

PROMOTools

Tools for Promoting Your Book

Congratulations!

You have successfully navigated the process of personal publishing by writing and publishing your book with Burkhart Books!

The next challenge is informing readers that your book is available. You are now entering the *Promotional Stage* in the life of your book. *Promotion* is simply the principles, practices, and plan for communicating the availability of your book.

Promotion is not just for professionals. *PROMOTools* is designed to introduce you to basic elements of promotion that can be done easily by anyone. Most of them can be done at no cost. All that is needed is the passion and persistence to execute the strategy. *PROMOTools* is your introduction and primer for developing a unique personal promotional strategy for your book.

Review the principles and practices in order to create a strategy for spreading the word about your book.

The main thing to remember is as you promote your book is

THINK DAILY!

Don't depend on one big event or action. A little effort everyday will pay off!



Burkhart
Books

www.BurkhartBooks.com

Burkhartbks@gmail.com

*Copyright © Burkhart Books/Timothy Taylor
Published in the United States of America*

All rights reserved as permitted under the U. S. Copyright Act of 1976. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, or stored in a database or retrieval system, without the expressed written permission of the author and publisher.

CONTENTS



Developing a Promotional Strategy	Page 4
Introduction	Page 5
Principles of Promotion	Page 6
PROMO Tools	
Word of Mouth	Page 10
10 Things Readers Can Do	Page 11
5 Ways to Build Rabid Fans	Page 12
Amazon.com Author Central	Page 13
Email	Page 14
A Website	Page 15
A Blog	Page 16
Facebook	Page 17
Twitter	Page 18
LinkedIn	Page 19
Instagram	Page 20
Pinterest	Page 21
Google+	Page 22
YouTube	Page 23
Flickr	Page 24
Hootsuite	Page 25
Sample Weekly Posts	Page 26
National and Worldwide Distributors	Page 27
Crowdfunding	Page 28
Offline Tools	Page 29
Using PROMO Tools	Page 30
Developing Your Own PROMO Tools	Page 31
Disclaimer	Page 32

Developing a *Promotional Strategy*

This document focuses on the promotional phase of the publishing process. Promoting your book may come at the end of process, but it is as vital as any other part of publishing.

These principles and tools form the components of a successful promotional strategy. Employing them in combination will enhance your ability to spread the word about your work.

Developing a strategy for promoting your book mean educating yourself about the best

methods and resources available, evaluating them according to your vision for the book, and electing to use the ones that fit you time, energy, and budget.

Because cost can be a major obstacle preventing authors from effectively promoting their work, we present these principles and tools for you to employ as part of a *Promotional Strategy* you can develop and implement on your own for yourself.

The factor that makes a *promotional strategy* most effective is persistence. Doing something everyday will bring the best results.

Promoting Your Book

Publishing your book is only the beginning. The final key to a successful book is a promotional strategy that connects you with your readers. **PROMOTools** presents practical and affordable ways you can promote your book. These principles and tools have been researched and utilized with success in multiple industries. **PROMOTools** can help you create a buzz about your book. They can create the right attitude and present practical ways to increase the exposure of your work.

PROMOTools represents current methods for personal promotion online and offline. While thorough, these principles and tools are not exhaustive, but they do represent key components of any effective promotional strategy.

Begin to contemplate and apply the principles. Evaluate the tools and educate yourself in how to use them. You can employ most of the **PROMOTools** yourself at little or no cost. The success of your promotional strategy depends on your effort and attitude. **PROMOTools** offers suggestions and guidelines for developing a personal promotional strategy. There are no guarantees, but the more time and energy you apply to implementing your strategy, the more successful it can be.

Do not expect to achieve success overnight! There is no magic pill for instant success, but by doing something—at least one thing—every day, you can build a community that will be eager to purchase your book and voluntarily promote it to others. The single most important secret to success in promoting your books is having faith in yourself and in your work. If you do not believe in you, why should anyone else?

