

*The Prequel to*  
**Be More Successful**  
With Marketing and AdvertiZING

A Hands-on Primer for New  
and Aspiring Authors

Pamela Ackerson

## Books by Pamela Ackerson

### The Wilderness Time Travel Series

*Across the Wilderness*

*Into the Wilderness*

*Wilderness Bound*

*Warriors of the Wilderness*

*Out of the Wilderness*

### A Granny Pants Story (Children's Stories)

*The Long and Little Doggie*

*Riley Gets into Predicaments*

Available in Spanish:

*El Perrito Largo y el Perrito Pequeno (La Serie del Perrito Largo y Pequeno)*

### Historical Fiction

*Dear Margaret*

### Non-fiction

*I Was Just a Radioman* (The memoirs of a Pearl Harbor survivor, Black Cat, and decorated veteran.)

*Be More Successful with Marketing and AdvertiZING*

Readers Rock!

When you write a review  
Something simple and true  
It helps the author  
And they'll appreciate you.

Poem written by Pam Ackerson

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## Chapter One

### I Want to Write a Book

Awesome.

Now sit down and write it. I've had many people tell me they want to write a book, but never follow through with that desire. They just don't seem to have the time.

If you really want to write, have a story screaming to get out, you need to sit down and write the book. It's that simple. Just take a few minutes a day, or even an hour a day, and write.

Don't worry about mistakes, formatting, editing, spelling, or anything like that right now. Just write. Get the story down there. Some authors use an outline, plot description, or just write off the top of their heads without preparation. It's up to you on what's easiest for you.

Start out by writing a bunch of short stories with the same characters, or a group of articles focused on the same theme. Decide which genre and sub-genre you'd like to write about. Research what readers like, and find out what's best about that genre.

Read. That's right, read as many books as you can. Get the gist of what's wanted by the readers. Pick a few authors that you like and read their reviews. See what the reviewers liked and didn't like. Know what your readers want and like and you'll be ahead of the game.

You can write anything you want. It can be self-help, DIY, non-fiction, fiction, romance, whatever you desire. It doesn't matter what your genre is as long as you sit down and write it.

Telling me your terrific plot in one breath, (and I've heard some awesome plots), and then saying you can't type in the next breath tells me you've already defeated yourself.

You've already told yourself that you can't.

My response? Talk it in. Don't give yourself a negative attitude. Chances are that your computer already has one in it. It's not the best, nor is it the top of the line, but it'll do if you can't type.

Or just go the old fashioned route and write it on pen and paper.

Start with writing short stories, flash fiction, or articles.

Keep a positive attitude, convince yourself that you can do it. If you don't have the confidence and self-motivation, you're hurting yourself and your chances of succeeding.

If you've got that story burning in your head, sit down and write it. Who cares if you only write one page a day? At that pace, you'll write two small books a year or one with 365 pages. Perhaps you start with short stories. That'd be about four stories a year. Now you've gotten into writing on a regular basis.

You must be self-motivated and self-disciplined. Be determined to succeed, without that ingrained in your personality, you'll be struggling. Make yourself do it. You're your own boss and the boss has to keep their employees motivated.

You've decided that you're going to write a book. You've gotten the plan and plot all set, time set aside, ideas, research (if needed), and the tools you need.

Tell, tell, and tell. Let me explain. Tell them what you want to do. Tell them while you're doing it. Tell them what you've done.

As you're writing the book, you need to put your name out there. If you're using a pen name, you need to get your pen name out there. By doing that, you'll know where you stand.

There's a slow process that needs to be cultivated in order for your name to become recognizable. It's important to know where you stand on what you should've done, what you should be doing right now, and what you should be planning to do.

Don't force the story. Let it grow with each page. Release the inner fantasy and put yourself in the story, even if you're a secondary character.

Avoid letting writer's block snag you. If you hit an impasse, start at the beginning of the chapter or at a section a few pages back. By the time you get to the blank page, you'll have written something. It doesn't matter if you reworded paragraphs or kicked in and extended the chapter. You wrote and that's what matters when it comes to the story, and the voices in your head that are screaming to get out.

*Whispering...shhh, a secret.* Let me tell you something I learned several years ago. Your computer should have a free voice program that'll read your story back to you. My computer calls it "narrator". Once your book's finished, find that program, activate it, and listen to your story.

Stop and fix as you hear the mistakes. You'd be amazed at what you find while you're listening.

