

Self Promotion - Help with promoting your own book.

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Here are some handy hints on what you can do to promote and market your book. Apart from the international book fairs, here are a few suggestions on self-promotion.

- Create an online profile, either by having your own webpage. A single webpage will be sufficient to promote your book, where you can have your contact details and where the public can purchase your book. If you don't want the expense of a web page, you can display your book in the auswriters.com online bookstore.
- Look into your local bookstores that are not part of the larger franchise, (I will explain why later). These independent bookstores may sometimes take books on consignment. I can provide you with a form that you can use if you find a bookstore willing to take some of your books on consignment.
- Sending your book to a Newspaper book reviewer.
- Advertising your book at the international book fairs. There are independent booksellers who will do this for authors. (contact me for more details on this).
- Sending your self published book to a mainstream publisher

*As you can see, there are many ways an author can take; it all depends on how far you want to take your book.*