What you have to say is important. The way you say it is unique. People need to hear your story and you need to share it. Your book is your legacy, left to the next generation for their blessing.

The "I's" Have It!

Immediacy

Begin *immediately* to promote your work, even if your book is just a concept in your mind. Do not wait until the book is in print! Begin immediately to create a buzz about your work, even taking preorders of the book. The key to promoting your work is building a community that will make people aware of your work. Build the community as the book is being produced. If your book is already in print, now is the time to start promoting. It is best to do it early, but it is never too late! The first "I" is to begin immediately to promote your work.

Intentionality

The second "I" is to be *intentional* in promoting you work. Employ the **PROMOTools**. Devise a plan on how to use them and follow the plan. Most of the **PROMOTools** you can employ yourself without help. Work your strategy diligently. Do something to promote your book every day. Building your community for promotion will not be complete overnight, but with consistent effort (a little bit every day), you can construct a following that is connected to you and will desire to read your work. Be intentional in promoting your work by doing something to promote it every day.

Interpersonal

The very best form of advertising is still word-of-mouth (WoM). Connect with people by all means available (online and in person; globally and locally). When you do connect, be authentic and relational. People appreciate success, but identify with failure. Be real and share your trials. Communicate your progress on the book and your thoughts on the process, if it not finished. Think excellence in customer service (CS). In all your promotional communications speak directly to the individual and pull them into your world by sharing your story. Your story makes you special and people will identify with it. If there is a choice to send an email or make a phone call, make the call—be personal. This does not preclude mass contacts, but even in contacting more than one person at a time, which is more efficient, be conversational (but professional). Relate to people where they are in order to bring them to where you are. Be you and get comfortable selling yourself to others. If you do not buy into yourself, why would anyone else? Be confident and interpersonal!

Identification

Discover more ways to share yourself and your work. Identify existing communities to include in your community. Create a network of networks (a community) that connects readers of your work. Explore online as well as in your neighborhood. Again, technology has made the world a global village and millions of people live right next door. You can communicate with someone in India as easily as you can with a friend across town. Maximize online connection capability, but do not neglect the power of physical presence. Become known locally and your notoriety will spread. Use every medium available.

Learn how to incorporate photos and video in your communication and presentations. The principle of identification leads you to explore and discover the myriad of ways and channels available for promoting your work, and using them.

Interests

Find things in common. There are literally millions of people in the world who like what you like. Technology allows you to connect directly with them. Discover or define your niche—that unique thing that sets you and your work apart. Your work is an expression of you. Define why people need to know you and desire what you have. Join or develop that community that describes your affinities. Draw others into your world by appealing to what you have in common. Many communities already exist and it is a matter of simply tapping into them online and in person. Use common interests to build your community.

Information

Information describes the necessity of including content in your communication. Relate to people why they should listen to you or read your work. Inform those in your community about what is important about who you are and what you say. You have to believe that you have something to say and that it is worth saying! If you do not believe in yourself, why will anyone else? Become an expert in the area of your work. Study, do the research. The core of your story is your experience, but back that powerful experience up with thoughtful data. It is important to inform you readers, helping them to know what to believe and what to do about it. The essence of storytelling is communicating truth

through the magnifying glass of personal experience in an entertaining way. Inform people so that they will come to you for solutions that you have discovered through your own experience, so they can apply them to their lives. Give them information they need in your promotion and your writing.

Inclusion

Ask for help. Vulnerability is uncomfortable, but it makes connection like few other things. Admitting weakness does not diminish you; it expands you by allowing others to help you do what you cannot do alone. Include others in your strategy, even strangers who will become friends as a result of your reaching out to gain their aid. Invite people to participate in your community. Give them something to do as a member of it. Create a connection before you appeal for them to buy something. Invite others to share your story with their network. As they discover you and your unique perspective based on your experience, they will naturally desire to participate and help you spread your message. Look for ways to include people by connecting with them. Everyone is not only a possible reader, but also a potential partner in promoting your work, but do not see them only as a market. See them as a partner in your effort to broadcast your message. Even the person who only purchases one of your books is a partner with you in your project. Include everyone in any way.

