



# TIPS

on  
**How to Write**  
nonfiction  
a **Book**

## Marketing & Promotion

### Marketing. Promotion. Public Relations. Advertising. Sales

Whatever you call it, it means getting your book into the hands of your readers. Here are 8 ways to do it:

1. Sell books at presentations, lectures, and workshops.
2. Compile and send news releases and press kits to local or regional radio and TV shows; follow up with phone calls.
3. Research and target appropriate publications; write informational articles; use reprints in press kits.
4. Send advance copies in galley form to reviewers.
5. Teach continuing education or for-credit classes at local colleges and universities; use book as a text.
7. Create a web site to provide information and sell the book.
8. Personally deliver books to gift shops, independent bookstores, book fairs, and special events.

---

**Do you have a book in you — just waiting to be written?  
Bobbi Linkemer will help you turn that dream into reality.**

**For more information about planning, writing, publishing,  
and promoting your book, contact Bobbi at  
314-968-8661 or [bobbi@writeanonfictionbook.com](mailto:bobbi@writeanonfictionbook.com)**