



## Target Marketing for Authors: How to Find and Captivate Your Book's Target Audience (Paperback)

By Jan Bear

Createspace Independent Publishing Platform, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Learn how to sell your book the painless and easy way -- by discovering and talking to the people who already want to buy it. Marketers know about target marketing, because it's the foundation of every good marketing plan. Target Marketing for Authors takes you step by step through the process of defining and understanding the ideal reader of your book. You want this book: Because it will connect you with the people who want your book and can't wait for the next one. Because it will save you time and money in marketing your book. Because you can sell more books and still have energy left over to write the next one. Because it will help you understand what readers want and how well the next book is likely to sell. Because it will help you talk the language of agents and traditional publishers and make them more likely to give you that big advance. Because as an independent author, you're the marketing department, and target marketing is the key to...



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