



Everyday Book Marketing: Promotion Ideas to Fit Your Regularly Scheduled Life

Midge Raymond

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"...exceptionally well written...this is an important book to own." --*Portland Book Review*

"An incredible resource for writers of all kinds..." --*Seattle Wrote*

"*Everyday Book Marketing* is an indispensable resource..." --*Chicago Center for Literature and Photography*

Book publication is just the beginning...

Everyday Book Marketing is for the published author who is not only a writer but who also may have another career, a family, and any number of other obligations that require fitting book promotion into a budget where both hours and dollars may be hard to find.

This book will guide you on the journey from Writer to Marketing Pro, offering essential marketing tools along the way-including such book promotion basics as how to schedule a book tour and how to make the most of social media to how to keep the buzz going long after your launch date.

Everyday Book Marketing is divided into easily accessible sections that cover not only what you'll need to handle before publication, such as establishing a blog and website, but what you can do during your book launch and beyond. It also offers tips and advice for how to keep the never-ending tasks of book promotion manageable, whether you have ten minutes a day or two hours a day.

Also included are Q&As with a range of authors and industry experts-from fiction authors and poets to librarians and event managers-who provide such invaluable tips as how to present yourself as an author, how to reach out to event coordinators, and how to find new readers both within your community and beyond.

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Linda Howard:

Spent a free time to be fun activity to do! A lot of people spent their leisure time with their family, or their very own friends. Usually they carrying out activity like watching television, gonna beach, or picnic inside the park. They actually doing same every week. Do you feel it? Would you like to something different to fill your own free time/ holiday? Could be reading a book might be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of guide that you should read. If you want to try out look for book, may be the publication untitled Everyday Book Marketing: Promotion Ideas to Fit Your Regularly Scheduled Life can be very good book to read. May be it is usually best activity to you.

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