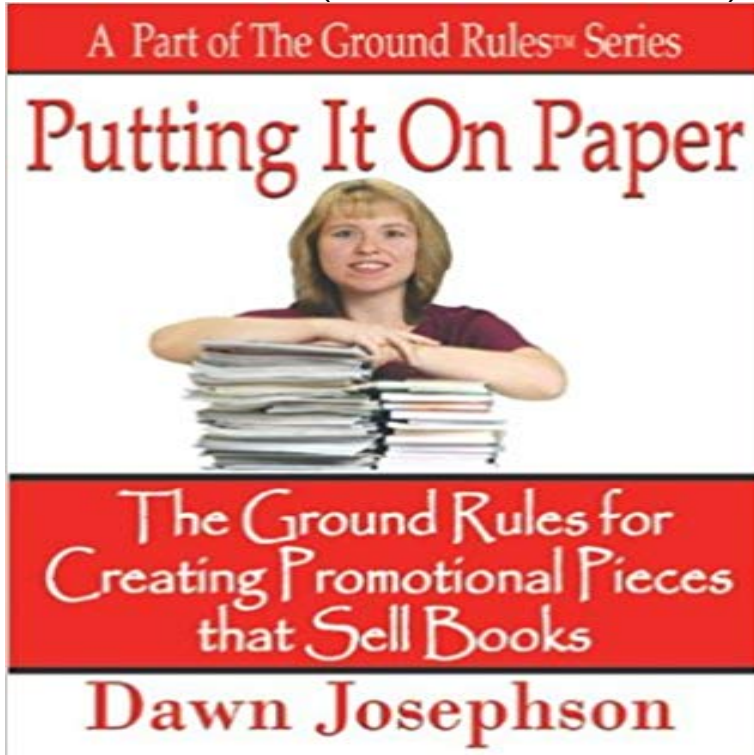


Putting It On Paper: The Ground Rules for Creating Promotional Pieces that Sell Books (Ground Rules series)



Strategies for creating a compelling book marketing kit that draws the attention of book buyers and the media are presented in this insiders guide to successful book promotion. Laying a solid foundation for the development of all book marketing materials, this step-by-step guide includes tips for developing an author biography that makes the author irresistible, organizing an article to position the author as an expert, and getting a foot in the door with an informative catalog sheet. Addressing specific solutions for unique needs, the advice provided is appropriate for those just publishing a book as well as those interested in pumping some life back into already existing titles.

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