

Go Creative! Workbook



ACCESSS MARKETING

CREATIVE BUSINESS PLANNING WORKSHOP

September 2020

ACCESSS MARKETING

A sequence of progressive actions that takes your readers from discovering you or your writing to engaging with you and subscribing to your email list and buying your books and other products or services.

ACCESSS =

Attract
Captivate
Connect
Engage
Subscribe
Satisfy
Sell

Sell

What and how I'm going to sell

WHAT:

HOW:

More on ACCESSS marketing in ALLi's forthcoming marketing guide

<https://selfpublishingadvice.org/the-ultimate-guide-to-mailing-lists-for-authors-part-1/>