



Discoverability (WMG Writer's Guide) (Volume 7)

Kristine Kathryn Rusch

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Discoverability: a modern marketing buzzword. For writers, discoverability means the difference between gaining an audience and publishing into the void. Now, *USA Today* bestselling author and renowned business blogger Kristine Kathryn Rusch deftly tackles the topic of discoverability in this latest WMG Writers' Guide.

Rusch covers topics such as when to hire help, how to measure success and the most important thing a writer can do. With *Discoverability*, Rusch offers professional writers the most comprehensive guide available today to help them make an informed decision about the best marketing approaches for their writing businesses.

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