

Social Your Book Launch

There's nothing secret or mysterious about a successful book launch (or a podcast or product launch). It's simply calendar-focused attention to your goals. "Launching your book, podcast or product doesn't have to be confusing or overwhelming. Mike breaks down the process and makes it easy to succeed." - Jared Easley, Author and Founder of PodcastMovement: www.PodcastMovement.com I developed this strategy with books, but have also had success in launching podcasts, online courses, and other products. This planner is concise and packed with practical tips. - How to clarify your true goals - Make sure you have the right brand foundation - How to ask for (and receive) endorsements from influencers - Templates for emails to your launch team I didn't invent the concept of a book launch, but want clients to succeed based on what I've learned. I have been a part of many book, brand, product, podcast, and brand launches-and led several for my clients. I've helped launch two successful New York Times bestseller campaigns, and every Amazon campaign I've led resulted in at least one #1 rank. If this planner helps you gain just one big endorsement, it's worth it. If this helps you sell three more books, your investment in this resource will double. "But I'm a writer, not a marketer. And I hate doing sales!" That's exactly why you need a proven strategy, and detailed plan. Most writers are not great marketers, but that does not mean they can't follow a plan, add their own personality, and enjoy reaching more people with their words. (By the way, telling your story is the essence of marketing, and introducing people to something that will improve their lives is the essence of sales.) "What if I already released my book?" There's a big difference between a release and a launch. The good news is, you can launch, or re-launch, your book any time.

Escape to the Himalayas now. Enjoy the spectacular flower-bedecked trails to the highest mountain meadows in the world. Experience the wonder of the mountains and the fellowship in this inspiring feel-good book while safe at home. Find out if the author's fears of killer cows, swaying suspension bridges and altitude sickness prevent her from reaching her goal. The Valley of Flowers was a chance discovery for a mountaineer caught in a Himalayan blizzard. It's now part pilgrimage part wilderness hike, pure thrill.

Fame. Fashion. The end of a friendship? A relaxing holiday in Paphos is just what everyone needs after a stressful few months...or at least, that was the plan. With the release of Trinity's tell-all memoir just days away, the gang are terrified of what secrets it could reveal. After all, it doesn't have to be true for people to believe it. Will Fayth's photography career be over before it's begun? Will Liam have to say goodbye to Hollywood? Can Astin overcome his injuries to climb El Capitan? Can Hollie's fashion career recover from her failed fashion show – and does she want it to? Find out in the explosive finale of the What Happens in... series. Google keywords: celebrity romance, Hollywood romance, chick lit, women's fiction, friendship, pop culture, romance book, beach read, summer read, billionaire, model, stunt performer, love triangle, movie star, movie star romance, film star, film star romance, holiday romance, vacation romance, British comedy, fashion, female entrepreneurship, depression book, anxiety book, mental health book, addiction book

Whether you realize it or not, your home, schedule, and mind are filled with clutter. Perhaps you wonder why you often feel stressed, even if though your life seems tidy. Why do there never seem to be enough hours in a day? That's clutter at work. Clutter is hiding in your home, confusing your schedule, and stressing your mind and body. You need to clear away the clutter and create a more organized life so that you are not constantly being distracted by all that stuff. You need to stop letting clutter waste your time and energy, so that you can instead use these resources to live and enjoy life! It's time to once and for all reclaim that time as your own. SORTED is your guide to a beautiful destination: a place where you have the time and space you need to think clearly, discover meaning, and embrace life. SORTED is the detailed system that will enable you to finally achieve order for your schedule, home, and future plans. SUMMON ORDER RECLAIM TRANSFORM ENJOY DETERMINE

#1 NATIONAL BESTSELLER * INSTANT NEW YORK TIMES BESTSELLER "T. J. Newman has written the perfect thriller! A must-read." —Gillian Flynn "Stunning and relentless. This is Jaws at 35,000 feet." —Don Winslow "Falling is the best kind of thriller...Nonstop, totally authentic suspense." —James Patterson "Amazing...Intense suspense, shocks, and scares...Chilling." —Lee Child You just boarded a flight to New York. There are one hundred and forty-three other passengers onboard. What you don't know is that thirty minutes before the flight your pilot's family was kidnapped. For his family to live, everyone on your plane must die. The only way the family will survive is if the pilot follows his orders and crashes the plane. Enjoy the flight.

Writers talk about their work in many ways: as an art, as a calling, as a lifestyle. Too often missing from these conversations is the fact that writing is also a business. The reality is, those who want to make a full- or part-time job out of writing are going to have a more positive and productive career if they understand the basic business principles underlying the industry. The Business of Being a Writer offers the business education writers need but so rarely receive. It is meant for early-career writers looking to develop a realistic set of expectations about making money from their work or for working writers who want a better understanding of the industry. Writers will gain a comprehensive picture of how the publishing world works—from queries and agents to blogging and advertising—and will learn how they can best position themselves for success over the long term. Jane Friedman has more than twenty years of experience in the publishing industry, with an emphasis on digital media strategy for authors and publishers. She is encouraging without sugarcoating, blending years of research with practical advice that will help writers market themselves and maximize their writing-related income. It will leave them empowered, confident, and ready to turn their craft into a career.

