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Self Promotion Simplified Your Guide to Launching a Book

By Joanne Rock

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 136 pages. Dimensions: 7.8in. x 5.1in. x 0.3in. As an author, you need to connect with readers to sell books. But with all the options available today, the task of promoting your work can feel daunting. In *Self Promotion Simplified*, you'll learn effective strategies for marketing your release without surrendering all your writing time to promotion. This guide will save you time, energy and money, enabling you to launch your book quickly, build your visibility, and get back to work on the next novel. This isn't a one size fits all approach. There are multiple plans based on your lead time and personal preferences. Each chapter features quotes and advice from industry insiders including marketing specialists, communications professors, bestselling authors, editors and agents. With clear, succinct prose, veteran author Joanne Rock draws from her marketing background and her skills as a college lecturer to break down promotional strategies into practical tools that working writers need. Advice from New York Times bestsellers with experience in traditional and indie publishing. Editors and agents share their thoughts. Quick exercises for isolating your brand. Traditional promotion methods that still work. Online strategies...

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