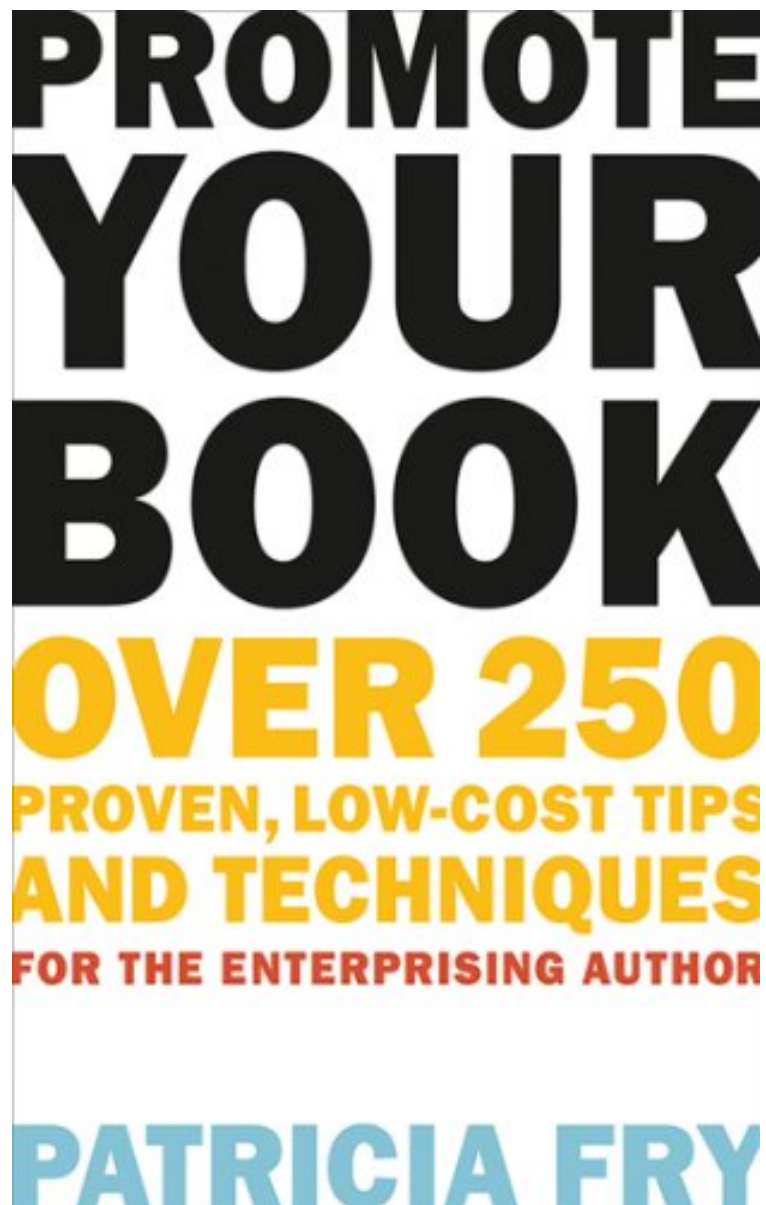


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 7 of 7 people found the following review helpful. Great Primer for the Independent Author and Publisher!
 By JT
 If you don't know where to start promoting your book (or e-book), this is a wonderful resource! The advice to read the book from cover to cover and then implement the ideas that suit your personality and skills is sound advice that works. Many "out of the box" ideas are given that serve as a "springboard" for your own creative ideas given the genre of your publication. After read the book, and having begun implementing some of the ideas, I have seen an increase in print sales for *Biblical Hebrew: Vocabulary Made Easy!* that were stagnant. The book is easily accessible to the novice and contains solid, practical ideas from an established author and authority in her field. My only complaint is the moderate amount of self-promotion contained in the book. While many resources are listed, some advice is not fully "fleshed out" and sometimes refers the reader to other resources, which must be purchased, to carry out the idea. I fully appreciate the promotional reasoning behind this practice (and I will likely buy some of these resources), but it feels less than 100% complete. That being said, the free resources listed, and knowing where to look next, are worth the price of the book alone. My thanks to Patricia Fry for helping guide a novice self-publishing author. I would heartily recommend this book to any author.
 0 of 0 people found the following review helpful. Great Collection of How-to advice on Promoting a New Book
 By Randy L White
 This great collection of How-to advice on promoting your book. This is a very useful book on techniques in book promotion and getting noticed. I have begun to apply these techniques and find several of them very useful. The book is packed with information about websites and promotional opportunities. The text is presented in a clear and logical manner, first with an introduction to book promotion and a general overview, moving to a more detail explanation of these topic later in separate chapters. I'm looking forward to exploring the other approaches to advertising a new book. I would recommend this book to authors interested in an overview on the subject of book promotion and use it as a future reference or quick-fact book.

Do you have what it takes to become an author, but are not sure where to start? *Promote Your Book* gives enterprising authors the advantage they need to navigate the publishing industry and gain a better understanding of what book promotion is all about. This well-organized collection of the most successful low-cost and no-cost ideas provides solutions for both aspiring and seasoned authors in any genre. You will learn how to promote the book without changing your lifestyle; how to promote creatively, locally, and through social media; submit news releases and tip sheets; arrange book signings, radio, and TV appearances; enhance marketing skills; spend money in all the right places, and more.

"Patricia Fry's advice is outstanding and this book is packed with hundreds of tips that will save you thousands of dollars. As a professional of many years, I highly encourage any author to get this book, highlight it and use it well." -- Penny Sansevieri, CEO Author Marketing Experts, Inc., and adjunct instructor at NYU
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 "The most expensive parts of book publishing are the mistakes. Patricia Fry's wealth of experience will save you time and money. Highly recommended." ---Dan Poynter, *The Self-Publishing Manual About the Author*
 Patricia Fry has almost forty years of experience as a career writer. She is the author of more than thirty-one books, most of which relate to writing and publishing, and has contributed hundreds of articles to magazines and newsletters such as *Writers' Digest*, the *Los Angeles Times*, and the *Artists' Magazine*. Fry established her own publishing company, Matilija Press, in 1983, and is the executive director of the Small Publishers, Artists, and Writers Network (SPAWN).