Review these principles and apply them as you develop your personal promotional strategy for your book.

Principles

10 Things Readers Can do to Help an Author

1 READERS CAN REVIEW YOUR BOOK AND TO POST THEIR REVIEWS ONLINE.

2 READERS CAN MAKE VIDEO REVIEWS AND POST THEM ONLINE.

3 READERS CAN SHARE A PHOTO OF THEM READING YOUR BOOK ONLINE.

4 READERS CAN REQUEST YOUR BOOK AT A LOCAL BOOKSTORE. MULTIPLE REQUESTS FOR A BOOK CAN CAUSE THE STORE TO CONSIDER STOCKING IT.

5 READERS CAN SUGGEST YOUR BOOK TO THEIR READING GROUP. READING GROUPS ARE A FANTASTIC WAY TO GET THE WORD OUT ABOUT YOUR BOOK.

6 READERS CAN BUY YOUR BOOK AND GIVE IT TO A FAMILY MEMBER OR FRIEND. BOOKS MAKE GREAT GIFTS. WHEN YOU GIVE A BOOK, REMIND THE PERSON RECEIVING IT TO REVIEW IT.

7 READERS CAN PROMOTE YOUR BOOK ON THEIR SOCIAL MEDIA. A GREAT PICTURE OF SOMEONE READING YOUR BOOK IS A GREAT PROMOTION. READERS CAN USE SITES LIKE GOODREADS OR LIBRARY THING TO SHARE YOUR LOVE FOR YOUR BOOK.

8 READERS CAN DONATE YOUR BOOK TO THEIR PUBLIC LIBRARY.

9 READERS CAN THROW AN "AUTHOR PARTY" IN THEIR HOME. LET PEOPLE MEET THE AUTHOR AND BUY THE BOOK. INVITING FRIENDS & FAMILY TO A BOOK SIGNING IN THEIR HOME IS ANOTHER GREAT WAY TO PROMOTE YOUR BOOK.

FINALLY, READERS CAN BUY THE BOOK AND READ IT. THEY CAN TELL ALL OF THEIR FRIENDS ABOUT IT. WORD OF MOUTH IS STILL THE BEST ADVERTISING AND MOST OF THE TIME IT IS FREE!

5 Ways to Build Rabid Followers

1 JUST BEING ONE LEVEL ABOVE THE NORM IN CUSTOMER SERVICE CAN BRING YOU AMAZING RESULTS. WE EXPECT BAD SERVICE, RIGHT? SO IMAGINE BEING JUST A LITTLE BETTER THAN THAT.

2 ASK HOW YOU CAN HELP. I FIND TEN PEOPLE EACH DAY IN MY ADDRESS BOOK, AND SEND THEM A QUICK EMAIL. IT SIMPLY SAYS "HEY, I' M CHECKING IN TO SAY HI. WHAT ARE YOU WORKING ON, AND HOW CAN I HELP?" THAT'S IT. THAT EMAIL GIVES ME ABOUT A 70% RETURN RATE, IN OTHER WORDS, FIVE MINUTES OUT OF MY MORNING GIVE ME 70% REPLIES, WHICH TRANSLATES INTO NEW BUSINESS, TOP OF MIND, AND ALL-AROUND GOOD-WILL. HOW CAN YOU DO THAT FOR YOUR BUSINESS? ASK YOUR CUSTOMERS WHAT YOU CAN DO THAT YOU'RE CURRENTLY NOT DOING. YOU'LL BE AMAZED AT THE ANSWERS YOU'LL GET, ALL OF WHICH YOU CAN USE TO UP YOUR GAME FOR YOUR CUSTOMERS.

