

BuildBookBuzz

Web links referenced in APSS Book Selling University “How to Market Your Book Without Social Media” BSU 126 presented by Sandra Beckwith

Guest blogging

Example of site that offers target audience demographics for romance novels:

<https://www.rwa.org/page/romance-reader-statistics>

Blog search engine:

<http://www.blogsearchengine.org/>

Book fairs

How to hand-sell:

<https://buildbookbuzz.com/the-art-of-the-hand-sell/>

Podcasts

Finding podcasts:

<https://podcastplaces.com/podcast-apps-and-directories/>

<https://www.buzzsprout.com/learn/podcast-directory>

Email marketing

Email list management services

<https://mailchimp.com/>

<https://madmimi.com/>

<http://www.constantcontact.com/signup.jsp?pn=sandrabeckwith> (I use this service for a client. This is an affiliate link. I earn a small commission at no extra cost to you.)

<https://www.aweber.com/>

Book signings

Author success story

<https://buildbookbuzz.com/how-to-sell-out-at-a-book-signing-without-being-a-celebrity>

Book clubs

“How one author turned the Internet into a giant book club” in *Publishers Weekly*,

<http://bit.ly/2FABZ0i>

Get free book marketing information every week at <https://buildbookbuzz.com/gift>.

For more information

Sandra Beckwith, Build Book Buzz
sb@buildbookbuzz.com

<http://buildbookbuzz.com> – full site

<http://buildbookbuzz.com/blog> -- search for information by topic

<http://buildbookbuzz.com/gift> -- free gift with newsletter subscription

<https://www.facebook.com/groups/BuildBookBuzz/> -- active group

<https://www.facebook.com/buildbookbuzz/> -- page