

If you're ready to learn how to use the Internet and social media to attract fans and sell more books ... then this book is for you! My first book was published 20 years ago. I've been making a full-time living as an author since 2004. I've been blessed to develop a sizable fan base around the world. Now I want to show you the foundational marketing principles that helped me get there. Here's what you'll get inside this book:

- Five Principles of Internet Marketing Every Author Should Know** The Internet provides an amazing set of tools for independent authors and book publishers. It can also be a great source of overwhelm and frustration. In this lesson you'll learn what you need to know about online book promotion to stay happy, sane and effective.
- The Guerrilla Book Marketing Online Fan-Attraction Formula** In this lesson I share the details of my Octopus Marketing Formula, including the five critical factors that make this system work, and the 12 websites you should consider using to reach readers and book buyers. Once you've been exposed to this framework, you'll never be confused about Internet book promotion again.
- Everything You've Always Wanted to Know About What to Post and Share Online to Promote Your Books** The most common thing authors say is "I don't know what to post online. I have nothing to say." After you work through the simple steps outlined in this chapter, you'll know what to focus on. And, you'll be able to communicate easily with your fans in a way that's ideally suited to your style and personality.
- Seven Ways to Build Your Author Platform: Examples and Best Practices** While most authors struggle with blogging and social media, some are attracting huge audiences with them. In recent months I've had the good fortune to interview and research many writers who are killing it (in a good way) online, such as Jeff Goins and Joel Friedlander. I point out what they're doing right, what I've done successfully over the years, and how you can emulate our results.
- The Five Essential Elements of an Effective Author Website** It seems so simple. Find a nice Wordpress theme and off you go with a new website. Not so fast! Having one is a good start, but having a site that will attract and retain readers and book buyers is another thing altogether. In this chapter I share the simple elements you'll need to have a kick-butt author website.

This book is overflowing with 22,000 words of incredibly useful information that will help you use the Internet and social media to attract more fans and sell more books than ever before. Sound good? Just scroll up and click the Buy Now button!

Salvation, Money, Then Marriage: Get Your House in Order, Decision Theory with Imperfect Information, Painting Materials: A Short Encyclopedia (Dover Art Instruction), Shes Gone Country: Dispatches from a Lost Soul in the Heart of Dixie, Origami-chan! 10 7 Gabe chilgyo play with origami (Korean edition), Introduction to Space Science,

I've been making a full-time living as an author since A book excerpt from *Book Marketing Online: The Guerrilla Guide to Building Your Author Platform*. This is the foundation upon which all of your book marketing activities should be *Book Marketing Online: The Guerrilla Guide to Building Your Author Platform*. Print Distribution Partners • Online Distribution Partners • Global Connect But guerrilla marketingâ€”the idea of using a small amount of money to do something unconventionalâ€”should be a part of every writer's book marketing strategy. Here are seven The only way to build your platform is organically.

I'm finally catching up with work and had some time to update my fiction platform so I decided to record all the behind-the-scenes stuff I'm doing to build my. Revolutionary book marketing strategies to make your book a bestseller. something and to have those who have gone ahead of you serve as guide. that mapped out exactly how to writing a bestselling book, while also building a platform of . Guerrilla Publishing is an online course & mentorship program that will take. How Author Kellye Garrett Turned Hollywood War Stories into a

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