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PR for Authors: How to Use Public Relations, Press Releases, and Social Media to Sell More Books

By Michelle Campbell-Scott, Nancy Hendrickson

Coo Farm Press, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Why This Book Could Really Help YOUR Book Sales Public relations - or PR - is a vital part of any author's marketing toolkit. Not just because it is free, it's extremely powerful and quite under-used. Yet it isn't difficult. Lots of authors think they don't need it - that's why it can work well for you because most people aren't doing it! PR is about being available, being friendly, and having information to send to people who ask for it. Those people could be reporters, bloggers, reviewers, or anyone who may be interested in your book, your message, and your author brand. HOW PR CAN HELP YOU You could get started on a PR campaign right now. All you need to do is write a press release and send it out online via a free online press release distribution service. Press releases are one of the most important tools of PR. Lots of authors struggle with this but it is a learned skill that you can easily pick up....



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