

Patricia Fry, Executive Director of Small Publishers, Artists and Writers Network (SPAWN) recently reviewed my latest book **“How to” Market Your Book – Including a Book Marketing Plan Template**”. As shown in the SPAWNNews Newsletter - November 2011 issue located at: <http://www.spawn.org/blog/?p=1906> under the heading **“Book Review Grab Bag”**.

How to Market Your Book (Includes a Book-Marketing Plan Template) by Mary D. Scott, PMP, ISBN: 978-1463761813, 24 pages, \$9.99, www.spiritdrivenevents.com

Mary Scott is a published author, a certified Project Management Professional, and a spiritual healer. As an active member of the High Desert Branch of the California Writers Club, she coordinates panels of writers to include publishing and marketing topics.

The unique value of this book is that it provides a template (or a roadmap) for authors who need a more organized type of assistance with book promotion.

Scott starts this book by educating readers to think of books as products and to understand that marketing is an ongoing process. Through her workbook-style template, Scott encourages authors to list such things as the purpose of the book, the target audience, a description of the book, and how the book compares to other similar books on the market. The writer is also encouraged to list marketing goals, outline distribution channels, and consider what to do first.

Scott provides some book-promotion ideas and space to note how to use these ideas to promote your particular book. She even suggests activities you can pursue toward selling your book in the first year, what you can do during the second year, etc.

I found her section on building a Web site for your book useful, as she gives suggestions for what to include on the site and where to get a domain name.

If you learn best using a workbook format, *How to Market Your Book* might be just what you need at this point in the process.