



Book Marketing is Dead: Book Promotion Secrets You MUST Know BEFORE You Publish

Derek Murphy

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How to sell a ton of books (even if you're starting with no platform). If you've found this book I'm assuming you have or will soon have a book out on the market, and are exploring ways to turn it into a best-selling powerhouse that will slaughter the competition and pay for your retirement. The indie publishing world is thrilling because of the possible returns, and I hope you and your book do well. You're probably searching for things like "book marketing" and "book promotion" so you can learn how to find readers and convince them to buy your book. **But almost everything you read will be wrong.** That's because marketing in general is dead. Advertising is dead. Selling and convincing people to buy: also dead. The new law of book sales is this: if you're talking about your book, promoting your book, sharing your book... you're screwing it all up. Don't make "Old School" marketing mistakes that will sabotage your efforts! This book will help you to...

- Avoid the common mistakes that kill book sales
- Set up an author platform quickly that will triple your results
- Use Social Media (like an expert) without being annoying
- Advertise for maximum impact (at the lowest cost)
- Make powerful friends online who can move thousands of books

Before you spend a lot of money on book marketing services or author publicity... Make sure you've plugged all the holes in your sales funnel so you're not throwing money away. If you're looking for a "Bestseller Campaign" but don't have a big budget... This book will show you plenty of ways to improve sales without spending a dime.

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From reader reviews:

Michael Bradley:

Spent a free a chance to be fun activity to complete! A lot of people spent their down time with their family, or their own friends. Usually they carrying out activity like watching television, likely to beach, or picnic within the park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your current free time/ holiday? May be reading a book may be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to consider look for book, may be the guide untitled Book Marketing is Dead: Book Promotion Secrets You MUST Know BEFORE You Publish can be very good book to read. May be it can be best activity to you.

Marilyn Vance:

People live in this new time of lifestyle always make an effort to and must have the free time or they will get lot of stress from both lifestyle and work. So , when we ask do people have extra time, we will say absolutely of course. People is human not really a huge robot. Then we consult again, what kind of activity have you got when the spare time coming to you actually of course your answer may unlimited right. Then do you ever try this one, reading textbooks. It can be your alternative within spending your spare time, often the book you have read is Book Marketing is Dead: Book Promotion Secrets You MUST Know BEFORE You Publish.

Martha Royal:

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Harold Smith:

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