



Plug Your Book! Online Book Marketing for Authors (Paperback)

By Steve Weber

Weber Books, United States, 2013. Paperback. Condition: New. 2nd ed. Language: English. Brand new Book. > Get massive exposure for your book, no special computer skills needed -- trade published or self published, fiction or nonfiction > Discover why authors fail with paid advertising, pay-per-click, fee-based reviews, and "bestseller" campaigns > Blog to connect with readers, driving them to Amazon and bookstores > Boost your visibility with Google, use MySpace for viral marketing > Ignite word of mouth with Web social networks > Capitalize on peer content and "amateur" book reviews Here's what the experts say about this book: "A wealth of ideas for making your book stand out, including many techniques for Internet buzz you won't find elsewhere." -- Jane Corn, Top Reviewer "I spent two years building up skills to market my books Earthcore and Ancestor online, and I can tell you right now that Plug Your Book would have saved me MONTHS of time. I bought this book just to make sure I wasn't missing anything, but it blew me away." -- Scott Sigler, # 1 bestselling author "An amazingly rich collection of cutting-edge promotional tactics and strategies. Makes most other books about online publicity look sickly."...



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Reviews

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This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be play, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

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