The issues of poverty, inequality, racial injustice, and climate change have never been more pressing. This book draws on stories of committed social changemakers to uncover effective principles and practices for social change, distilling a timely set of lessons on how connection, context, and power sit at the heart of the change process.

Step into an epic world of sword and sorcery, intrigue and betrayal... The realm of Drinnglennin hangs poised on the cusp of chaos, for Urlion Konigur, the High King, is dying and has yet to name an heir. Rumors abound that the Helgrins, Drinnglennin's bitterest foes, are preparing their longboats to raid the Isle's shores, while the roving å Livåri folk, for whom the island kingdom is the last sanctuary, are strangely disappearing. And in distant Belestar, the fabled dragons are stirring from their self-imposed exile... Drinnglennin's hopes lie with the wizard Morgan, who must gather together and safeguard the king's possible heirs, all three of whom are coming of age. Yet a dangerously powerful house seeks the succession for one of their own, even if it means disrupting the fragile peace of the realm. One thing is certain: whoever next sits on the Einhorn Throne will determine the fate not only of Drinnglennin, but of all who dwell in the Known World.

Now available in paperback: In this sweet, slice-of-life story, a curious and active Asian American girl spends the day learning tai chi from her grandfather, and in turn tries to teach him how to do yoga. Mei Mei's grandpa is practicing tai chi in the garden, and Mei Mei is eager to join in. As Gong Gong tries to teach her the slow, graceful movements, Mei Mei enthusiastically does them with her own flair. Then Mei Mei takes a turn, trying to teach Gong Gong the yoga positions she learned in school. Will Gong Gong be able to master the stretchy, bendy poses? Winner of Lee & Low's New Voices Award, A Morning with Grandpa celebrates, with lively spirit and humor, the special bond between grandparent and grandchild and the joy of learning new things together. Readers of all ages will want to try some tai chi and yoga too!

You've written a book. Now what? Learn how to launch your book so that it reaches bestseller status. Are you an author who is overwhelmed by the prospect of self-publishing your book? Have you already

published a book or two on Amazon, and were disappointed with lackluster sales despite all your hard work? Are you trying to decide between traditional versus self-publishing, and whether you really have the time to do it yourself? If you answered yes to any of these questions, then this book is for you. The path to successfully self-publish your books isn't that complicated-but it can be overwhelming. There's a sea of advice out there about how to write, self-publish, and sell online books. There are over 29,000 books with the keyword, "self-publishing," on Amazon. When I started out as an author, I quickly became overwhelmed and distracted with "shiny object syndrome." I wondered whether I should take the courses that were popping up daily in Facebook ads. The problem was, I stressed more about learning everything and trying to avoid my fear of missing out, rather than focusing on what would help get me to the finish line-sitting down and writing. Also, I noticed many other authors were overwhelmed too. So I wrote this book as a guide to simplify the process of self-publishing a book. As a seasoned project manager, I know how to plan, execute, and get you to the all-important end result-successfully launching your book. This book breaks down the process of self-publishing and launching-so you can make it happen in as little as 30 days by following my book launch plan. It's packed with strategies, tips, and tools that will help get your book to bestseller status. In this book, you'll find: Chapter 1: What is Self-Publishing? (Background, how it works, pros/cons). Chapter 2: What is Your Self-Publishing Strategy? (How to choose your launch strategy and develop a project vision for your book). Chapter 3: Plan Your Book Launch (Project Management Tactics!) - Includes a day-by-day launch plan. Chapter 4: How to Prepare Your Book (Self-editing, hiring an editor, designing a standout book cover, choosing a killer title, researching and positioning your book for a successful launch). Chapter 5: How to Market Your Book (Marketing strategies, budgeting and spending guidelines, tracking expenses and royalties, book promotions, creating a landing page, tracking data and rocking social media). Chapter 6: Launch to Kindle (Formatting, uploading to Amazon, testing, and pros and cons of a Kindle Select launch). Chapter 7: Promote Your Book with Social Media (Blog posts, social media, videos, guest blogs/articles, and networking with other authors). Chapter 8: Launch to Other Book Retailers (How to launch your book beyond Amazon Kindle so that it reaches audiences in over 50 countries). This book also includes a free companion workbook that you can download. Each chapter has a fast track section if you're up against a deadline. Launching your book is easier than you think. Don't wait for someday. The faster you launch, the more royalties you will collect! UNLEASH YOUR AUTHOR: buy now.

