

OVERVIEW

BUZZ your book, BRAND yourself, BUILD your sales

For many novice and even more experienced authors, the cost of professional PR support is beyond reach. This e-book introduces you to ten highly effective promotions. All but one are cost-free. To ensure success when undertaking these do-it-yourself promos, each is accompanied by a detailed list of resources needed to make it happen.

The subjects range from digital to print promos to broadcast. They include insights into social networking, how to make your Amazon listing more effective and how to brand yourself as an expert in the subject you write about.

The book has been highly praised by a number of publishing experts.