



Indie & Small Press Book Marketing

William Hertling

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Why do some books sell a few copies and then languish, why others go on to sell tens of thousands?

In a word: **Marketing**.

Indie & Small Press Book Marketing explains how to market your book, with a detailed plan for what you need to do before launch, during the all-critical launch month, and afterwards.

Full of proven techniques to get initial sales and reviews, increase conversion rate of your blog and Amazon page, engage with communities of passionate readers, and connect with influencers and reviewers who can help launch your book into bestseller lists.

"Finally, a structured approach to marketing books."

-**Tonya Macalino**, author of *Spectre of Intention* and *The Shades of Venice*

"Even for the traditionally published author, this book is full of great stuff! It takes a detailed, easy to follow approach to promoting your book. Highly recommended!"

-**E.C. Ambrose**, author of *The Dark Apostle series*

"Chock full of actionable marketing tips I wish I'd known years ago."

-**Gene Kim**, author of *The Visible Ops Handbook* and *The Phoenix Project: A Novel About IT, DevOps, and Helping Your Business Win*

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