

Advanced Book Marketing and Launch Strategies: Essential Tactics to Grow Your Audience and Increase Book Sales

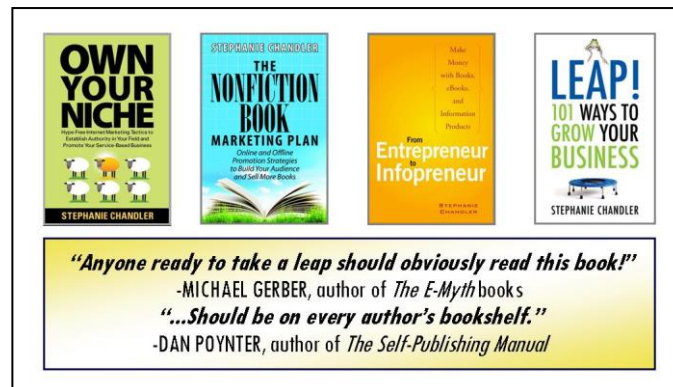
In this content-rich presentation, you will discover proven strategies that go beyond basic book marketing advice and take you through advanced options that are easier to implement than you might think.

You will learn how to:

- Build a powerful group of beta readers for feedback, buzz and reviews
- Utilize content marketing strategies to build your mailing list
- Get on the New York Times bestseller list—even if you're self-published
- Generate more book reviews
- Develop an online speaking tour
- Leverage podcasting, blogs and video that get results
- Connect with other influencers to expand your reach
- Promote with Facebook strategies you haven't heard anywhere else (really!)

With these powerful tactics, you will be able to reach more readers, grow your platform, and ultimately sell more books.

Stephanie Chandler is the author of nine books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. Stephanie is also founder and CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers and NonfictionWritersConference.com, an annual event conducted entirely online. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur Magazine*, *BusinessWeek*, *Inc.com*, and *Wired* magazine. For author and speaker information, visit StephanieChandler.com.



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