Have someone you trust read it before you send it to a professional editor. Make the necessary corrections, and put it aside for a couple of days.

Read it from the very first page to the last.

## **Chapter Two**

### **Promoting Yourself Before Your Book is Finished**

You need social media. Pick your favorites, and pick favorites from other readers and authors. I'm sure you get the idea that you need to follow and friend as many people as possible. Keep it within your realm of the publishing industry and your personal interests.

If you don't have accounts with social networking sites, you need to get them. You need to interact with other people. Chat about different things, interests, etc. Try to focus on people who have the same interests as you, and like the same books you read. It helps keep conversations going. You also get to meet some awesome people.

Don't consider it wasting time. Consider it as meeting new people, new friends, and new potential readers. You don't have to spend all day on these sites. Unless you're involved in a social media party, or holding one, you need to be writing.

Spending about twenty minutes a day, or two hours once a week, on social media sites will suffice. Pick two of your favorite sites, concentrate on cultivating them, and expand your friends/followers. Don't get rid of the other sites. You still need to use them. You can expand to the other sites as your friends and followers increase.



The plan is to get your name out there, make it recognizable. The biggest thing you must remember is to keep it sincere and real. Don't be fake. People want to read about genuine thoughts.

Keep it positive. Don't tell them all about your problems. If you want to throw something out there once in a while, that's okay. However, don't be a downer. People want and need a positive flow of energy. If you give it to them, they'll come back. Remember, they're on social networking sites for various personal reasons. I imagine wanting to get depressed or angry isn't one of them.

As an author, you may express your honest opinion about anything you want as long as you stay diplomatic in your comments. Your personal page is just for that. Say what you want. Just make sure your followers know that it's a personal page and everyone is allowed their personal opinion as long as no one's hurt by it.

You want to vent? Vent in your story. Venting makes great plot lines. Create a character that you can relate to and have her or him deal with it. (Without prompting a lawsuit against you.)

You want to talk politics and religion? Use your personal social media pages to express those opinions. Only allow family and friends on your personal page. They know how you feel, have accepted you, and you don't have to worry about losing readers or other author friends.

If you choose not to have a separate author page, please be diplomatic in your discussions.

Don't discuss politics and religion on your business/author web pages. Keep it business oriented, sharing and commenting on other authors' and readers' posts.

In the "olden days" people were taught not to discuss politics or religion. Now, it's a little more free on conversations that can be brought up, be diplomatic in your responses and posts. I'm not saying you can't give your opinion, I'm saying be careful with

what you say. Everyone's allowed to have their own personal opinion, regardless of whether you agree with them or not.

Find people who have the same interests you do: Books, art, sewing, reading, history, publishers, cover designers, marketers, and other authors. Anything that'll stir up your interests and theirs. Mention that you're writing a book. Ask for feedback and respond positively to their feedback.

Start a blog. I understand that the first thing out of most new authors' mouths are *I have no idea what to write about*. That's okay. Go visit other authors' blogs and comment.

Let's say you've joined two sites. Good. Chat with people. Bring up interesting tidbits. Share and retweet. And did I say mention once in a while, that you're interested in writing a book? Or that you're writing a book?

You've just started writing. Don't keep it a secret. You should be telling people.

When you join the sites, they'll ask for a profile description. Keep it short and sweet, direct, and mention that you're an aspiring author.

For example, a good twitter profile would be:

Wife, engineer, Trekkie, books, aspiring sci-fi author  
www.yourname.com

For other social media sites:

Make the twitter profile full sentences. You're married and/or single. Add hobby interests.

Include the area where you live. You may not necessarily want to put your hometown but may want to put the closest larger town, or county name.

Did you write an article or blog? Pin it to your twitter profile page. Make sure you attach an image that expresses what you've written. You've heard the saying "A picture is worth 1000 words." It's true and works with getting people's attention.

What do you read? I suggest you read the genre of the books you want to write.

Have you written reviews of books? No? Guess what? You need to write reviews. Be kind and considerate. If you want to critique it, stay positive, and don't comment on the editing.

First of all, it's unprofessional and insulting. The majority of authors have paid an editor. There's a reason why they paid an editor. When authors write, they don't see their mistakes because in their mind they read it the way it's supposed to be. That's why it's so important to pay an editor to polish pre-published work.

The point being, you're reading the story, not correcting the editor's mistakes, or pointing out the editor's lack of expertise.