3 FIND OUT HOW YOUR CUSTOMERS LIKE TO GET THEIR INFORMATION, AND GIVE IT TO THEM THE WAY THEY WANT. THE SIMPLE ACT OF GIVING YOUR AUDIENCE INFORMATION THE WAY THEY WANT WILL DRASTICALLY INCREASE SALES.

4 WHERE ARE YOUR CUSTOMERS? FIND OUT AND REACH OUT TO THEM WHERE THEY ARE. IF ALL YOUR CUSTOMERS ARE ON FACEBOOK, AND YOU'RE ONLY REACHING OUT VIA TWITTER... WELL, YOU KNOW WHAT THAT MEANS.

5 FINALLY, JUST SMILE. SOMETHING AS SIMPLE AS A SMILE TO A CUSTOMER CAN CHANGE YOUR ENTIRE BUSINESS. WHEN CUSTOMERS ARE USED TO BE TREATED BADLY, THE SIMPLE ACT OF BEING NICER THAN EXPECTED CAN DRIVE MASSIVE REVENUE. ***IT TAKES SO LITTLE TO BE ABOVE AVERAGE!***

Excerpt from Peter Shankman, Zombie-like Loyalists.

PROMOTools

PROMOTools are just as the name describes ... **tools for promotion!** These tools are suggestions for how to promote your work. Use them as tools to develop your own unique strategy.

PROMOTool #1 - Word of Mouth

Word of Mouth (WoM) is still the best form of advertising money can buy, because it is FREE! Employ this simple, but most effective way to promote your work by:

Asking family and friends to get the word out and make some noise about your book.

Give them the online link (URL) and other vital info to enable them to share your project with others.

Enlist your family and friends to partner with you to promote your project online and in person in their own communities.

By all means possible, communicate your passion for your project and why your book will change the world.

Hold a book signing at your local bookstore or library.

PROMOTools

PROMOTool #2 - Amazon.com Author Central Page

Author Central at Amazon.com is like having your own webpage at Amazon.com.

Go to: authorcentral.amazon.com to set up your personal account for all versions of your book(s). This enables you to have complete control of the content of your page.

Revue the everything that is offered at Author Central and take advantage of those that will help you.

Uppdate your page reguarly after you set i up to create a following for you and your works.



Link all versions of your book and all books to your Author Central page to enable readers to find your work. All they have to do is type you name in the search and it will take them to your Author Central page where they can find all of our work.

Add reviews from your readers to garner more readers who are encouraged to read your book because of the review.

Reviews help your book rise in the search order.

PROMOTools

PROMOTool #3 - Email

*C*reate an email list of your friends and family. Share with them the concept of your work and how they can help you create a buzz about it.

*S*end regular communication to your list to inform and update them of the progress of your project.

*I*nclude a link in all emails to your online info, e.g., website or Facebook page, where they can direct others to learn about your project.

*L*ink your social media to your email list for further contact and updates.

*A*dd links and other vital info to your email signature so that every email you send connects people with your project.

*E*mploy an email service that will regularly contact your list with your personal messages to update your friends and family.

*A*sk your friends & family to share your project with their community to broaden the scope of contacts.

PROMOTools

PROMOTool #4 - A Website

Launch a website or use an existing one to be the central clearinghouse for information and updates concerning your project, as well as the primary place for the purchase of your book.

Create online forms to enable people to join your email list and to preorder the book.

Connect all of your social media to your website.

Uppdate the site regularly.

Create or contribute to a blog.

Keep it simple, informative and entertaining. Create a place people want to visit often.

Enlist aid from those who visit your website. Inform them of how they can help spread the word and how they can get a copy of the book for themselves.

Link your website to other websites of your church, work, school, groups, and anywhere online you can post it.

Develop a place where people can get your book.

PROMOTools

PROMOTool #5 - A Blog

Create to an online newsletter that post comments and allows others to reply.

Contribute to other blogs.

Link your blog with all of your social media.

Use your blog to inform, update and tease people to read it and desire more of your work.

Include samples of your writing to entice the readers to want more.

Include photos and videos for a broader variety and appeal.

