



TIPS

on
How to Write
nonfiction
a Book

Reaching the Market

How will you reach your market? In other words, how do you plan to sell your book? Here are 10 places to start:

1. Bookstores — national chains, small independents, used, college and university
2. Book sections of grocery stores and other specialty stores
3. Institutions — public and university libraries
4. Subsidiary sales — paperback, book clubs
5. On-line booksellers— amazon.com, bn.com, borders.com
6. Web sites — yours, fellow writers, social networking sites
7. Back-of-the-room sales — training programs, presentations, classes
8. Catalogs — special interest, gifts, on line, associations
9. Gift shops — shopping malls, hospitals, independent
10. Book fairs and other 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
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