



I want to make an impact with my book. Where do I start?

First of all, you rock. Impact is our favorite word at Wise Ink. We have found that authors who see their work as something that can positively impact lives are the ones who find the most success, both personally and professionally. The work you did with setting your goals was the first step in this.

Of course, the word *impact* carries different meanings, which is why we think it's wise to first define what impact means for you. Come up with one or two sentences or bullet points that specifically address the impact you're hoping to make with your book(s).

For example:

I want schools around the country to use my series as a teaching tool in their classrooms.

or

I want recent college graduates to have a tool that will help them navigate the job market.

or

I want my book to redefine how people view fantasy fiction and give them a completely new reading experience.

What does impact mean to me?

As you can probably imagine, the definition of impact is personal and broad, and it is not easily measured. That shouldn't stop you from thinking about it, however. The impact you want to make will go hand in hand with your marketing efforts, and if you think about your marketing work in terms of impact instead of sales, you are bound to have a more fulfilling publishing experience.

Think about events, articles, or other ideas that will help you achieve your impact goals (and hopefully sell some books in the process!).

For example:

Create content for Teachers Pay Teachers based on the material in my book.

or

Create a YouTube video highlighting one or two tips from my book about landing a job after college.

or

Host a Reddit AMA (Ask Me Anything).

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Marketing tactics that will help me make this impact are:
