

Title:

Are Readers Important To Authors?

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1744

Summary:

Bestselling authors speak of their fans in almost reverential tones, as well they should. A lo

Fauzia Burke is the founder and President o...

Keywords:

Article Body:

Bestselling authors speak of their fans in almost reverential tones, as well they should. A lo

Fauzia Burke is the founder and President of FSB Associates, <http://www.fsbassociates.com>. Her

We asked Fauzia: What is the most unusual publicity program you've developed? ^We're proud of

Here are some examples: ^Our site for Doug Stanton's In Harm's Way goes beyond words and pictu

^For Christopher Rice's supernatural thriller A Density Of Souls, we used animation and graphi

^We used cutting-edge animated maps in our site for Rick Atkinson's Pulitzer Prize winner An A

^But we don't use bells and whistles for their own sake. Our site for Mitch Albom's novel The

^For all these books, we also waged word-of-mouth campaigns designed to attract attention, sit

Quite a few author websites are just storefronts whose major purpose is to sell books. Others

Nicholas Sparks, www.nicholassparks.com, whose first book, The Notebook set a new standard for

Does that interaction encourage the word of mouth buzz about your books? ^Maybe a little. But

Anna Jacobs, <http://www.annajacobs.com>, has written 29 novels, mostly historical sagas and rom

We asked Anna: Romance authors seem to have a more personal relationship with their fans, inte

^I learn a lot from readers' emails about what has particularly pleased them. That doesn't hur

Susan Elizabeth Phillips, www.susanelizabethphillips.com, is the only five-time winner of the

It's not only romance authors that have their own website, Stuart Woods, <http://www.stuartwood.com>

Stuart answers the question: You are one of the bestselling authors who regularly corresponds

And it's not just the household name authors who value their readers.

Lydia Joyce's, www.lydiajoyce.com, most recent book is ^The Veil of Night~ an intense, sensual

Lydia told us: ^To be absolutely crass, if I didn't have fans, I couldn't make money. And if I

^But fans are important to me for far more than financial reasons. My desire to become a write

Lynne Connolly is the author of the Richard and Rose series of books, romantic suspense novels

We asked Lynne: Why are your fans important to you as an author? ^They validate my work, tell
Marjorie Jones's, www.majoriejones.com, ^The Jewel and the Sword~ was just released by Medallion
Take a few minutes this summer and find out a little bit more about your favorite author. If y

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