



Personal Branding per il Self-Publishing - Come creare e curare la propria immagine di autore (Italian Edition)

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Se hai scelto il self-publishing per pubblicare i tuoi libri, è molto importante, prima di mettere in pratica una qualsivoglia strategia promozionale, capire il settore nel quale ti stai introducendo. In quanto scrittore, sei capace di intercettare i bisogni e gli interessi dei lettori? L'unico modo per riuscire a rispondere a questa domanda è interpretare le loro preferenze e le abitudini di lettura. E riuscire a proporti con qualcosa che non è stato ancora raccontato. E' qui che entra in gioco il tuo brand: devi diventare riconoscibile agli occhi e al cuore dei lettori. In questo ebook, ideato dal team della piattaforma di self-publishing Youcanprint, troverai pratici suggerimenti su come costruire, diffondere e monitorare il tuo brand e su come gestire le critiche per diventare uno scrittore migliore.

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