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1001 Ways To Market Your Books: For Authors And Publishers, 6th Edition



Synopsis

Today's most complete handbook on book marketing.

Book Information

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Customer Reviews

When John Kremer decided to name his book, 1001 WAYS TO MARKET YOUR BOOKS, he sold himself short. If you only came away with 1001 ideas from this massive tome, I'd say you might want to go back and re-read it. This book is, by far, the best book I have found on book marketing. For a promoter or author to attempt to market a book without first researching how to go about it, would be insane, and that research should begin right here. There are many books available on this topic, but none so comprehensive as this one. Kremer's book goes far beyond the basics of giving you a few pointers on how to market your book. Let's face it, no matter how incredible your book might be, if no one ever reads it, your work is lost. This book will arm the writer with information on what they can do to insure their own success. Don't make the mistake so many authors make of leaving their success up to someone else. Here you'll learn not only about marketing your book, but how to construct a top notch publicity campaign, various ways to promote your book, the best way to advertise, gaining distribution, and even how to capitalize on your writing after your book is published. In short, if you are a writer or publisher, you HAVE TO HAVE this book. To attempt to market your book without it would be like running a race with cement shoes.

Length: 2:57 Mins

There are a ton of book marketing books out there, but this one belongs on the shelf of every author and publisher out there. First of all-- I have to say I'm one of the most frugal people I know. I want to get a value for anything that I purchase. This book has 700 pages of great marketing ideas. It doesn't matter whether you are a beginner or experienced author or publisher in book marketing, you WILL find a new marketing idea, and refine some of your current marketing. Hope this helps. K. Patrice Williams (Author, Publisher, Business Consultant)[...] 6 Simple Steps to Credit Repair: Rebuild your Credit after Foreclosure and Bankruptcy (Volume 2) 6 Simple Steps to Avoid Foreclosure

Whether you are a published writer or want to become a published writer, you need to read this book. There are literally hundreds and hundreds of ways to promote, publicize, announce, advertise and get your name out to thousands if not millions of people. The ideas listed are simple, easy to understand, well researched and simply fun to complete. I was surprised at how many mistakes I made with my marketing campaign in the beginning. There are so many simple, no-brainer ideas that I could have been doing that would have helped me to market my book better. Not only are there ideas that help to raise the sales and production of your book at your marketing launch, but there are ways to help keep it going. The reason I gave it four stars instead of five was because several of the ideas in the book are for businesses or large companies who have huge amounts of money to use for marketing, massive amounts of time to travel, and can participate in events that the individual can not. However, there are still many, many great tips for the self-published author. If you want to market your book effectively read this one! -Christian Fobian, Author of Why Christ?

First off, If a person writes a book, and wants to learn how to market your book, this book is the Bible of book marketing. I gave it three stars for two reasons. First, this book desperately needs to be updated. If I had written this review five years ago, I probably would have given it five stars. But in the past five years there have been significant changes in the book publishing industry. For example, simply look at , a number of promotional efforts by have come and gone in the past five years. Thus, six years later, the book needs a thorough revision to make sure each of the marketing examples presented in the book is still feasible. Second, the book is seven hundred pages, but unfortunately with no subject index. Several times I found a great idea for marketing my book, but later when I went back to find the example, I grew frustrated trying to find the right page as I thumbed through 700 pages. If you are reading this book for tips/ideas on how to market your book,

get some post-it-notes, and as you read it, and find a good idea, put a post-it-note on that page to keep track of the details for an idea for marketing your book. In conclusion, easily the best book marketing book I have read to date, but at this time it is a desperate need of good revision in order to maintain topical currency.

There's some good information in here, but it's remarkably basic to anyone with a little bit of experience. Some of it seems to have been written pre-Bookscan, though, even though there was an ostensible "update" in 2006, because much of the information is simply wrong and no longer the current practice on sales data and bestseller lists. There are better books out there, books that don't make you feel like you need to become a snake oil salesman to market a book.

There's an old saying (perhaps it was Lord Leverhume) that in any marketing plan, only half of your marketing dollar are actually working for you- the trick is to find out which half. This book is a bit like that- in a good way. I picked it up at a local bookstore, and was at first a bit skeptical about whether it could all be useful- given it is a bit of a handful (actually more than that). As I've gone through it, I realize there are some portions that are exceptionally useful- tips from fellow authors, very helpful contacts and websites/resources you could use, details on what works and doesn't etc. I do find myself repeatedly going to these sections and virtually every day, I am using one tip or the other from this book to help market my own books. On the other hand, there are vast portions of the book which add little value in terms of teaching an author/publisher how to market their book, but take up lots of space- primarily the long examples of how others have done something. One or two are enough to make the point, but when they start running into pages, you remember old Lord Leverhume! Still, on balance, this is a very useful resource, and would recommend that any author should have this on their bookshelf. Mainak Dhar, author, Brand Management 101: 101 Lessons from Real-World Marketing

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