Now in paperback, here's a guide to writing a full-length transformational nonfiction book, from an editor with two decades' experience working in publishing. "I know I have a book in me." "I've always wanted to be an author." "People always ask me when I'm going to write my book." "I have a story to tell, but I never seem to make time to write." Are you a thought leader, healer, or change-agent stuck at the starting line of book publication? Life coach and publishing industry insider Kelly Notaras offers a clear, step-by-step path for turning your transformational idea or story into a finished book as quickly as possible. With humor, encouragement, and common sense, she demystifies the publishing process so you can get started, keep writing, and successfully get your wisdom out into the world. Notaras guides you through: • Getting clear on your motivation for writing a book, • Crafting a powerful, compelling hook and strong internal book structure, • Overcoming resistance and writer's block, and • Getting your finished manuscript onto the printed page, whether through traditional publishing or self-publishing. Publishing a book has never been as simple, accessible, and affordable as it is today, and in our tumultuous world, readers need your healing voice. Be brave, be bold, and take the steps you need to share your message with those who need to hear it most.

Alexandra the Great tells the gripping story of underdog filly Rachel Alexandra. Despite dominating every filly her age, her owner refused to let her compete against male horses. When a new owner saw her potential and raced her against bigger, stronger males, Rachel Alexandra thrived and went on to win the 2009 Preakness, the first filly to do so in 85 years, and the Woodward, a feat never before achieved. A strong, muscular, dominating athlete, Rachel Alexandra epitomizes the "run like a girl" celebratory attitude toward girl empowerment today. Appealing to horse-obsessed upper elementary and middle school kids, Alexandra the Great is written in an exciting, suspenseful way and includes vivid details informed by the author's interviews with Rachel Alexandra's owners, jockey, veterinarian, and more.

Dante published his ambitious and unusual poem, Divine Comedy, more than seven hundred years ago. In the ensuing centuries countless retellings, innumerable adaptations, tens of thousands of fiery sermons from Catholic bishops and Baptist preachers, all those New Yorker cartoons, and masterpieces of European art have afforded Dante's fictional apparition of hell unending attention and credibility. Dinty W. Moore did not buy in. Moore started questioning religion at a young age, quizzing the nuns in his Catholic school, and has been questioning it ever since. Yet after years of Catholic school, religious guilt, and persistent cultural conditioning, Moore still can't shake the feelings of inadequacy, and asks: What would the world be like if eternal damnation was not hanging constantly over our sheepish heads? Why do we persist in believing a myth that merely makes us miserable? In *To Hell with It*, Moore reflects on and pokes fun at the over-seriousness of religion in various texts, combining narratives of his everyday life, reflections on his childhood, and religion's influence on contemporary culture and society.

Girlz in the Hood is the unsentimental, moving, and surprisingly humorous account of a girl and her ten siblings who grew up in one of the roughest neighborhoods in Los Angeles. Mary's mother was a fierce matriarch, a single mom who raised eleven children with the help of welfare checks and a fire arm hidden in her bra. Drugs, guns, and pregnancies were everyday occurrences, but Mary and her siblings took it all in stride, spying on the grown-ups, playing in the streets, and helping to take care of the new babies when they were born. The dubious yet colorful cast of characters that came into their lives (the Jehovah Witnesses, the whores, the addicts, the "fathers"), and the never-ending series of hardships (the jail terms, the knife fights, the mental illness, and homicides), couldn't shake the core of the family. This is the story of Mary, but, even more so, it's the story of her mother, a uniquely strong and extraordinary woman who was able to survive moments of pain and disappointment by laughing at the comedy of human missteps, miscalculations, and downright stupidity. This is also a story about race and of poverty and how, over time, it can wear you down and destroy you, because, although Mary got out okay, her sisters and brothers were not so lucky.

"Donovan Green proves that motivation and inspiration improves his clients' lives inside and outside of the gym. Donovan's own life story is the greatest example of how being motivated and driven makes what once seemed impossible a reality." --Joe Scarborough, NBC News Senior Political Analyst and host, *Morning Joe* Dr. Oz's personal trainer, Donovan Green, delivers a 30-day fitness program focusing on exercise, diet, and attitude, forged from his experience training thousands of clients ranging from celebrities to regular folks. Between his positive, can-do spirit and practical, brass tacks strategies for getting in shape, it's no wonder that Donovan Green has reached 3.7 million daily viewers via his unique No Excuses platform on DrOz.com. With No Excuses Fitness, Green delivers a comprehensive month-long plan designed to help readers lose 10 pounds in 30 days. Filled with healthy recipes, workouts that can be done anywhere and with minimal equipment, and daily tips for staying focused (especially through plateaus), and featuring a foreword by Dr. Oz's wife Lisa, No Excuses Fitness will inspire and guide anyone interested in losing weight and gaining optimal health.

