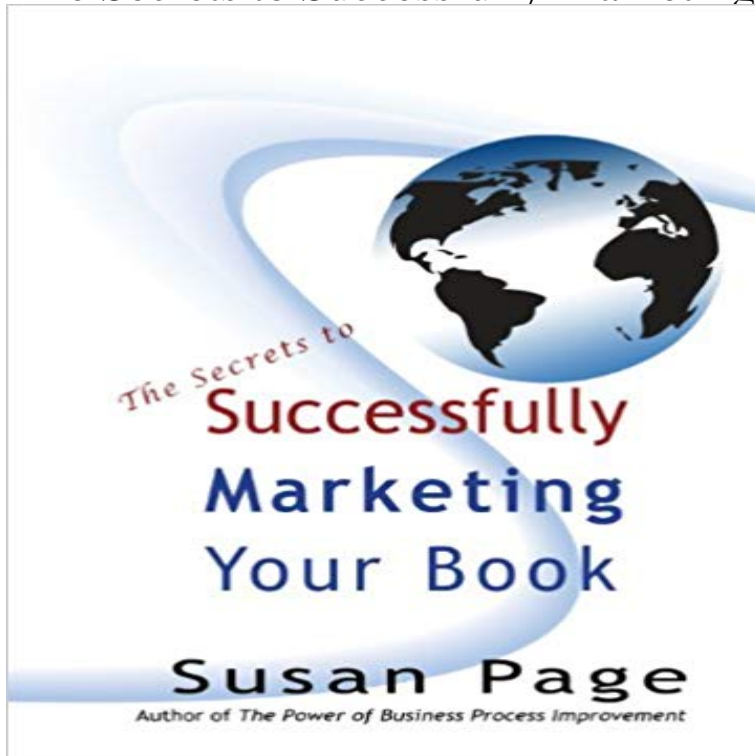


The Secrets to Successfully Marketing Your Book



Are you excited that you finished your manuscript? Are you ready to publish your book? Are you ready to watch your book fly off the book shelves? Think Again! Without an effort to market your book, no one will know it exists, and the ugly truth is that marketing is your job not your publishers job. Once you finish your book, the work just begins. Whether a traditional publishing house publishes your book or you publish your own book, all authors are equal once a book hits the marketplace...unless of course, you are the President of the United States. If you think marketing sounds difficult, like a job for a publicist, think again. In *The Secrets to Successfully Marketing Your Book*, you will learn how to use social media and traditional methods to reach potential buyers. As a published author with the American Management Association, Susan Page learned the hard way how to build awareness for her product. Two years after publishing her first book, it continues to sell well. Along with an engaging and user friendly approach to marketing, *The Secrets to Successfully Marketing Your Book* presents a plan that outlines the monthly tasks you have to accomplish starting six months prior to publication and continuing until after publication. You could buy a book on social networking, another book on building a web site, and another book on developing a marketing plan, but *The Secrets to Successfully Marketing Your Book* blends all these topics together in one organized marketing plan. Susan Page outlines what you have to do to keep your book selling. And she writes it in the same pragmatic approach as she took with *The Power of Business Process Improvement*. She goes right to the information authors want and shares the secrets by explaining the how and not just the what. So, save your money on a publicist. You have the power to market your book. Your success depends on you.

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