



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 pre-sales strategy with beta readers for feedback, buzz, and reviews
- Utilize easy content marketing tactics to build your mailing list
- Generate more book reviews
- Connect with online resources for massive exposure
- Leverage podcasting, blogs, and video that get results
- Plan your own speaking tour—online and offline
- Promote with Facebook strategies you haven't heard anywhere else (really!)

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

Stephanie Chandler is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is 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*, *BusinessWeek*, and *Wired* magazine. See also: [@steph_chandler](https://twitter.com/steph_chandler) and [@NonfictionAssoc](https://twitter.com/NonfictionAssoc) on Twitter and [Facebook.com/NonfictionAuthorsAssociation](https://facebook.com/NonfictionAuthorsAssociation).

