



Everyday Book Marketing: Promotion Ideas to Fit Your Regularly Scheduled Life (Paperback)

By Midge Raymond

Ashland Creek Press, United States, 2013. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****. Book publication is just the beginning. Everyday Book Marketing is for the published author who is not only a writer but who also may have another career, a family, and any number of other obligations that require fitting book promotion into a budget where both hours and dollars may be hard to find. This book will guide you on the journey from Writer to Marketing Pro, offering essential marketing tools along the way-including such book promotion basics as how to schedule a book tour and how to make the most of social media to how to keep the buzz going long after your launch date. Everyday Book Marketing is divided into easily accessible sections that cover not only what you l need to handle before publication, such as establishing a blog and website, but what you can do during your book launch and beyond. It also offers tips and advice for how to keep the never-ending tasks of book promotion manageable, whether you have ten minutes a day or two hours a day. Also included are QAs with a range...



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