If the editing's that bad, email the author personally. Please don't put it on a bookseller's page and ruin her chances of selling a book because of your opinion of how good the editor did their job.

Review and give a positive, honest comment about the story. It doesn't have to be a lengthy review or even an editorial review. Just write an honest opinion of how much you liked it, short and sweet works, too.

## Chapter Three

### Your Book is Written

Get the book edited. I know. You've heard that multiple times.

Now write another one. Yes, you read that correctly. Get started on another story or book.

Decide whether you want to self-publish or find a publisher. There are several preparations that need to be done, things you need to do before you send queries to publishers.

First and foremost, do research on different publishers. Find out what they publish, if they're accepting queries, and what their requirements are prior to contacting them.

Follow their submission requirements to the T. If you don't, your manuscript will be immediately dismissed. They won't even look at it.

Find out where the publisher markets their authors and where they advertise.

Do a bit of research and see who their authors are and if you have them on your social media sites. If you do, ask them if they're happy.

Do it discretely. If there's a problem, they'll most likely ask you if they can message you or ask if you can message them. That way, anything negative will be kept between you and the author, not blasted on the site, and possibly cause problems in the future.

Some publishers will only work with agents. Some publishers have slush piles for unsolicited queries. A slush pile is a large collection of unsolicited book queries that an editor may or may

not get to. There are hundreds sitting there begging to be looked at and accepted. It's harder now to get your book pulled from a slush pile than it was twenty years ago, especially if the slush pile's in an electronic folder.

If you want to take the chance of sending an unsolicited query, you better have an absolutely stand out blurb in your subject line.

Remember all those people I recommended that you follow and friend on those networking sites and groups that you joined? There should be publishers in there. Have you been sharing their stuff? Reading their blogs? Responding to their blogs? Is your name recognizable to them?

If your answer is yes, then you've developed an online relationship that could possibly move forward. Even if they're accepting queries, they may know a publisher who's looking for what you've written.

A strong suggestion that helps you improve your writing: Get a professional to edit your book before you send queries to publishers or agents. Just one edit run should do. It doesn't have to be a thorough edit, the publisher will have someone editing your book and helping you as much as possible.

Regardless, of whether you're self-publishing or not, I can't say this enough. Please get it edited by a professional. Not a friend who's good at reading, but an editor who has the proper credentials and qualifications.

Your targeted publisher's going to want to see how active you are in the book industry. Have you attended any workshops, conferences, events? Do you belong to a writers group? Do you have a web page? Blog? What are the social media sites where you're active?

Most of all, what's your marketing and advertising plan if they accept your manuscript? If you're accepted by a publisher, you need to tell them what your plan is, and how you plan to promote

your book. If you choose to self-publish, you still need to sit down and create a marketing and advertising plan.

You can either build a website prior to sending a query to the publisher or wait until you've been accepted. I'd recommend building your website first. That way, the publisher can see how active you are and how much you're trying to stay interactive with social media.

## Chapter Four

### Getting a Website

Building your website can be easy or hard, depending on what you decide. There are free websites out there you can use that let you copy and paste, creating a pleasing eye-catching page. When I first started in the industry, the Internet wasn't around. However, the moment I had a chance to create a page, I did. I had an AOL home page. When I realized that just having one homepage wasn't enough, I expanded my reach and found one of the free websites available that was easy to use.

Learn to do it yourself. When you start selling a reasonable amount of books, you can find a web designer. You don't have to spend a lot of money on a designer. There are plenty out there who'll create a page for you without asking for an arm and leg.

In the last several years, I broke down and purchased [www.PamelaAckerson.com](http://www.PamelaAckerson.com).

If you have the funds, you can purchase a [www.YourName.com](http://www.YourName.com) or [www.YourName.net](http://www.YourName.net). Many have a copy and paste feature. If you're clumsy, fearful, website challenged, you should hire someone to do it. Ask them to make it user friendly so you can go in and tweak if you need to. It's important for you to be able to keep the page active, functional, and fluid. If you have to wait for a webmaster to update your page, it can cost you sales.

I know I've neglected my personal website and I don't want you to make the same mistakes. Websites need to be pleasing to

the eye. The reader must be able to associate your books with your page. Try not to put too much information on one page. It'll look cluttered.

There are several things you can do to make your website awesome.

Enticements need to be added to the page. People love free or discounted items.

Keep in mind that your website's one big, awesome advertisement and marketing tool. If you look at it that way, you'll succeed in making it a great page for your readers.

