange and slow down gradually. Maneuver your truck sideways to straddle two lanes. Roll down your windows. Crank up the cd to maximum volume. Jump up into the bed of your truck. Dance around wildly waving a copy of your latest book.

There is a pretty good chance that someone will video your escapade and upload it to YouTube. With a little luck, it may go viral. There is a possibility you will end up in the news and on a late-night talk show. There is an even better chance you will be arrested and put in jail.

Bottom line is, you will be branded. Your name will be known. You may even sell some

books.

Crazy, right?

How strange would it be to see a building suddenly sprout up in a community and remain vacant?

- No advertising
- No stock
- No staff
- Maybe not even a sign with the name of the owner-just a business name that no one can identify.

Yet many authors write a book or books

- without properly branding their name
- building social media relationships
- developing their target market
- growing an email list
- becoming transparent through blog articles
- making their website sticky
- placing their books on Amazon without doing serious promotion.

Numerous authors are looking for an easy way to develop their target market.

- The bad news is there is no easy way.
- The good news is that it can be done with effort and planning.
- The even better news is that it is worth the time and effort and it will be rewarded long term.

The question is--[Are You a Hobby Writer or an Author?](#) Mark October 18, 2017, 2pm CDT, on your calendar.

* This article is for illustration only and the writer, Tom Blubaugh, does not recommend, in any way, that you perform, test, try, or in any other way implement the ridiculous recipe that is described in this email newsletter.

All the members of Authors Community are praying for all of our friends and online family in Puerto Rico who are devastated by hurricane Maria; Florida, and all others who were in the path of hurricane Irma; Texas, and all others who were in the path of hurricane Harvey; and our neighbors in Mexico who are recovering from two earthquakes. May our Lord protect you, your family, your neighbors, your possessions, and your emotions and health as you deal with these situations. In Jesus mighty name. Amen.

The sun has risen on our new [website](#)! Check it out. It is beautiful and dedicated solely to Authors Community. [Email us](#) and let us know what you think of it.



Webinars: Upcoming and other stuff.

Start Up Guide for Christian Online Writers by Kate Motuang

Wednesday, October 11 2pm EST/1pm CST

Online writing can be exciting but how do you build a client base for content writing?

Kate will walk you through ways you can find and build community online and to establish yourself as an online writer (including ideas like writing book reviews, inviting and submitting guest posts, participating in blog link-ups, etc.).

If you are interested in this webinar, please **EMAIL US**

to let us know.

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