An album-by-album celebration of the life and music of Mac Miller through oral histories, intimate reflections, and critical examinations of his enduring work. "One of my most vivid memories of him is the way he would look at you while he was playing you a song. He tried to look you right in the eyes to see how you were feeling about it." —Will Kalson, friend and first manager Following Mac Miller's tragic passing in 2018, Donna-Claire Chesman dedicated a year to chronicling his work through the unique lens of her relationship to the music and Mac's singular relationship to his fans. Like many who'd been following him since he'd started releasing mixtapes at eighteen years old, she felt as if she'd come of age alongside the rapidly evolving artist, with his music being crucial to her personal development. "I want people to remember his humanity as they're listening to the music, to realize how much bravery and courage it takes to be that honest, be that self-aware, and be that real about things going on internally. He let us

witness that entire journey. He never hid that.” —Kehlani, friend and musician. The project evolved to include intimate interviews with many of Mac’s closest friends and collaborators, from his Most Dope Family in Pittsburgh to the producers and musicians who assisted him in making his everlasting music, including Big Jerm, Rex Arrow, Wiz Khalifa, Benjy Grinberg, Just Blaze, Josh Berg, Syd, Thundercat, and more. These voices, along with the author’s commentary, provide a vivid and poignant portrait of this astonishing artist—one who had just released a series of increasingly complex albums, demonstrating what a musical force he was and how heartbreaking it was to lose him. “As I’m reading the lyrics, it’s crazy. It’s him telling us that he hopes we can always respect him. I feel like this is a message from him, spiritually. A lot of the time, his music was like little letters and messages to his friends, family, and people he loved, to remind them of who he really was.” —Quentin Cuff, best friend and tour manager

With the availability of self-publishing services and the rise of the entrepreneur as a thought leader, writing a book is becoming more appealing to an increasing number of small business owners. The problem? Most small business owners aren’t writers, have never written a book before, are time poor and don’t know where to start. While many want to write a book, they worry about investing months of their time and thousands of their dollars to write something that isn’t any good, or to not even finish. *Book Blueprint* gives a step-by-step framework that any entrepreneur can follow to write a great book quickly, even if they’re not a writer.

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.

“[T]hemes of motherhood, love, and addiction collide in heartbreaking and dangerous ways” in this provocative and fascinating debut novel (Publishers Weekly). After twenty years of addiction to cloud, a drug which wipes the user’s short-term memory, Mellie’s mind is a messy collection of fragments. Now a single mother, she has decided to get clean with the help of a tough-minded sponsor. She desperately clings to her fragile sobriety, but on the evening of her twenty-ninth day sober, a stranger pulls into Mellie’s driveway—and her heart surges. To protect her new life and her two-year-old daughter, Mellie must now piece together the shards of her traumatic past. Shifting between 1988 and 2010, Melanie Conroy-Goldman’s debut novel is “bizarre and beautiful, equal parts brainy lit and gut-bucket pulp” (Mary Gaitskill, author of *Bad Behavior*).

Do you think you are too old, too young, or not fit enough for an adventure? This bestselling book has helped many a Camino Dream come true Do you want to hike the famous pilgrimage trail, the 500 mile/800 km Camino Frances in Spain, but don't have 30+ days for that trek? Or are you terrified of the fitness, research, and planning that is required? The Camino Ingles is the answer! The Camino Ingles is one of the Northern Caminos, a Galician pilgrimage trail ending in Santiago de Compostela, a great doable walking adventure for anyone of moderate fitness. You may have heard of the Camino, called variously, St. James Way, or Jacobsweg; but there are in fact, many Caminos, and the English Way or Camino Ingles is one of them. Walking the Camino was a goal of mine last year, and the year before that, and the year before that. I had never even walked five miles, but I wanted to walk the Camino to prove to myself that I could achieve a goal. But, I didn't have the time for 500 miles, then, I heard of the Camino Ingles. No more excuses! The shorter time and distance of the Camino Ingles was the clincher, and I set out on a quieter, less travelled and less well documented hike through Spain. This book helps you to set a practical goal and achieve it, by showing you exactly how to: Walk the Camino Ingles, a Galician route as old as the Camino Frances Prepare your mind, body and feet to enjoy the long walk Pack and what to discard to travel light Plan your travel and arrival in Spain in the shortest time Decide on strategies to overcome obstacles Find the medieval way posts for an authentic experience Enjoy the food of the region Book, or not book your bed for a good nights' rest Get your Compostela in Santiago Find more information if you really want it Follow this book to complete a real pilgrimage trek in only 6 days, there is enough detail to guide you each day. Go on, what's stopping you? It's only one step at a time!

