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Book Publicity And Promotion - Taking It To The Streets

So, you have completed and published your first book. What do you do now? Well, it is time to show you how book promotion and publicity market your book. Although this may appear to be a daunting task, there are numerous opportunities for you to take this most important step.

With the many online companies that will help you self-publish, once completed, the tasks of promotion and publicity fall into your hands. Depending on the topic, you will be able to find many local options to get your book and your face in front of a potential buying audience. However, be aware of many companies online that claim that they can help you. They will offer you online seminars on the proper procedures and techniques to get your book out to the public. Just be careful as if you published this piece yourself, you may have budget constraints and all of this can cost you quite a lot of money. What they will attempt to show you, in many cases, is the use of common sense. You will be exposed to marketers that are more interested in selling you stuff, more than they are interested in helping you sell your book, or at least make people aware that you wrote something of value. So, beware.

Depending on the size of the closest major city, you can find multiple chances to put your composition out to the public. Hopefully, some of these ideas will help you with your launch. However, know this. Although you have written what you hope will be a well received piece of literature, how you market the book and yourself will go a long way in establishing your success.

A more localized marketing plan, a plan that you can replicate, is truly guerrilla marketing, but can give you immediate feedback and sales, plus you get to meet your readers. There are some simple methods to do this, so it is important that you do as many things as you can to get your name, face and book, into the public eye.

How many bookstores are within 50 miles of where you live? Once you know that, contact them. Usually the best method is to make a personal visit and speak with the owner of the store. Again, assuming you have written about an interesting topic, you may get them to let you do a book signing. If you are really good, they may let you have a discussion group in the store explaining your topic and why you chose to write about it. Then you can meet with your potential customers, they can learn to like you and that generally creates some interest in buying your book. So, be prepared. You will need fliers and copies of the book. Try to set it up so you have a couple of weeks to advertise your visit. If you can tie that into a slot on a local radio or television station, you may be very surprised at how many people show up.

Local Networking meetings can be a great place to promote your book. Most of the people there are self employed and have an interest in supporting others in the same field. Be sure to have fliers and business cards to pass out and be sure to speak with everyone there. You may find someone that has contacts with the media, which can also help you get to the larger audiences.

Most cities have daily or at least weekly Networking meetings. These are gatherings of local business people that are being creative in marketing their companies. At many of these meetings a guest will be chosen to be the featured company, so you may be able to present yourself to a sizable group of people, just by explaining that you have written a book and wish to get it in front of the buying public. In some cases, you may meet someone that has ties to the media and can assist you in getting to the right people to get you some media attention.

Lastly, there are companies that will try to help you. The problem here is that they are interested in selling stuff, too. They will offer books and seminars that are designed to help you market your book. Your challenge is to determine how interested they are in helping you or selling you their stuff. In most cases, you can take your product to the public with an entertaining approach. Be yourself and market that. If what you wrote about has any appeal, you can find people that will buy your book. Just make sure that you are prepared, professional and personal. Good luck.

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