What More Can We Learn About Book Promotion?

I wanted you to know how I doubled the number of people signing up for a new program from my friend and co-author Dan Kuschell. I've taken some basic marketing principles and applied the latest technologies to get fast and easy promotion.

Would you like to learn about it? I can tell you.. but first, I want to let you know how you can use these same techniques for little or no out of pocket cost. You can do this. You can pay to make it work better..but try it first without spending money... just to make sure it works.

Here's what we did. I talked Dan into a complimentary seminar for everyone on my mailing list. Dan sweetened the pot with over $400in bonus gifts. I put details of the promotion in my blog. I issued a press release announcing the training and got instant top ten search positions and over 101,000 internet news feeds.

I wrote about the promotion in my blog, and sent links to read more about it on my blog.
How much did it cost? Not much! Dan has been getting tremendous results for clients that engage him. The word of mouth is feeding his growth, and he was happy to share the information.

I did not have to buy anything to get the blog set up. The domain name http://DailyWarren.com is registered to me for $10 per year... and hosted for next to nothing on my server. (this part is optional)

So the only charge is for the press release. We wanted it out fast, and wide spread, so I paid prweb $80 up front. You could submit a press release for $30 or $10.. voluntary payment of $10 means you can track the results.

There is no excuse - you should be promoting this way. It doesn't take much time. The costs are miniscule. You can set up a blog and issue a press release in less than an hour.

Did it work? Oh yeah.. We had great results. Make no mistake. This marketing program blows away any other system I've ever used. The power is in giving the most value possible up front.

About the Author

Warren Whitlock is the Marketing Results Coach. His mission is to help authors and businesses improve the results of their marketing programs. Warren is a #1 best selling author, publisher, and editor of dailywarren.com, an online web log (blog) focused on book marketing. Warren is an entrepreneur in the computer and imaging industries, several offline businesses and Internet properties. He started his career in broadcast advertising, developing cross promotions between two or more businesses, and has used the same strategies in direct mail and other media.
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