"This book is perfect for anyone who loves actionable content without a lot of fluff." ~ Steve Scott, Wall Street Journal bestselling author. Are you Struggling to Create a Launch Plan for Your Book? Do you have a finished manuscript but are scared to hit publish? Do you have no idea how to market your book? Are you completely overwhelmed by all of the publishing and marketing decisions you have to make? Fear not contender! Welcome to the only guide written by someone on the front lines that will show you how to succeed in the Kindle world. By learning how to become a Book Launch Gladiator you will reign victorious in the Kindle Colosseum, where many others have failed. In this book you will learn: How to make decisions on KDP Select, pricing, and most importantly, launch timing How to set up your book for marketing success through crafting the perfect book description, book title, and making sure you have a great book cover How to get the bare minimum of reviews for your book (and more if you want them) complete with tools and recommendations What to do during launch week instead of just incessantly checking sales numbers A guide to continued marketing success in your writing career Jordan wants you to succeed as a new author, and the process packed within these pages will lead you towards your goal. It isn’t an easy journey, and this book doesn’t pull its punches, but by the end you will have a much better grasp on the process as a whole. Learn how to do book marketing the right way, without loads of money or time. Becoming a book launch gladiator requires careful planning, and this book will be your guide to meet that end. If you want to launch a book that receives the coveted Amazon best seller tag, gets more than 3 reviews on launch day, and doesn’t immediately fade into the abyss of similar Kindle titles, this is the book for you. Grab this book right now and become one step closer to becoming the author of your dreams.

Hundreds of millions of Americans are using social media (SM), and already some 70% of businesses have joined them there, using Facebook and other SM platforms to connect with their customers, and attract new ones. So the real question isn’t whether to take your business onto social media platforms—but how to do it quickly, effectively, on a budget, with smart goals, and a road map for success. *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program* cuts through the hype and fluff about how social media is changing the world, and it gets down to what really matters: How you as a manager can best use SM to benefit your business. Written by a veteran online marketer and ecommerce professional, the book shares practical strategies and tactics to let you launch and scale a successful corporate social media program. *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program* is for the manager who already knows something about social media and wants to roll up his or her sleeves and get down to business. In it, we simplify tasks that might otherwise be complicated—like adopting and tracking key performance metrics, developing online ad campaigns, or creating Facebook apps like games, giveaways and sweepstakes with the capacity to go viral. Businesses can harness the unique advantages of this new medium, but they need a practical, no-nonsense guide like this one. Otherwise they risk being ignored, wasting time and money or, even worse, damaging their own brand and seeing a well-intentioned online

program blow up. The book is heavy on the how-to, case studies, campaign results and other statistics, and interviews with ecommerce managers at businesses large and small. It also includes the author's own experiences at Green Mountain Coffee Roasters, Wine of the Month Club, and others. While this book will be accessible enough for someone implementing a social media program for the first time, it's ambitious enough to benefit experienced SM hands who are looking for good ideas and techniques to push their online community to the next level of size, interactivity, and buzz.

Emily Chang is a seasoned executive who has worked with some of the world's most renowned companies like Procter & Gamble, Apple, and Starbucks. Over the last twenty-one years, her job has brought her and her family to eight different homes across the U.S and China. And everywhere she's lived, Emily has found herself at the unique intersection of her Offer and Offense. Life has served up young people who have been abused, neglected or marginalized, to find sanctuary in her spare room. Among her deeply personal accounts, Emily shares heart-wrenching stories of an emotionally abused child bride, a dying eighteen-month old boy born with hydrocephalus, and the abused daughter of a local prostitute. With the sixteen young people she and her family have cared for, Emily has found that living into her Social Legacy has not only deeply enriched her home life, it has also enabled her to become a more authentic and relatable leader in the workplace. Each time she opened the door to her spare room, Emily found herself in a front row seat, witnessing one of life's incredible stories unfold. Integrating work and life, she introduced her spare room kids to colleagues and encourages her team members to invest in their own Social Legacies. Now more than ever, social purpose has become an urgent leadership imperative. The Spare Room will help you identify your Social Legacy to live a more intentional life and lead with authentic purpose.

Set your book up for success (before you even finish writing it.)?Writing the book is just one piece of the publishing puzzle. Getting that book into the right readers' hands, over and over again can be an even greater challenge. ??Packed with practical, actionable advice, The Evergreen Author delivers a proven, step-by-step system for how to successfully publish your work and create a sustainable career as a writer. ?Ready to promote your book like a pro? You'll learn:A simple, repeatable formula for marketing and selling your book, so you know exactly how to attract people who are excited to buy it.Expert tips on boosting your book's visibility and growing an audience, both on and off social media.Easily customizable marketing action steps to keep you accountable and on track from pre-launch, to launch, and beyond.Insider advice on where authors have had the most success selling books right now, along with examples from real-life authors.And so much more!It's easy to get lost in this business, but with the right tools in place, you can build an amazing career as an author!

Bryan Heathman is the CEO of Made for Success Publishing and the author of Conversion Marketing; Convert Website Visitors into Buyers. Bryan's Fortune 500 marketing career includes companies with powerful brands including Microsoft, Eastman Kodak Company and Xerox. With hundreds of marketing campaigns to his credit, Bryan's marketing advice is sought-out by authors worldwide.