Link your blog to your website.

Invoke others to comment on your material.

Create a buzz about your work.

Add quotes from others.

Communicate by all means possible!

PROMOTools



PROMOTool #6 - Facebook

Create a Facebook Profile, if you do not already have one. (www.facebook.com) All you need is your name, birth date, and an email address.

Follow the prompts by Facebook to connect with family and friends.

Complete the entire profile in order to connect with the most people.

Add a photo of yourself and your project.

Post initially your intent to publish your book.

Post regularly the progress of your project.

Include videos and photos to enhance variety and appeal.

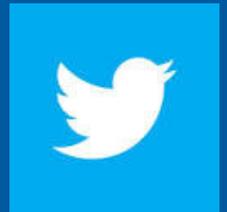
Add new friends daily.

Facebook's value lies in its ability to connect with family and friends and to make new friends in an informal way.

Remember, anything you post is public and permanent

PROMOTools

PROMOTool #7 - Twitter



Create an account if you do not have one; it is free.

Learn the Twitter lingo to be able to use it better. There are tutorials on the web.

Inform and update your followers with regular tweets of the progress of your project.

Gain followers by following others.

Follow others with common interests or affinities to your project.

Preface key words with “#” to enable it to be searched.

Check and reply to replies by followers to create a conversation and spread the word about your book.

Take a few minutes everyday to follow others. Many you select to follow will follow you.

Twitter can be effective because it is so simple, direct and takes little time to compose.

Find a niche and use it.

PROMOTools



PROMOTool #8 - LinkedIn

Create a LinkedIn profile if you do not have one.

LinkedIn is gear to reach professionals and leaders. Promote your work to others in your industry or vocation.

Use your profile to inform and update the progress of your project.

Add a photo of yourself and your project.

Use LinkedIn to build your email list.

Be creative with your headline to build appeal.

Make it personal. Promote yourself and your project.

Join and participate in groups.

Contact your connections directly periodically for broader exposure.

Make new connections daily to enlarge your reach.

Use it to create and build your network.

PROMOTools



PROMOTool #9 - Instagram

Instagram is a popular social network application that allows you to upload, edit, and caption your own photos.

Its calling card is the photo filter, a digital layer that, when added to a standard photo, gives it the appearance of professional editing. Some filters enhance the colors in a photo, while other dull the light to a soft glow for an aged, vintage appearance.

It provides no direct means of transacting sales, but it is a prime place to promote your book. It takes time to employ, but the invest can

pay off by increasing your audience.

Get creative, but don't sacrifice clarity for creativity. People scroll through a host of photos, so you want your book to stand out.

People use Instagram like a search engine, so use hashtags to make your book to show up in their search results.

Getting business through Instagram is all about engaging with your customers. You can set up alerts to inform you when a reader has left a comment. You can then respond to them personally, creating a connection for further promotion.

PROMOTools



PROMOTool #10 - Pinterest

*P*interest is an image-based social media that allows you to easily share your interests and items that you find with others on the Internet. This visual discovery network has the potential to be a great social e-commerce tool.

*W*hile Pinterest doesn't immediately strike users as a great tool to generate sales, it may be one of the best ways to showcase your business' products and services. According to Shopify's social commerce study, the number of orders through Pinterest has increased by 79% in the last year. Pinterest is also the most mobile

social network, driving 64% of its traffic from mobile browsers. Data from Shareaholic also showed that Pinterest now drives more Web traffic than any other social network.

*M*ake your book visible on Pinterest.

*C*reate appealing content from your you can pin.

*P*in other useful content to increase your audience.

*P*in about Your readers and explore the ways this online scrapbooking tool can promote you and your book.

PROMOTools



PROMOTool #11 - Google+

Use it to enhance your Search Engine Optimization (SEO). SEO increases your exposure online when people search the net.

Use Circles to categorize yourself and your project for better connection and broader appeal.

Include photos for variety and to increase views.

Add your contacts.

