



# **Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business**

*Stephanie Chandler*

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**Are you ready to *Own Your Niche*?**

*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.

*Own Your Niche* is ideal for consultants, coaches, freelancers, health and wellness professionals, attorneys, doctors, authors, professional speakers, financial advisers, and other service-based businesses.

**Stephanie Chandler** is the author of several books including *LEAP! 101 Ways to Grow Your Business*, *From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products*, and *LEAP! 101 Ways to Grow Your Business*. Stephanie decided early on to avoid internet marketing tactics that didn't pass her internal "gut test" and despite her refusal to comply with the masses, she has built several successful businesses, is a frequent speaker at business events and on the radio, and has been featured in *Entrepreneur Magazine*, *Wired* magazine, *BusinessWeek*, and many others. She is currently a blogger for *Forbes* and can be reached via [StephanieChandler.com](http://StephanieChandler.com), [BusinessInfoGuide.com](http://BusinessInfoGuide.com), [AuthorityPublishing.com](http://AuthorityPublishing.com), or @bizauthor on Twitter.

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#### **Isabel McNeal:**

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