Red Hot Internet Publicity - Fourth Edition! The Shortest Path to Mastering Your Online Promotion Strategies Learn through straightforward, real-world examples The ever-changing world of online promotion can be overwhelming. Especially for authors and small business owners trying to build strong brands. The buzz phrases. The lingo. And the paralyzing feeling of not knowing where to start or what to do. Enough of that already! It's time to dump those feelings forever-and now you can. Because social media and publicity authority, Penny Sansevieri, has created the essential Internet Publicity roadmap. Whether you're a beginner or a seasoned marketer who wants to refine your skills, Red Hot Internet Publicity delivers current, expert insight into how to build the perfect website, drive tons of visitors to your message and build a strong presence on today's Facebook, Twitter, LinkedIn, Pinterest, Google+, YouTube and Instagram. Red Hot Internet Publicity is practical, straightforward and accessible. It eliminates the mystery and guesswork. Page by page, Penny Sansevieri shows you exactly how to: * Amp up engagement on an authentic level and build a loyal fan base * Build a website that turns visitors into customers * Drive thousands of new buyers to your product or service * Share content that excites people and gets them coming back for more * Target your activity for maximum exposure and impact-get noticed! * Utilize strategies that are proven to work on every major social media platform You'll learn that social media isn't about being everywhere, it's about being everywhere that matters. Keep Red Hot Internet Publicity at your fingertips and you'll never have to fear what you don't know. Instead, you'll have a highly-effective Internet publicity plan that's practical, powerful, and custom tailored for your business or book marketing campaign. Penny Sansevieri, CEO and Founder of Author Marketing Experts, Inc., is a bestselling author and internationally recognized book marketing and media relations expert. Her company has developed hundreds of successful book marketing campaigns, and Penny is responsible for researching, creating and implementing the first comprehensive Internet publicity campaign called, The Virtual Author Tour.

From Embodying Injustice to Embodying Equity: Embodied Truths and the Ecosocial Theory of Disease Distribution -- Embodying (In)justice and Embodied Truths: Using Ecosocial Theory to Analyze Population Health Data -- Challenges: Embodied Truths, Vision, and Advancing Health Justice.

If you've been let down by the undelivered promises of marketing, this book is for you. Launch reveals a new way to grow your business that involves focusing on the needs of others, giving gifts, working with outsiders, and restraining your marketing messages. These principles are precisely the opposite of traditional marketing. Yet they work. And they are the future. If you follow the formula outlined in this book, you can attract countless customers and prospects, resulting in amazing business growth. This book will show you how to: Create highly sharable content that meets people's needs Identify and work with outside experts, many of whom will gladly promote your content Attract and retain raving fans that will help your business grow Creatively market and sell to people who will gladly purchase your products and services Launch isn't like other marketing books. Rather than making keen observations about others who've achieved success, the ideas and principles in this book were developed, refined, and practiced by the author to great success. Pick up a copy for yourself and one for a friend.

Brian Kurtz is the bridge connecting the bedrock fundamentals of direct response marketing to the state-of-the-art strategies, tactics, and channels of today. Overdeliver distills his expertise from working in the trenches over almost four decades to help readers build a business that maximizes both revenue and relationships. Marketing isn't everything, according to Brian Kurtz. It's the only thing. If you have a vision or a mission in life, why not share it with millions instead of dozens? And while you are sharing it with as many people as possible and creating maximum impact, why not measure everything and make all of your marketing accountable? That's what this book is all about. In the world of direct marketing, Brian Kurtz has seen it all and done it all over almost four decades. And he lives by the philosophy, "Those who did it have a responsibility to teach it." Here's a small sample of what you'll learn: * The 4 Pillars of Being Extraordinary * The 5 Principles of why "Original Source" matters * The 7 Characteristics that are present in every world class copywriter * Multiple ways to track the metrics that matter in every campaign and

every medium, online and offline * Why customer service and fulfillment are marketing functions * That the most important capital you own has nothing to do with money * And much more Whether you're new to marketing or a seasoned pro, this book gives you a crystal-clear road map to grow your business, make more money, maximize your impact in your market, and love what you're doing while you're doing it. Kurtz takes you inside the craft to help you use all the tools at your disposal--from the intricate relationship between lists, offers, and copy, to continuity and creating lifetime value, to the critical importance of multichannel marketing and more--so you can succeed wildly, exceed all your expectations, and overdeliver every time.

