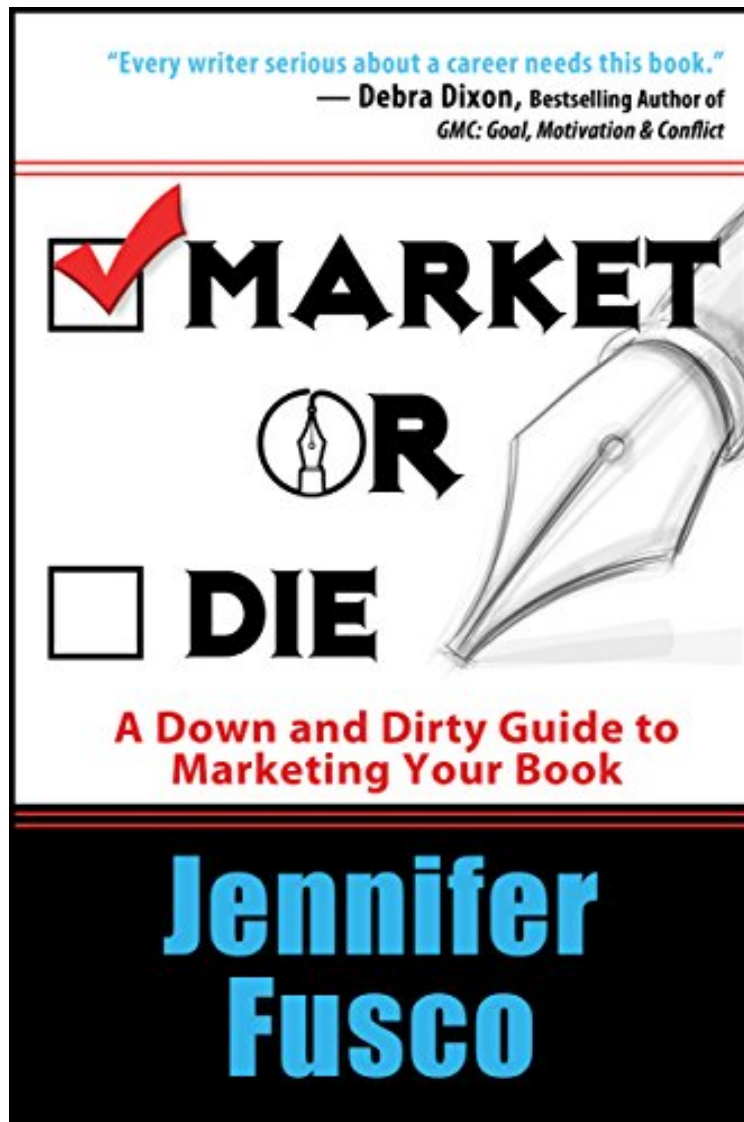


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Market or Die

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6 of 6 people found the following review helpful. Helpful and SmartBy Maria E. Geraci I'd forgotten I'd pre-ordered this until it popped up on my Kindle a few days ago. I'd seen Jennifer Fusco give a workshop in person (STAR chapter of Romance Writers of America) and thought she was funny and informative, plus I'm in the process of getting ready to launch a new series and I thought I'd give her book a try. I began reading last night and stayed up until I finished. It's quick and easy and I really liked how many well known authors had given quotes and direct examples to support Jennifer's advice. With so many good books out there, it's hard to make yours stand out. More than ever, authors have

to take marketing into their own hands and this book was a great guide. 1 of 1 people found the following review helpful. it was all about writing a good book. Write it and they will come. By RomanceReaderMarketing a book (or anything) is one huge mystery to me. As I am preparing to self-publish a novella, I was searching for ways to push through the immense number of books out there and find a way to make mine stand out and start to grab readers. In the past, it was all about writing a good book. Write it and they will come. But that old adage no longer holds true when you have hundreds of books coming out every week. Somehow, you have to get the book in the readers' hands. And that is where Market or Die comes into play. Jennifer Fusco has taken several aspects of marketing and broken it down into smaller bites, easily read, understood and applicable to every situation. With excellent examples to show you how to do it, this book is an excellent primer on how to market your book for success. The examples apply the principles so you can see how they work and then apply them to your own marketing strategy. This book combines everything you need to know about marketing strategies and target audiences, your brand and platform, and other marketing techniques you can use to apply to your book and author career. It won't teach you how to create a website or build a facebook page, but it will show you how to integrate those pieces into your entire strategy for maximum effect and other methods to connect with readers. This book is an excellent marketing primer for authors with the focus on marketing you (the author) and your books. 0 of 0 people found the following review helpful. Remember, be your brand. Always. By JoAnne If you interact with me online at all through Facebook or Twitter or Pinterest, you'll have noticed my 'makeover.' And I'm not talking makeup and hair. Nope. I'm talking about an author branding makeover. While I pimped myself as an author of British romance...I had typecast myself and my website and branding was not, well, memorable. Nor was it very catchy or really 'me.' Market or Die IS the reason behind my new look. Why? Because Fusco made me realize my shortcomings. She showed me where I was going wrong and what I was doing right. Through her simple and concise writing, I knew the best place to spend my promo bucks was to recreate my branding so I could stand out in the sea of romance authors. Because, let's face it, there are a lot of us. Once I'd created a new author slogan that fitted what I wanted my branding to be, what I wanted the world to associate with the name JoAnne Kenrick, I braved the unknown and actually paid a digital artist to recreate my look. The result blew me away. I now feel as if my name makes an impact - It's cute. It's pink. And it's fresh and flirty...and very bookish. Thanks, Fusco, for helping me make that very brave step in dragging out my author identity. Almost painless with Market or Die. Branding is just one of the components Fusco discusses in Market or Die. Every possible angle you might have for marketing your work, it's here. Know the difference between hard and soft sell? I didn't, not before I read this book. But I do now. I also know that MySpace isn't the best place for me to even consider having a presence. Why? Because MY target audience isn't there. I've been browsing this book for some time, soaking in every word and rereading each chapter. I've highlighted many sentences for quick reference. If you are on the fence as to whether or not this book can help you, check out my said highlights to give you a better idea on the things you'll learn in this marketing-must book for authors. My head is spinning with ideas for my next release, and I feel hopeful for my future marketing efforts! Much to put into practice and test out. I'll see you from the USA Today or NYT Bestseller list. Yes, I'm feeling that confident after reading Market or Die. *grins* Okay, so it's not a promise to success, but it does inspire and it does explain how-to with easy breezy wording. I'll leave you with the one line that made the most impact on me. Remember, be your brand. Always.

Find your readers. Make your brand memorable. Sell more books. "Jennifer Fusco has put together a comprehensive guide to creatively and productively market your book."--Barbara Vey, Beyond Her Book blog "Romance writers are lucky to have Jennifer Fusco in our ranks--even a brand new author can turn into a marketing pro by following Jennifer's marketing and brand management tips."--Eloisa James, New York Times Bestselling Author "Brand is one of those terms that we hear a lot these days; understanding what it truly means in the marketplace, creating and maintaining a brand, and how brand affects an author's career is much more complex. Jennifer's vast experience in marketing, public relations, advertising and brand innovation make her an expert in the field."--Kristan Higgins, New York Times and USA Today Bestselling Author and two-time winner of the Romance Writers of America RITA award. "Jennifer Fusco knows her stuff! In her career-changing presentations, she turns the baffling, complicated--and critical--world of marketing into practical, doable and understandable concepts. Don't miss out!"--Hank Phillippi Ryan, an Anthony, Macavity and Agatha-winning author