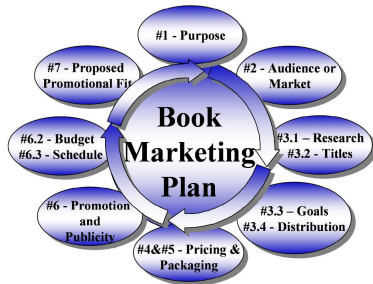


“How to” Market Your Book—Including a Book Marketing Plan Template



June 2011. Non-Fiction. Genre: Business Marketing.
ISBN 978-1463761813. \$9.95

You have written your book, and now what? Step #1: Get your book published; and Step #2: Marketing, Marketing, and more Marketing!

If you thought writing and publishing your book was the hardest part of being an Author, you would be wrong...Marketing is by far the hardest, most time consuming, AND THE MOST IMPORTANT!

It is time for you to:

THINK PRODUCT!

And, Your Book is Your Product!

-AND-

THINK PROCESS!

Marketing Your Book is an on-going Process...one that should start with Creating a Book Marketing Plan. This book includes a Book Marketing Plan Template to get you started.

Some Reviewer's Comments (more reviews in the book; and at: <http://www.spiritdrivenevents.com/how-to-market-your-book.html>):

“Mary Scott has compiled and written an excellent road map to help you through the marketing-promotions maze. A no-fluff, no nonsense, action-item-driven plan with your success in mind!”

- Madeline (M.M.) Gornell – Author

“As an author, switching from the art of writing the book to the business of marketing it is a stressful challenge. Mary provides a template that is incredibly simple to use which makes you think, organizes your marketing plan, and saves time on your goal to making your book available in a most effective way. Finally someone makes it so much easier!” - **F.L. Gold, PhD, MFT, CTACC**

“In **“How To” Market your Book**, Mary Scott gives readers the ultimate marketing tool: a personal template to guide an author through all the steps to success. Clear, concise, and easy to follow, "How To" covers every aspect of marketing in the fast changing world of books and is the only guide an author will ever need.” - **Anne Bancroft Fowler PhD, Author, Editor**

“Writing a book is like giving birth. Marketing a book is like raising a child. Both tasks are painful, yet the potential for joy and fulfillment is endless. Just ask any parent or successful author. Mary Scott accomplishes the impossible. She brings simplicity to the overwhelming task of marketing a book. Introvert and extrovert alike will discover the road to success. **“How to” Market Your Book** is a **MUST** read for every author.” - **Denny Stanz, Author**