

**BUZZ** your book  
**BRAND** yourself  
**BUILD** your sales

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### **Introduction**

#### **Chapter 1** *Getting Off the Ground*

Your website serves as your home base for each of the digital promotions you undertake. It is the source from which you send out information and the place to which others turn to reach you. This chapter explains the creation and function of a strong website. It guides the reader through constructing the site him/herself or hiring a professional designer. If the reader already has a site, it demonstrates how to tweak the existing one to make it a much stronger selling tool.

#### **Chapter 2** *Demonstrating Your Expertise*

Article syndication is perhaps the most remarkable promotional tool on the Web. This chapter shows you how to write an effective article that will be sent to between 35,000 and 50,000 recipients by the syndicator. And it is done at no cost whatsoever, although a few syndicators charge a modest fee. The chapter introduces you to the process and recommends several of the more effective syndicators.

#### **Chapter 3** *Promoting in Print*

In this chapter, we turn our attention to the print periodical world, explaining the requirements of various types of publications: newsletters, newspapers, magazines and trade journals. It discusses using the various periodical directories available both on and offline to discover publications applicable to your book. They will help you find the right person to submit to, the preferences of each magazine and the submission requirements.

## **Chapter 4** *The Value of Book Reviews*

Book reviews are considered one of the more effective promotional tools because they represent a completely unbiased, objective evaluation of a book by a third party, not by the prejudiced hype of an author or publisher. The chapter explains the various types of reviewers and how best to reach each category, both pre and post publication.

## **Chapter 5** *Using Awards to Empower Your Book*

Although book awards are quite valuable to authors of any level, they are particularly helpful to new authors when they launch their first book. Awards offer credibility, and that is essential for otherwise unknown beginners. This chapter selects those award programs that the author believes are most accessible and most beneficial, and explains how to contact and submit to them. It is the one phase of this program that requires an outlay of money.

## **Chapter 6** *Making Amazon Work For You*

Amazon is the undisputed premier online bookseller. Every author longs to see his/her book presented on one of its detail pages. In most cases the publisher, whether traditional or POD, will place the book here. But that represents only the beginning of your relationship with Amazon. This chapter introduces you to the many additional selling tools on the site that most authors are unaware of, and that you must take advantage of.

## **Chapter 7** *Creating Your Broadcast Experience*

Many novice authors bypass the huge exposure provided by radio and television appearances. They are usually shy and fear their inexperience will be highly evident. This chapter explains the various ways interviews are conducted, often at home on the telephone. It discusses ways to book your appearances, and lists publications and coaches to help you obtain them.

## **Chapter 8** *Talking Your Book to Success*

This chapter introduces you to the wide variety of venues at which authors commonly speak. These include service clubs, writers organizations, libraries, bookstores and more. It provides lists of speakers bureaus and bookstores to make developing your contacts easier. Preparing for your talk is vital to its success. The chapter recommends the best ways to accomplish this and to make contact.

## **Chapter 9** *Making the Most of Social Networking*

This relatively new digital phenomenon can be a highly effective tool for an author, if used properly. This chapter suggests involvement in just three social networks that are most helpful to an author: Facebook, LinkedIn and Twitter. It explains the unique value of each of the three, leads readers through the sign-up process and shows them how to gain the greatest advantage from their participation.

## **Chapter 10** *Branding Yourself*

Branding yourself as an expert/author is as important as promoting your book...perhaps even more so since you may go on to create and market more titles. In this chapter, you will see the value of branding and the most effective ways to make it happen. It will also show you how new digital advances have made the task much easier.

## **Chapter 11** *Writing Your Book*

Although the first nine chapters assumed that you had already written and published your new book, it became apparent during research that there were a number of article freelancers who were eager to write a book, but had never taken the plunge. This chapter is devoted to demonstrating a simple, but comprehensive, approach to writing a nonfiction book that will be worthy of publication.

## **Chapter 12** *Publishing Your Book*

For those writers who followed the guidance of the preceding chapter and completed a new book, this last chapter is designed to show you how new advances in printing technology make it quite easy and inexpensive to publish a book and bring it to market without substantial out-of-pocket expenditures. The complexities of publishing are simplified here, and the POD process is explained in detail with several leading publishers recommended.