"If I could give an aspiring writer one piece of advice, it would be to read this book." — Hugh Howey, New York Times best selling author of Wool "Tim Grahl is fast becoming a legend, almost single-handedly changing the way authors around the world spread ideas and connect with readers. If you've got a book to promote, stop what you're doing right now and start reading Your First 1000 Copies." — Daniel H. Pink, New York Times bestselling author of Drive and When "Your First 1000 Copies is a must-read for authors trying to build a connection with their readers." — Dan Heath & Chip Heath, co-authors of Made to Stick, Switch, and Decisive "I watched in awe as Tim Grahl had 5 clients on the New York Times bestseller list in the same week. There is no one I trust more to learn about book marketing." - Pamela Slim, Author, Body of Work "Tim was an early pioneer in teaching book authors how Internet marketing actually works." - Hugh MacLeod, author of Ignore Everybody and Evil Plans Imagine if you had a direct connection with thousands of readers who loved reading your books. And imagine if those readers eagerly awaited the launch of your next book. How would that direct relationship with your readers change your writing career? How would you feel knowing that every time you started a new book project, you already had people excited to buy it and ready to recommend it to others? In Your First 1000 Copies, seasoned book marketing expert Tim Grahl walks you through how successful authors are using the online marketing tools to build their platform, connect with readers and sell more books. Tim has worked with over 100 different authors from top best sellers such as Hugh Howey, Daniel Pink, Barbara Corcoran Charles Duhigg, Chip and Dan Heath, Ramit Sethi and Pamela Slim to authors just get started on their first writing project. He has worked with authors across all fiction and non-fiction genres. Along with his client work, he has studied many other successful authors to learn what works and what doesn't. The result is Your First 1000 Copies where he walks you through the Connection System, a plan that every author can immediately start using. The plan looks like this: - Permission - How to open up communication with your readers where you can reliably engage them and invite them to be involved. - Content - How to use content to engage with current readers and connect with new ones. - Outreach - How to ethically and politely introduce yourself to new readers. - Sell - How all of these steps can naturally lead to book sales without being pushy or annoying This is a system that any author can immediately put in place to start building their platform. Whether you're a seasoned author looking to step into the new publishing landscape, or you're a brand new author, Your First 1000 Copies will give you the tools to connect with readers and sell more books.

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What To Do Before Your Book Launch is a guide for authors, covering everything from working with your publisher, to reading in public, to help for publicity and marketing, to using (and misusing) social media, to how to dress for your author photo . . . and far more, including cautionary tales, worksheets, timelines and etiquette tips.

John Dewey was America's greatest public philosopher. A prolific and influential writer for both scholarly and general audiences, he stands out for the remarkable breadth of his contributions. Dewey was a founder of a distinctly American philosophical tradition, pragmatism, and he spoke out widely on the most important questions of his day. He was a progressive thinker whose deep commitment to democracy led him to courageous stances on issues such as war, civil liberties, and racial, class, and gender inequalities. This book gathers the clearest and most powerful of Dewey's public writings and shows how they continue to speak to the challenges we face today. An introductory essay and short introductions to each of the texts discuss the current relevance and significance of Dewey's work and legacy. The book includes forty-six essays on topics such as democracy in the United States, political power, education, economic justice, science and society, and philosophy and culture. These essays inspire optimism for the possibility of a more humane public and political culture, in which citizens share in the pursuit of lifelong education through participation in democratic life. America's Public Philosopher reveals John Dewey as a powerful example for scholars seeking to address a wider audience and a much-needed voice for all readers in search of intellectual and moral leadership.

In this pioneering guide, two business authorities introduce the new discipline of Service Design and reveal why trying new strategies for pleasing customers isn't enough to differentiate your business—it needs to be designed for service from the ground up. Woo, Wow, and Win reveals the importance of designing your company around service, and offers clear, practical strategies based on the idea that the design of services is markedly different than manufacturing. Bestselling authors and business experts Thomas A. Stewart and Patricia O'Connell contend that most companies, both digital and brick-and-mortar, B2B or B2C; are not designed for service—to provide an experience that matches a customer's expectations with every interaction and serves the company's needs. When customers have more choices than ever before, study after study reveals that it's the experience that makes the difference. To provide great experiences that keep customers coming back, businesses must design their services with as much care as their products. Service Design is proactive—it is about delivering on your promise to customers in accordance with your strategy, not about acceding to customer dictates. Woo, Wow, and Win teaches you how to create "Ahhh" moments when the customer makes a positive judgment, and to avoid "Ow" moments—when you lose a sale or worse, customer trust. Whether you're giving a haircut, selling life insurance, or managing an office building, your customer is as much a part of your business as your employees are. Together, you and customers create a bank of trust; fueled by knowledge of each other's skills and preferences. This is Customer Capital, the authors explain, and it is jointly owned. But it's up to you to manage it profitably. Innovative yet grounded in real world examples, Woo, Wow, and Win is the key strategy for winning customers—and keeping them.