Use the Hangout feature to communicate directly with others.

Use the Sparks feature to add more connections.

Mention others and tag them in your photos, like with Facebook.

Employ the Explore feature to broaden you reach.

Use the mobile version from you phone as with your other social media.

PROMOTools



PROMOTool #12 - YouTube

Create short videos that personally share the concept of your project.

Add videos that show your progress.

Do interviews with yourself and others to share your project.

Set up a channel just for your project.

Encourage others to subscribe to your channel.

Link it to your other social media.

Use YouTube Promoted Videos feature to increase your reach.

Link you other social media to your YouTube site.

Allow others to respond to your messages in video.

Reply to the responses of others to create a buzz about your work.

Ask others to share your videos and to mention your project.

PROMOTools



PROMOTool #13 - Flickr

Upload photos of your project.

Create an album others can view.

Uppdate your album to inform and relate your progress.

Upload photos that appeal to a wide variety of people.

Provide information about your project.

Link your album to your other social media.

Remember, most photo upload sites prohibit you from selling anything directly, so provide a link to a place for people to go to learn more and get your book.

Be creative and have fun. This can be an effective way to express yourself and connect with others to promote your project.

As with all online tools, include your project in your profile for others to view.

PROMOTools



PROMOTool #14 - Hootsuite

Hootsuite is a tool that allows you to organize and manage all your social media at once to maximize their effectiveness.

Create a Hootsuite account if you do not have one.

Schedule you post on your social media to save time.

Use the Streams feature to crate a buzz about your work.

Use the mobile apps to stay connected.

Employ the Teams feature to expand your network.

Utilize the Conversations feature to make more connections.

A social media management tool like Hootsuite can save you time and advance you project.

Take time to learn how to use the various tools and features to maximize your connections.

Sample Week of Social Media Posts

SUNDAY

Share a community-building message like: "Enjoy your weekend!" Respond to social interactions.

MONDAY

Post an article that is relevant to your project. Post once around 1 p.m. about your book with a link to your website. Respond to social interactions

TUESDAY

Post any exciting project updates around 11 a.m. Respond to social interactions.

WEDNESDAY

Post an encouraging mid-week message ("Happy Hump Day!", "Almost the weekend!", etc.) Post around 12:30 p.m. about your

project with a link to your website. Respond to social interactions. Post an article that is relevant to your project.

THURSDAY

Share content curated from the feeds of those you follow around 10 a.m. Post a picture of your work, office, collaborators, etc. around 1 p.m. Respond to social interactions.

FRIDAY

Post a weekend/happy Friday message around 11 a.m. Post a link to your website. Respond to social interactions.

SATURDAY

Respond to social interactions. Share relevant content from those you follow.

PROMOTools

National and Worldwide Fulfillment & Distribution

Fulfillment is the process of providing your book directly to readers. It involves printing, packaging, shipping, and receiving payment. Although creating your own fulfillment site will garner the largest receipts of sales (ROS), it requires overhead that cannot compete with the giant Amazon.com. Readers with Amazon Prime membership never pay for shipping. We recommend authors use Amazon.com for fulfillment because it is the easiest way to get your book to the reader.

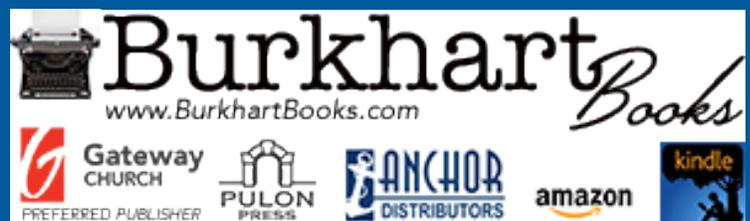
Team up with us to make your book available in any bookstore in the US and online worldwide. Burkhart Books has a unique relationship with Anchor Distributors, one of the

largest distributors of books in the US. Burkhart enrolls your book with Anchor to broaden your audience.