Use pleasing and uncomplicated background image that either accents your books, letting the reader know what you write, or keep it a solid color and use a font that's legible to the reader and makes your book covers stand out.

If you use an opaque image, use darker, bolder fonts. You can go with reds, black, or dark greens/blues. If you prefer using a dark background image, use lighter fonts. Use gold, yellow, or reds with thin white strokes.

Another major requirement for an awesome web page is to take advantage of excerpts or freebies. It doesn't have to be a full chapter. You want to entice the reader to wanting more. Let them see your writing style. Give away a short story that can be uploaded or sent to their email address. If they're interested in reading more, you've enticed them to click on the buy button and either purchase, or read more on the "look inside" page.

Enticements can work well for you if you do it correctly. Sometimes it works and sometimes it doesn't. Offer the e-book for free. They may or may not put the review up. It's a chance you have to take.

I've mentioned this before with your social media sites, but you need to do this with your website as well. You need interaction with your readers. You want to build long-term relationships with them. If you're inclined to have a newsletter,



collect email addresses from readers who contact you. Ask them if you can mail them once in a while.

If you touch up your page once in a while, you'll be giving your readers fresh and updated information. Even if you haven't written a book in six months, go in and move things around.

You've seen department stores and grocery store do it. How many times have you walked into the grocery store and noticed that they've changed things around. They're trying to make it look fresh. Big businesses do it and you need to do it too. Make sure your readers can find what they want. You don't want them searching around for something, getting frustrated, and wandering off.

Keep it simple and fresh.

Promoting your website, blog, and/or articles is very important. Use your networking sites to encourage readers to your website.

When doing promotional blurbs or bullets, use hashtags. There's a special way to make them work to your advantage. In a tweet, never use more than three. One or two is best, but you can do three. Make your tweets short and sweet, add a picture, and don't forget to put in the website address. I've seen so many authors forget to do this and they wonder why they're not getting a good response.

Instagram's a whole different matter when it comes to hashtags. Right now, it's best to use as many hashtags as possible to get your Instagram image out there.

Newsletters are still a very important, integral part of expanding your readership. Here's the thing. Daily newsletters are becoming outdated. People aren't reading them or they're just deleting them and going on with the next email. Only email your readers if you have something important to say or you have a new book coming out.

I send out newsletters once a month. But, that's because I also promote other authors in the newsletter so my material changes every month.

Writing blogs will be up to you. I rarely read blogs. I prefer to read articles. Offer other authors to be guest bloggers, and once in a while be a guest blogger on another author's page.

Keeping active gets your name out there. It doesn't only help you but it helps other authors. Don't be afraid to promote another author. There are plenty of readers to go around.

## Chapter Five

### Marketing and AdvertiZING Plans

This chapter's going to be as simple and easy to understand as I can get. Otherwise, I'd be writing a 600 page book, or several books. The knowledge is needed in order for you to successfully market yourself, your book, and make sales. Once you decide that you want to sell your book you're in business and you must consider it a business.

All businesses need a plan in order for them to succeed. By doing many of the suggestions, it'll help you avoid floundering around aimlessly. It'll help you get name recognition, sell books, and if done correctly, sell books you plan to write in the future.

The easy part's done. You've written the book and you're writing the next book. You've decided to self-publish or query a publisher. Now comes the business part.

I was lucky. For me, it came easy because I had a boss years ago, when I was in college, who introduced me to marketing and advertising. I took that knowledge and ran with it.

Then the Internet came along and everything I learned, everything I knew went right out the door. It was a whole new world, and I had to learn to adjust to a new-fangled way of promotion and advertising. It's an ever-changing world and if you don't keep your ears and eyes open, you're going to miss prime opportunities.

There's a swing back to print promotion and advertising. People are realizing that the web shouldn't be the only source of

promotion. Utilizing print promotional tools, magazines, books, newsletters, and newspapers are still an excellent way to reach buyers.

Promotional tools are a necessity. These low-cost items can be given away or sold on your website. The strategy of what you choose is very important, otherwise, you'll just be throwing money away.

Bookmarks are wonderful. Readers love them. Pay a designer or create one yourself. Find a good company with quality printing. I've used several and tend to return to Printing Center USA and VistaPrint. Hopefully, they'll be in business for a very, long time.

Bookmarks make great gifts and you can give them away at book signings. Have a stack on your signing table and let readers take them, slip them in the books, or personally hand them out. We'll discuss the importance of how to have a successful book signing in a later chapter.

