



## The Authors Guide to Marketing Make a Plan That Attracts More Readers and Sells More Books You May Even Enjoy It

By Beth Jusino

Sharper Words Press. Paperback. Condition: New. 152 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. Like it or not, marketing has become part of every authors job. But believe it or not, marketing doesnt have to make you miserable. In The Authors Guide to Marketing, publishing insider Beth Jusino guides you past the one-size-fits-all formulas and over-hyped fads, and shows you how to build a strategy that works with your unique time, talents, and resources. Youll find dozens of ideas that will help you launch and sell your book both online and off. Theres even a template for you to organize your own personalized marketing plan. Whether youre self publishing, traditionally publishing, e-publishing, or are just thinking about publishing at some point in the future, this is the resource that will help you take your career to the next level. You might even find some things that youll enjoy. If youre looking to learn about the reality of marketing your own book, this is the gold standard. --Paul Jarvis, bestselling author of five books, including The Good Creative This is a book that will help authors succeed. I love it. -- Chip MacGregor, President, MacGregor Literary Agency Beth provides a refreshingly candid resource....



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