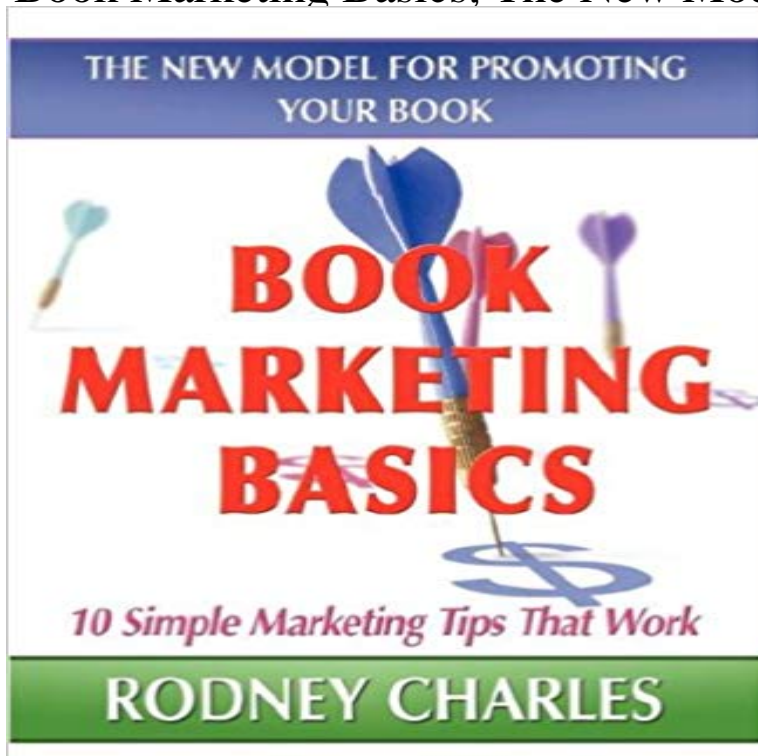


# Book Marketing Basics; The New Model for Promoting Your Book



~~~~~The New Model for Promoting Your Book~~~~~ Book marketing has changed forever. The new model for promoting your book uses the timeless fundamentals of book marketing and combines them with the almost limitless networking technologies of the internet. The goal of this book is to give new authors the insight and tools to compete in the same playing field as seasoned professionals. There has never been a better time for new authors to achieve marketing success. The new model makes it simple, quicker and affordable.

~~~~~Learn How to Network Using:~~~~~ ~YOUR EMAIL SIGNATURE ~EMAIL CAMPAIGN S ~ONLINE REVIEWS ~WEBSITES ~PUBLIC RELATIONS ~BOOK SIGNINGS ~COMMUNITY NEWS LISTINGS ~PRINTED MATTER ~TALK RADIO ~PRESS RELEASES ~~~~~This Book Features Sample:~~~~~ ~Press Releases ~Cover Letters for Book Reviews ~Endorsement Sheets for Book Reviewers ~Marketing Sheets ~Directories for the Top National Book Review Editors ~Directories for Key Newspapers that Review Books ~~~~~Rodney Charles is an innovative, self-motivated entrepreneur and business leader who conceived the 1stWorld Publishing business while acting as President and Managing Editor of his own self-built book publishing company, Sunstar Publishing Ltd. (1992). His diverse experiences, ranging from media management, business-to-business aggregation and hands-on daily interaction with authors and publishers, have resulted in the assembly of many of the resources required to implement 1st World. He has authored six books: The Land of Love, Art & Genius; Lighter Than Air; The Name Book; (editor) Publish It Now and the best-selling Every Day a Miracle Happens.

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