You want to use and give away promotional items that readers and other authors will want to keep—as in keepsakes. It's a gentle reminder that you gave them a really cool gift. Pens, postcards, stationery, pads, notebooks, coffee mugs, booklets, and business cards are all very affordable and functional ways of keeping your name in front of potential readers.

A common mistake many authors make is neglecting to put the proper information on the items. I've seen authors create awesome, breathtaking business cards, and not have the website address, or email address on the card. You must be readily and easily available to your readers. It helps you and if they remember you, it saves them time trying to find your page or book.

Suggestions for your business card, or any print promotional tool should include:

Your tagline/blurb/bullet: (Stories that stir within us the unquenchable hope for a better tomorrow.)

Your website: ([www.PamelaAckerson.com](http://www.PamelaAckerson.com))

Your publisher's website: (I'm no longer with a publishing house and am an Indie author so this would be skipped)

Your email address: (Pam@PamelaAckerson.com)

Your **favorite** social media page: Twitter.com/PamAckerson

Inscriptions put on pens need to be short and sweet. The book title or series title, your name, and/or your www. Take advantage of anything and everything you can think of that readers and authors will want to keep. It'll be a constant reminder of you and your gift.

The good thing about marketing is that people like free stuff. If you give away a short story, have a chapter preview on your website, offer your book for free in exchange for an honest review, these are all effective marketing tools.

People love coupons! If you can offer coupons for discounted items or books on your website, go for it.

You've been to stores where there's someone there giving away free stuff all the time. That's exactly what your promotional tools are doing. You're the person giving away the free samples. That's why an excerpt or chapter preview on your website is so important.

**Never let the reader walk away or leave your website without them receiving a free sample.**

Let's work on your advertising goals.

Your goals and how you plan to promote yourself need to be included in your business plan. Advertising can cost you a little or a lot. As an author, understanding what you want it to do is a key point to success.

Starting out as a new author, you want exposure. As much as you can get, without blasting people daily and irritating them to the point where they'll ignore you.

People need to recognize who you are and what you do. Don't expect exorbitant sales until you've achieved a decent, good

following of readers. That could take one book, or five books. It depends on how active you stay and what genre you're writing.

Target advertising puts your ads in front of the readers. It does exactly what it sounds like. You want to target readers who'll enjoy your book, who like to read the genre you've written. For example, if you advertise with a western e-zine that promotes books, and you write regency, you've pretty much wasted every dime.

It'd be ineffective to pay for advertising on the Huffington Post weather pages if you write science fiction. Unfortunately, I've seen authors advertise on pages that have no connection whatsoever to their books.

I cringe whenever I hear someone say that advertising's a waste of money. If that were true, you wouldn't see TV commercials, hear radio commercials, or see ads on the side of web pages. If ads didn't work, you wouldn't know when the next Disney movie was coming out or the next James Patterson book.

All of these people advertise for a reason. It works, when it's done correctly and repeatedly.

Regardless of whether you're with a publisher or are self-publishing, you need to advertise. Most publishers aren't going to pay for advertisement. They're going to put that in your lap, make it your responsibility. Until you get to Stephen King, J. K. Rowling, and Nora Roberts levels of sales, you need to put aside money and budget for advertising.

Where are the best places to advertise? There are an abundance of online book stores, local retail book stores, book industry newsletters, book promotion websites, e-zines, print magazines that are focused on readers, and publishing outlets.

Did you notice I said places? Yes, *places*. Don't advertise with just one business or website. Advertise with multiple websites.

Ask questions, a lot of questions.

Writing enticing blurbs can be frustrating. Look at the bestselling authors' ads. Pay attention to the types of keywords they're using. Mimic them.

Look for affordable advertising. Determine how much you want to spend and stick with it. If you find a good advertising deal, and you've reached your budget, it's okay to go over it. Just be careful.

Research the sites you want to use. How much experience do they have? What are their hits? What's their reach? A reach is how many people have seen their page, tweets, or posts.

Is there constant activity on their website and how do they get readers to their site? Where and how do they promote? If their answer is only on Facebook and Twitter, think twice about using them. Unless they're a tweeting service, with a large following of readers, it's not going to do you any good to advertise with them.

How quickly do they answer your emails? How long have they been in business?

If it's a magazine or newsletter, how many subscribers? Are they an e-zine or do they have print subscriptions available to readers?

