

Don't Let Your Book Promotion Specialist Disappoint You

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By Stacey Miller

When authors place sole responsibility for their book promotion campaigns into a book publicist's lap and leave it there, the results are often disappointing. Despite their best intentions, book publicists may fail to generate important reviews. Interview opportunities may slip through the cracks. Worse still, highly promotable books may languish without visibility in a highly competitive marketplace. The book promotion campaign, and the book promotion specialist, can disappoint you.

Does that mean you should give up on book publicists and wait for Oprah to call you? Or that you should give up on your book promotion campaign altogether? There is another option. You can work in partnership with your book publicist and take the following steps to maximize your chances of success:

Be clear about your book promotion expectations from the outset, and make sure there is a meeting of the minds. If landing on the front page of the Wall Street Journal would be the ideal coup for your book, make sure your book promotion specialist focuses on accomplishing that instead of pitching you to every producer at National Public Radio. Give your book publicist your wish list, and offer to prioritize your book publicist's to-do list; you'll both be happier in the long run.

Suggest news angles for promoting your book, and provide your book promotion expert with a list of buzz words and phrases. Your book publicist most likely isn't an expert in your field and will welcome your help, even if he or she doesn't specifically ask for it.

Tout your credentials and sing the praises of your book to your publicist at every opportunity. Don't worry about sounding pompous or immodest; your publicist will appreciate your self-confidence and be even more enthusiastic in pitching you to the media.

Keep an eye on the media, and inform your publicist about developing news stories and current events that might tie into your book and enhance your book promotion campaign. Ask your publicist what else you can do to complement his or her efforts. Are there professional associations or mailing lists you can steer him or her toward? Have you compiled contact information for your alumni, professional, and hometown publications?

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Ask your book promotion specialist for what you need, whether it's a redirection of energies, an accommodation to your schedule, or a weekly progress report. You'll come out a winner if you ask your book publicist to communicate with you and commit yourself to doing the same. And you won't be disappointed with the results of your book publicity campaign or your book promotion specialist's efforts.

Stacey J. Miller is a book promotion specialist. Her company, S. J. Miller Communications, coordinate book publicity campaigns for authors and publishers. A free book promotion plan is available upon request. For more information, visit

<http://www.bookpr.com>

World-class Marketing: When and Where

By Judy Cullins

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Quadruple, even do thirty times your present product or service sales. Accomplish this in less than nine months!

You don't even need a Web site with the following easy-to-understand information.

Judy Cullins, 20-year book coach, answers two big questions: "When should I start marketing my book? and "Where should I focus my marketing for maximum results?"

What is World-Class Marketing?

Most creators make the mistake of getting the project completely written. Then they will think about how to market themselves or their product. You don't have to make this big mistake.

The best time to start your marketing is while you are writing your book, promotion copy, or Web site copy. It gives you the bigger picture of where your project is going and will much better serve your particular audience when it is done. Knowing and practicing that, you will write much more focused, compelling copy that practically eliminates editing.

You will answer the big questions and challenges your readers

have. To do this, you need to apply the essential "Seven Hot-Selling Points" as you write your chapters.

If you are nearly finished and have your final edits to do, you may still benefit from the "Seven Hot-Selling Points" and "Fast-Forward Writing Technique" (a technique that poses questions and answers to shorten writing time while creating more powerful copy). To take advantage of this, you will have to be willing to make some changes. Why? Because you want your book to sell well. You want to make money—even profits!

Either way you can keep your book, product or service dream alive by getting news of it into the hands of thousands of readers rather than a few. You can send this out via print or via Online.

If other marketing and promotion campaigns have brought few

product sales, left your wallet thinner, wasted your valuable time, and left you with a garage full of unsold masterpieces, you may now be ready to set up your book's virtual marketing machine—the Internet.

Any newbie or non-techie can grab this opportunity as I did. It's as available to you as a friend, a business associate, a support group you attend, or a professional book coach.

You can start right now, even if you don't have a Web site. Learn the non-techie how-to's you need to get started. Think of marketing and promotion as simple networking—friendly networking. This approach combined with Online promotion methods can help you start your lifetime book promotion journey. How? Like you would eat an elephant—one bite at a time! Watch your sales grow!

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