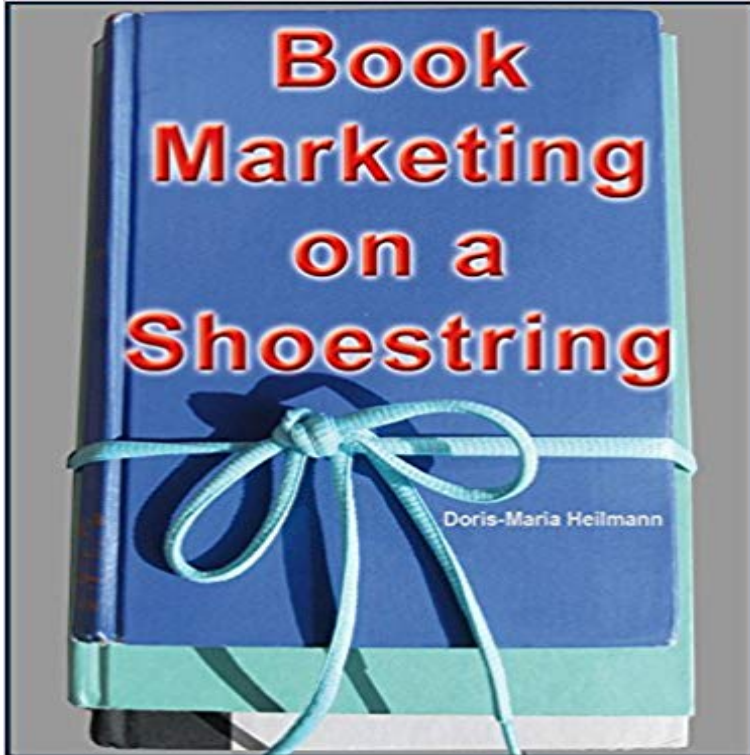


Book Marketing on a Shoestring: How Authors Can Promote their Books Without Spending a Lot of Money



No Money? No Problem! Success as an author, especially when creating your platform in social media and establishing your brand, using the tools described here, is almost free. Its all about where to find readers, book bloggers and reviewers and how to connect with them. A book marketing checklist in the last chapter will provide you with a useful timeline. Dont get overwhelmed by all the book marketing possibilities. You dont have to do it all in a week, a month, or even a year. These are single steps you can take, one by one, to build your audience. You Never Get a Second Chance for a Good First Impression! The goal of this book is to show you the professional, yet inexpensive way of publishing a book and how to build your readership, no matter if you self publish or sell your manuscript to a traditional publisher. PART ONE Explains why book marketing is important - and rewarding and how readers will find your book among millions others. You will also learn about the difference between marketing and selling through ads. PART TWO In this chapter you will evaluate your current publishing and book marketing situation. You will learn, in chronological order, the basics to start your author platform, find out which social media accounts are the effective, and how to present your book and yourself professionally. PART THREE Here you will learn the important steps in a professional book production. Lets assume your manuscript is finished, has been read by other writers and beta readers, and is on the way to the editor. What is your next step in book marketing? And where else can you sell your book? PART FOUR In this chapter you will get tips for passive marketing; book layout tips; your author pages; and other places you can sell your book besides the major online retailers. Find a timeline checklist for your book launch event. PART FIVE In this chapter

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