The scope of criminal justice surveillance has expanded rapidly in recent decades. At the same time, the use of big data has spread across a range of fields, including finance, politics, healthcare, and marketing. While law enforcement's use of big data is hotly contested, very little is known about how the police actually use it in daily operations and with

what consequences. In *Predict and Surveil*, Sarah Brayne offers an unprecedented, inside look at how police use big data and new surveillance technologies, leveraging on-the-ground fieldwork with one of the most technologically advanced law enforcement agencies in the world—the Los Angeles Police Department. Drawing on original interviews and ethnographic observations, Brayne examines the causes and consequences of algorithmic control. She reveals how the police use predictive analytics to deploy resources, identify suspects, and conduct investigations; how the adoption of big data analytics transforms police organizational practices; and how the police themselves respond to these new data-intensive practices. Although big data analytics holds potential to reduce bias and increase efficiency, Brayne argues that it also reproduces and deepens existing patterns of social inequality, threatens privacy, and challenges civil liberties. A groundbreaking examination of the growing role of the private sector in public policing, this book challenges the way we think about the data-heavy supervision law enforcement increasingly imposes upon civilians in the name of objectivity, efficiency, and public safety.

A gripping novel about a mid-life mother trying to make up for the one moment she failed her daughter. "Montpelier Tomorrow" asks the questions: How far should we go in trying to save our loved ones?; and, When should a mother save herself? When Colleen's son-in-law is diagnosed with ALS, she moves in to be his caregiver and discovers that her efforts to help only make her daughter's life more complicated.--Publisher.

On the cusp of the twentieth century, Manhattan is a lively metropolis buzzing with talent. But after a young soprano meets an untimely end on stage, can one go-getting leading lady hit the right notes in a case of murder? New York City, 1899. When it comes to show business, Gilded Age opera singer Ella Shane wears the pants. The unconventional diva breaks the mold by assuming "trouser roles"—male characters played by women—and captivating audiences far and wide with her travelling theatre company. But Ella's flair for the dramatic takes a terrifying turn when an overacting Juliet to her Romeo drinks real poison during the final act of Bellini's *I Capuleti e i Montecchi*. Weeks after the woman's death is ruled a tragic accident, a mysterious English duke arrives in Greenwich Village on a mission. He's certain someone is getting away with murder, and the refined aristocrat won't travel back across the Atlantic until Ella helps him expose the truth. As Ella finds herself caught between her craft and a growing infatuation with her dashing new acquaintance, she's determined to decode the dark secrets surrounding her co-star's fatale finale—before the lights go dark and the culprit appears for an encore . . .

[Author Photo] Kathleen Marple Kalb lives with her family in Cheshire, Connecticut. She's currently a weekend morning anchor at New York's 1010WINS Radio, capping a career she began as a teenage DJ in rural Western Pennsylvania. She's currently working on the next Ella Shane historical mystery. Visit us at www.kensingtonbooks.com

The bestselling *Emotion Thesaurus*, often hailed as "the gold standard for writers" and credited with transforming how writers craft emotion, has now been expanded to include 56 new entries! One of the biggest struggles for writers is how to convey emotion to readers in a unique and compelling way. When showing our characters' feelings, we often use the first idea that comes to mind, and they end up smiling, nodding, and frowning too much. If you need inspiration for creating characters' emotional responses that are personalized and evocative, this ultimate show-don't-tell guide for emotion can help. It includes:

- Body language cues, thoughts, and visceral responses for over 130 emotions that cover a range of intensity from mild to severe, providing innumerable options for individualizing a character's reactions
- A breakdown of the biggest emotion-related writing problems and how to overcome them
- Advice on what should be done before drafting to make sure your characters' emotions will be realistic and consistent
- Instruction for how to show hidden feelings and emotional subtext through dialogue and nonverbal cues
- And much more!

The *Emotion Thesaurus*, in its easy-to-navigate list format, will inspire you to create stronger, fresher character expressions and engage readers from your first page to your last.

According to research, 81% of the US population wants to write a book. You're not one of them anymore. You finally did it! writing your book and getting it self-published; something that you have been wanting to do all this time. That's quite an accomplishment! But did you know that 600,000 to 1 Million books are self-published every year in the United States alone? Quite a bit of competition! Whether you wrote your book mainly to sell your books or to boost your business if you are a small business or entrepreneur, there's one thing you have to do to get your book from published to a best seller. It's marketing! *Social Buzz For Book* is about online and offline social marketing strategies, tips, tools and techniques that are used to launch books to bestsellers. With the ease and practicality of this list of social buzz, a marketing plan for your book launch to bestseller is here.

A 2020 Sydney Taylor Award Honor Book This lush tale of magic and dragons is a gem for any adventure-seeking middle grader and perfect for fans of Aru Shah and the End of Time. *Anya and the Dragon* is the story of fantasy and mayhem in tenth century Eastern Europe, where headstrong eleven-year-old Anya is a daughter of the only Jewish family in her village. When her family's livelihood is threatened by a bigoted magistrate, Anya is lured in by a friendly family of fools, who promise her money in exchange for helping them capture the last dragon in Kievan Rus. This seems easy enough, until she finds out that the scary old dragon isn't as old—or as scary—as everyone thought. Now Anya is faced with a choice: save the dragon, or save her family.

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