Team up with Burkhart Books to publish your book in eBook format like Kindle.

Connect with your local bookstores to carry and promote your book locally.

Plan and implement book signings at locations of high traffic to reach your affinity audience.



PROMOTools

Crowdfunding

Crowdfunding is the use of small amounts of capital from a large number of individuals to finance publishing your book. It makes use of the easy accessibility of vast networks of people through social media and crowdfunding websites to bring investors together by expanding the pool of supporter beyond the traditional circle of friends, family, and supporters.

Crowdfunding provides a forum for authors with a book to pitch in front of waiting readers.

Crowdfunding creates opportunity for authors to raise the funds from anyone willing to invest. It also

allows for presale of the book before it is published, creating prerelease interest in the project.

Crowdfunding websites such as **Kickstarter**, **Indiegogo**, and **GoFundme**, attract hundreds of thousands of people hoping to invest in the next best-seller. **Indiegogo** is seen as a less strict and more flexible platform, as it gives backers control over whether they want fixed or flexible models for fundraising.

No one is asked to carry the whole load of funding. Everyone is asked to do what they can to accomplish together what you cannot alone.

PROMOTools

Offline Tools

Business Cards - create a card specifically about your project to give to others when you meet. It will serve as a reminder of your work. Include links to all your media to build a broader reach.

Flyers - create flyers that are printed versions of your online information to personally handout to further spread the word about your project.

Letters - write letters to inform and update people of your project.

Postcards - create postcards to inform and update people of your work.

Events - attend events where you can share your project. Readings, book signings, lectures, gallery events, & screenings, can all be useful ways to talk up your project.

Conferences & Tradeshows

Real-life Social Events - throw a party to promote you work.

Check out HARO (Help a Reporter Out). It is a alternative to press releases and a great method of free promotion.

PROMOTools

Using PROMOTools

*P*ROMOTools are suggestions provided to give you some direction. You need to develop a complete promotional strategy, using tools like these as your tactics for creating a buzz about your work. You are very capable of doing it on your own, but Burkhart Books can help.

*D*o not restrict yourself to using just one tool. Each tool offers valuable exposure and multiple tools should be used in combination.

*R*emember your goal is to connect with people so that they will connect with you. You are creating a network of networks that

expands your reach beyond your own limitations. Capitalize on the exponential growth possible when you network networks to create your own community to promote your own work.

*C*onnect in every way by all means possible, online and offline.

*C*ontact Burkhart Books to team up with you to develop a complete promotional strategy.

Develop Your Own PROMOTools

Although a multitude of tools have been presented in this document, it is by no means exhaustive. You may have already developed your own means of promotion that have been proven effective in creating a buzz about your work.

You may have developed promotional tools based on your own principles and practices from other industries.

In the process of developing your own personal promotional strategy, you may discover new and fresh promotional tools.

If you have developed, learned, or discovered additional tools that have been proven effective in marketing your work, LET US KNOW!

We would eagerly add them to this list so that others can gain from your success.

Communicate with us by email at:
BurkhartBks@gmail.com.

Share with us your successes, and even failures, so that we can learn with together.

As partners with you in publishing, we succeed when you succeed!

PROMOTools

DISCLAIMER

The PROMOTools document is intended solely for information purposes and is not to be construed, under any circumstances, by implication or otherwise, as a guarantee of performance or success. The content has been obtained from sources believed to be reliable, but is in no way guaranteed. No guarantee of any kind is implied or possible where projections of future conditions are attempted. In no event should the content of this document be construed as an express or implied promise, guarantee or implication by or from Burkhart Books. Past results are no indication of future performance. While some individuals employing these tools have had great results, results are not the same for everyone. Certain tools presented in this document are free, but a fee may be required to access all of the services available.

Burkhart Books offers professional promotional services for a fee. Contact Burkhart Books for more information on promoting your book. BurkhartBks@gmail.com.

PROMOTools

 **Burkhart**
www.BurkhartBooks.com *Books*