If they don't answer these questions, **you need to think twice about handing them your hard earned dollars.** If they're advertising your book for free, don't worry about their numbers. Just be gracious and thank them for helping you get the word out.

Advertising won't guarantee sales. It can give you excellent exposure. As a new author, that's the cat's meow!

Creating catchy advertising's a must. If your ad's sending a reader to your website or an excerpt on your website, make sure your website's awesome, professionally built, and pleasing to the reader.

Don't forget the free sample's an effective hook. If your confidence is wobbling and you're unsure of how awesome your website is, send the reader to a purchase page. Send them to

Amazon, Books-a-Million, or Barnes and Noble. Learn from these big book stores and take advantage of their expertise.

They know what they're doing. That's why they're still in business after all these years.

Let me tell you what happens when you don't advertise.

Nothing, absolutely nothing!

The chance of a reader finding you without promotion and advertising is slim to none. You have to go and find them. You have to put yourself and your book in front of them. They have to see it or they won't know it even exists.

Everything I've written boils down to your marketing and advertising plan. You'll need to have prepared a website, promotional tools, social media, scheduling time for interaction, attending conferences if possible, and the most important advertising budget.

Understanding what marketing and advertising does is very essential. Where, when, how much, and how often you'll be advertising is a key learning point of not wasting precious money.



## Chapter Six

### I'm in! Now What?

Congratulations, you're now officially a business owner or if you prefer, an entrepreneur.

Regardless of whether you're self-publishing or with a publisher, there are several things you must do. Open the phone book (if you have one) or do a web search for local libraries and small bookstores within fifty miles of your home.

I read a statistic somewhere that 60% of households have a library card and 70% use the card on a regular basis. How awesome is that!

Approximately four months before the release date, send out snail mail letters and/or email letters letting them know you'll have a book out soon, the title, the genre, the publisher, and the date when it'll be out. When you receive the ISBN and ASIN, send out another round of letters reminding them about the book and include the ISBN and ASIN.

If you can, order some books and donate them to the libraries.

Continue and increase activity on your social media sites. Start following authors who write the same genre you do and interact with them. Get to know them, ask questions, promote their books, share, etc. It isn't going to hurt you to help other authors.

Offer to be a beta reader if they're looking for someone. Offer to write a review. If you offer to write a review, make sure you sit down and write it. Authors send a bunch of books out for reviews and unfortunately, they don't get the promised reviews.

Keep in mind with each review, with every word you write, how you'd react if it was about your book. You can be honest and diplomatic. You're an author, a wordsmith. I'm sure you can come up with an honest review.

Have a little class, a pinch of genuineness, and kindness and you'll be helping your fellow authors.

Send out queries to bloggers and reviewers who read the genre you've written, asking if they're available to review your book or help you promote it. You can send them a pdf copy of your book before it comes out. Just make sure they're a legitimate blogger or reviewer.

If someone doesn't like your book, accept it. It's okay. You haven't liked every book you've read. It's their opinion. If they give a reason why, listen to what they're saying, it might just improve your writing skills.

Whatever you do, don't start arguing with them. It's their opinion. Everyone has one. Leave it alone. You're going to get good and bad reviews. You might even get snarky reviews. It happens. Shrug it off and don't let it discourage you.

Now just a couple of things before I pitch *Be More Successful with Marketing and AdvertiZING*.

If you haven't already, find local author workshops, conferences, conventions, book signing events etc. It may be too late for you to register as a participating author, but that doesn't mean you can't attend as a reader.

Pick their brains for information. Most authors are happy to help other authors. Introduce yourself and rub elbows with awesome authors, bloggers, event coordinators, and the readers. Then, try to get on the sign up list to attend as an author for the next available event.

This book's for you. My whole point of writing it is to help all authors. I've had many established authors, aspiring authors, and WIP authors ask me a multitude of questions and I was more

than happy to help. (WIP-work in progress) I took the most commonly asked questions and solutions and put them in a nifty, absolutely priceless book.

What you'll find in *Be More Successful with Marketing and AdvertiZING*:

Social Media Marketing and AdvertiZING for Books or Any Business

Becoming a Bestseller

Saying NO and Being the Bad Guy

How to Write Incredible Click Enticing Promotions

Promoting Your Book With or Without a Publisher

How Much is That Advertisement in the Window?

Self-publishing Doesn't Have to be a Disaster

How to Make Your Website *Awesome*

Taking the Plunge into Publishing Audio Books

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