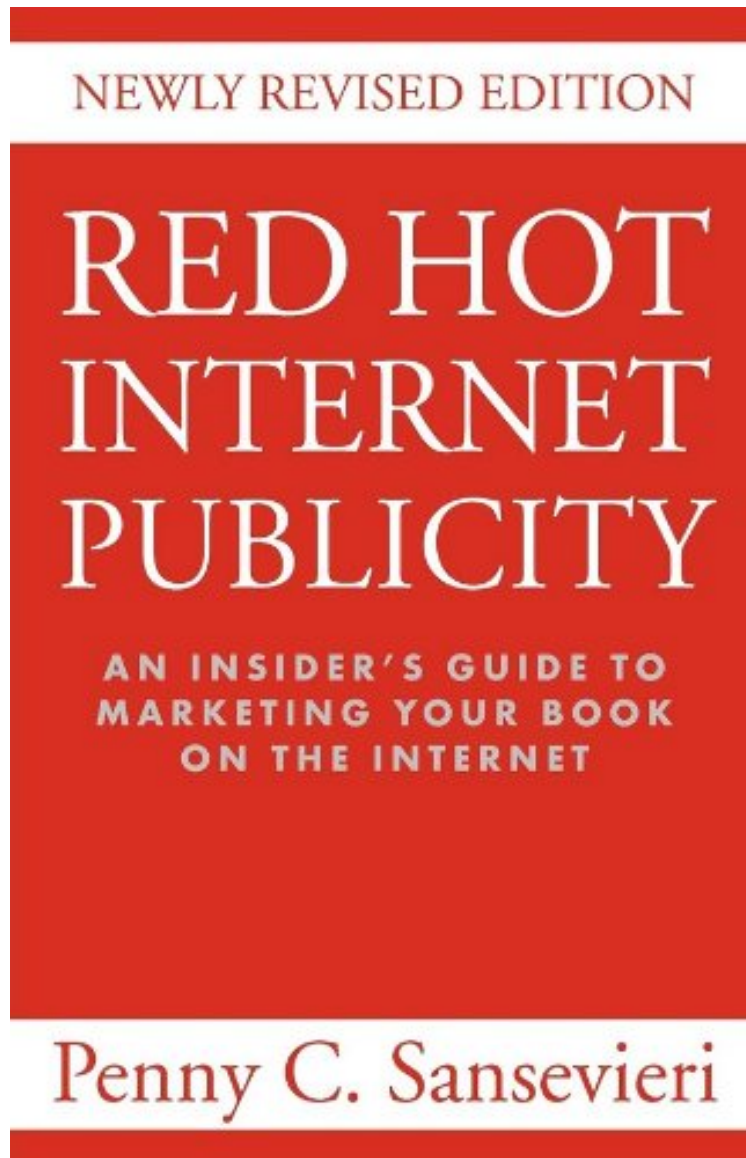


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RED HOT INTERNET PUBLICITY

Penny C. Sansevieri

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Penny C. Sansevieri : RED HOT INTERNET PUBLICITY before purchasing it in order to gage whether or not it would be worth my time, and all praised RED HOT INTERNET PUBLICITY:

1 of 1 people found the following review helpful. This cries out for a highlighterBy Nancy SanchezMy first reaction to Penny Sansevieri's Red Hot Internet Publicity was that it might have a lot of fluff. That mistake was probably due to her warm and friendly style--in the Introduction, she just seemed to want the reader to feel good.However, Chapter 1 gets down to business, and within minutes I was rummaging through my desk for a highlighter. It turns out that there

are tons of valuable tips and URLs--on podcasting, blogs, virtual tours, and much more--that will keep the ambitious self-publicist busy for many hours. I don't usually like to mark up my books, but much of Red Hot Internet Publicity cries out for highlighting. 0 of 0 people found the following review helpful. Helpful but needs updating By Virginia This book does give a helpful overview of the "why or why not" one needs to do social media. Unfortunately, several of the sites given as examples had been taken down. Frustrating for someone needing visuals to understand. The best info I gleaned from the book was the philosophy of interacting and giving something to the community you are connecting with. I had no idea that was the purpose behind blogging, etc. so now I try to keep that in mind when posting. The book probably needs to be revised and updated - the industry and specific site rules of engagement seem to be changing rapidly. I am a novice and this review is written from the perspective of someone needing a lot of examples! The worksheets were a nice inclusion. I didn't use them but they helped clarify how to approach the whole undertaking. 1 of 1 people found the following review helpful. BE HELPFUL OR BE GONE By Becca Chopra The author promises an inside scoop into tapping Internet publicity and delivers. Beginning with the basics, she explores how web site designs can be optimized to not only attract traffic but to sell books. She advises fellow authors that marketing their book begins long before its publication and explains how and where to post press information and the "need to know" rules that govern information release on the world wide web. Further, Sansevieri reveals time-tested ways for authors to brand themselves, ways of setting themselves and their works apart from the hundreds of thousands of new books that are published each year. She reminds writers to target their market and whom and how they must impress to convert clicks into sales, even if it is only one at a time. As a debut author, I learned a lot about the world of blogs, e-publishing, social media, internet syndication and newsletter marketing from Penny. The detailed discussions spring-boarded me into the adoption of productive methods that are impacting my book's bottom line positively. In short, the book really gets across the message that you need to sell the book's benefits to the reader if you want to sell your book. Becca Chopra, author of The Chakra Diaries

RED HOT INTERNET PUBLICITY: An Insider's Guide to Promoting Your Book on the Internet

From the Author "If you want to be on the cutting edge of social media marketing strategies, Red Hot Internet Publicity is a must-read. Penny Sansevieri, an industry leader, shares her insider secrets and strategies to rocket your book to online success!" --Marci Shimoff, New York Times best-selling author of "Happy for No Reason" "Red Hot Internet Publicity is the inside scoop from the one person who knows it all." --Eric M. Kampman, President of Midpoint Trade Books, Inc. "This is an indispensable guide to leveraging the Internet to get the word out about anything." --Aliza Sherman, author of "PowerTools for Women in Business" and "The Everything Blogging Book" About the Author Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. She is the author of five books, including Book to Bestseller which has been called the ""road map to publishing success."" AME is the first marketing and publicity firm to use Internet promotion to its full impact through The Virtual Author Tour?, which strategically works with message boards, blogs, ezines, and relevant sites to push an authors message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market.