

Marketing

The books Boson publishes are marketed through our website via the webpages we provide for each book and through a list of distributors, both wholesale and retail. In addition to constant global exposure, each distribution entity has an audience it markets to.

A key to sales for writers who are unknown and especially to first-time writers of fiction is the writer's personal effort to reach his or her known, local audience. Readings by a writer can be set up in bookstores and libraries whether the book is an ebook or a print book.

Interactive sites on the Internet, such as Facebook, also are places for a writer to begin personally branding his or her name and titles. Henry Hutton at PublishandSell.com is available on a fee basis to help you launch your marketing and branding activities. Or use the information in Kristin Kirkland's book ***The Writer's Guide to Self-Marketing Using Social Networking Sites*** - *Instructions on how to market your book using Facebook, Twitter, LinkedIn, and Blogger*. Kirkland provides her book free to all Boson authors.

Make a short slide show or video to post on Facebook or YouTube and give us the link to place on your book webpage in the Boson Books website. An example of a simple slide-based video can be found on this Submission Information page. Create a website or a blog for reaching the readers in your field of expertise—your base of knowledge from which you have written your books, either fiction or nonfiction. Ask readers of your books to post reviews on our distribution sites. Major retailers that carry our books and request reviews include Powells, Google, Amazon, Ebooks, Mobipocket, and Barnes and Noble. There are many other retailers that acquire our books from our wholesale distributors. If you find reviews on the web please share them with us. The Internet can be deployed without leaving your chair.

Please don't ever hesitate to send your ideas and questions to us. Make us your sounding board. We'd love to help your promotional effort.

Thank you,

The Publishers

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A GOOD BOOK NOW!