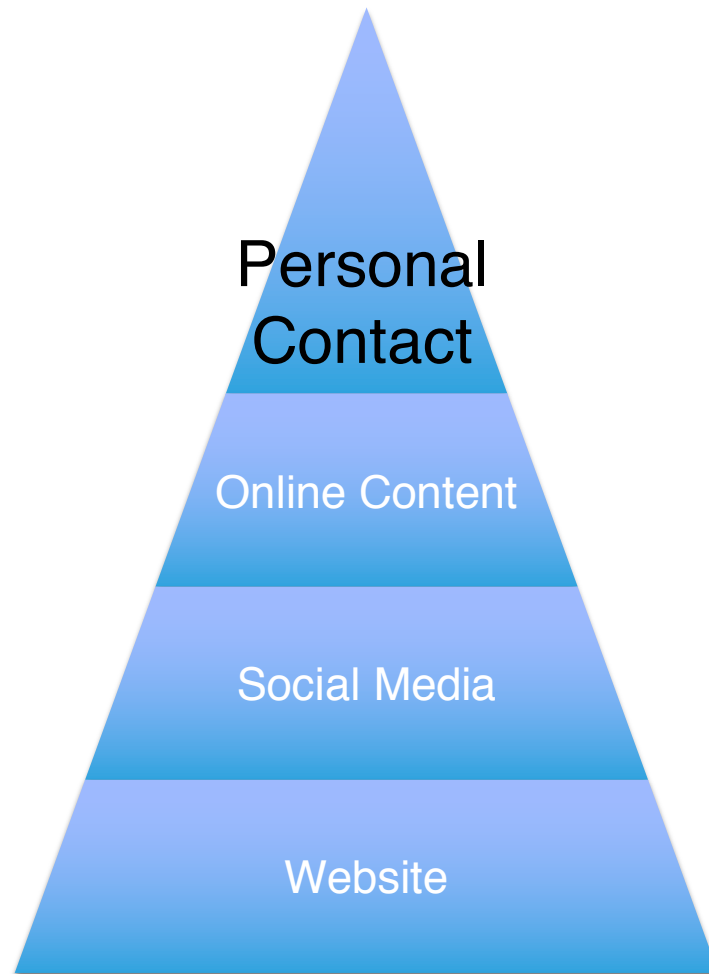


The Marketing Pyramid



The Foundation: your website—the destination for all marketing—where you meet readers’ needs

Social Media: drives traffic to your website where ministry happens

Online Content: blogs, articles, resources where you contribute and where you connect your readers to great content for their benefit

Personal Contact: where you meet readers in person such at signings, readings, fairs, speaking events, God-incidences, workshops, teas, and fundraisers

To learn more, get the book *Marketing As Ministry: It’s Not About You or Your Book* by Cheri Cowell with Michelle Booth, available on Amazon or www.EABooksPublishing.com