



Book Promo 101: Learn the basics of Book Promotion

Nikki Leigh

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Book Promo 101 is an Award Winning Finalist in the USA Best Book Awards

Nikki Leigh offers her own expertise and she collected quotes from many of the best people in the business when it comes to getting their books "out there." Book Promo 101 helps you lay a solid foundation to help you get your published work noticed and allows you to build your skills at your own pace. The book is written in a teaching format and has review questions at the end of each chapter. Here are many ways to promote your published work and generate sales.

Some of the topics that are discussed in Book Promo 101 include:

- **How Do You Develop a Marketing Mind**
- **When Should You Start Promoting**
- **Design Your Book with Promotion in Mind**
- **Should You Hire a Publicist**
- **Creating a Marketing Plan**
- **What Goes in a Press Kit**
- **Writing and Distributing Press Releases**
- **Utilize Book Reviews**
- **Designing an Author Website**
- **Use Promotional Items**
- **Selling Books in Book Stores**
- **Other Places and Ways to Sell Books**
- **Blogging About Your Book**
- **Use Email and Signature Blocks to Promote**
- **Use Forums and Message Boards**
- **Expand Your Area of Influence**

This information is just the beginning.

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