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Promoting Your Poetry Book

By Rose DesRochers

At long last your book is finished. As a self-publisher poet it is up to you to market your anthology or chapbook. Self-publishing requires you to self-market successfully. Marketing your book can become a full time job and it isn't going to happen overnight. So you might be asking yourself, "Where do I begin to market my book?"

Website

Create a website to showcase your book. Did you know that blogging is a great way to advertise your book? Google bots crawl blogs more often, than other web sites. If you would like a professional website and know little about creating a website, I recommend hiring a web designer. invision-graphics.com offers writing templates and book covering design.

Reciprocal linking

Once you have a website, you can generate targeted traffic through reciprocal linking with related high traffic web sites.

Join a Community

Online communities and discussion groups are a great way to meet people. Most communities do not allow advertising. So if you jump right in advertising your book, you may find yourself removed. Instead join in a few discussions. Once people have gotten to know you, then you can advertise that you are having a book signing or a poetry reading.

Author Interviews

Sites like Todays-Woman.net that focus on literature also run author interviews. This is a great promotional tool and you can also link to the author interview. Many websites that offer interviews also offer to review your book. A Google search will pull up other sites that are willing to interview new authors.

Promoting Your Poetry Book

Poetry Readings

Set up a poetry reading at your local public library, coffee shop, card shop or book store. You can get the word out about your reading via your local radio station, news paper and the Internet.

Reviews

Reviews are a great way to see if your poetry anthology has any merit. Reviews will help increase your book sales. Join an online writing forum like Today's–Woman.net. This is a great way to get reviews, offer to review other poet's books in exchange for them reviewing yours. Hire a book reviewer. A Google search will pull up directories of book reviewers.

Library

Ask your local library to order a copy of your book.

Distribution

Visit your local book stores and try to set up a meeting with the manager. Most book stores will take your book on a consignment basis and while you are there you can discuss having a poetry reading and offer to do a book signing. Book stores love to have promotional events and poetry readings and book signings are an easy way for them to bring customers into their store.

Radio

Mail or fax your local radio station. Let them know that you are a new local author and you were wondering if they would like to interview you. Author interviews can be a powerful selling tool on your book.

Press Releases

Write a review of your book and see if your local paper won't run the review. Don't be afraid to send a press release more than once. You can also submit a free press release to prweb.com or pr.com.

Advertising

Include a blurb about your book at the end of each email you send.

Market your book through articles you can submit to ezines.

Promote your book through flyers you can distribute. Some websites are willing to add swap. (You place your book or banner on their site and you place theirs on your site)

Paid advertising (Today's–Woman.net offers affordable advertising and we will create a custom designed banner for you.)

Marketing a book isn't really as hard as it looks. These tips might help you with the challenges you face as a new author. Now that you know the steps, it is time to make a name for yourself. Get the word out, have fun and enjoy your journey.

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Rose is a

published author and web columnist from Canada Ontario and she is also the founder of Today's Woman a community for men and women over 18, where writers/poets/columnists meet and exchange ideas, contest, rate and review and help each other succeed in writing

Give a Gift of Poetry this year to your Valentine

By Gary R. Hess

Give a Gift of Poetry this year to your Valentine by Gary R. Hess

Valentines day is a special holiday for couples in all stages of their relationship. Married, engaged or just a dating, valentines day is the time for you.

We all know what comes along with Valentines, chocolate and flowers right? Well, it's time for a change. This year give your loved one the gift of poetry. Poetry you ask? Yes.

Poetry lets you show your true emotions and lets your partner feel they are truly special. The poem doesn't have to be something you get from a well known poet and you don't have to go out and buy the latest *Poetry for Dummies*.

Poetry is about arousing senses and showing emotion. If you do that, you have a great poem.

However, if you feel you don't have what it takes to write or you are just plain lazy, there are many great places you can buy poetry, both customized and non.

One such place is

A Gift of Poetry

. They have a nice selection of poetry with great customer service. I

Promoting Your Poetry Book

highly recommend them.

Valentines day is still a few days away, so you still have time to get your poetry ready for your loved ones. Give them a great gift this year, the gift of poetry!

Gary is a writer for

Love Poems

Give a Gift of Poetry this year to your Valentine
Poetry in a Nutshell
Free Poetry Contests
Publishing Your Own Book of Poetry
Can an E-Book Become a #1 Amazon Best-seller?

The Alphabet of Birds
Pay Per Text Marketing
Article Cash
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