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## Equipping Authors with the Tools Needed to Scale the Peaks of Branding, Blogging & Social Media

### MOUNTAINSIDE MARKETING

Embarking on a writing journey is an exciting and slightly terrifying endeavor. The trail ahead offers promise, but will be filled with unexpected twists and turns.

A commitment to writing quality books means ensuring the work captures the eyes of the reader and leaves them wanting more. Learning the craft is critical—no shortcuts allowed—especially if writers want to succeed. Along with this, we must acknowledge that learning how to market is an integral part of our journey. It's vital that we scale the peaks of marketing to ensure our work lands in the hands of our readers.

We understand the difficulties. The publishing journey isn't a day trip but a climb toward excellence. Many of us have begun and gotten lost—miserably. This website was created out of our experiences navigating the rigorous requirements of branding, blogging and social media. The good news is we've learned how to avoid the detours and dangers, and we are here as your mountain guides.

Our goal is for no writer to be left stranded on a cliff with nowhere to turn. We can't guarantee a smooth trip every step of the way, but we can show you how to avoid a lot of the obstacles.

Grab your backpack and your spirit of adventure. We're headed onward and upward!

Eddie and DiAnn

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