



BOOK MARKET MANIA

Providing a place for up-to-date book marketing education, sharing new books, and helping to establish valued book reviews

MANIA ZAG BOOK MARKETING TOPICS

	<p>Feb 13th 1-2:30 P (MST) Process of Marketing</p> <p>Short description: The process of marketing begins at the inception of the book. We will take a look at a Book Topographical Map which overviews the entire process. It is very helpful for publishers and authors.</p> <p>Longer description: The process of marketing a <i>top seller</i> begins at inception of the book. We will take a look at a Book Topographical Map which overviews the entire process. A manuscript is written, edited, and compiled using pagination software to the appropriate size for best user experience. This session is very helpful for publishers and authors.</p>
	<p>Feb 27th 9-10:30A (MST) Endorsements</p> <p>Short description: Endorsements are a powerful tool to use before the book is released. We will take a look at three types of endorsements.</p> <p>Longer description: Endorsements are a powerful tool that you can use <i>before</i> your book has been released. We will look at trade reviews, reader reviews and editorial reviews. You can take quotes from the review and include them on your cover design as an immediate representation of the quality of your book</p>
	<p>Mar 12th 10-11:30 P (MST) Book Reviews</p> <p>Short description: Types of reviews on Amazon and how to make the best use of them. What to do about one-star reviews.</p> <p>Longer description: There are several types of reviews on Amazon. It is important to make the best use of them. We will look at verified reviews, unverified reviews, book reviews from friends and family, and Vine Reviews.</p>
	<p>Mar 24th 8-9:30A (MST) Writing Book Reviews</p> <p>Short description: Setting a template for writing effective book reviews greatly improve reader trust. They should include a summary, an analysis, and an honest recommendation.</p> <p>Longer description: What are the essential elements of a good book review? It is somewhere between "That's a good book!" and three pages. Following a template can help ensure the reviews will be posted positively on Amazon. Reviews should include a summary, an analysis, and an honest recommendation.</p>
	<p>Apr 2nd 2-3:30 P (MST) Key Words and Book Sales</p> <p>Short description: A keyword is a word or phrase that people type into search engines like Google to find information, products, or services. Books can be found easier using the best key words.</p> <p>Longer description: We will unlock part of the sales matrix used by Amazon for which books go on the top pages of search engines. Locate the best key words for your book to help people find it easier. They must find it, to buy it! Help people locate your book.</p>
	<p>Apr 20th 3-4:30 (MST) Seller Central and Vine Reviews</p> <p>Short description: What is Seller Central and how Vine Reviews work to increase sales.</p> <p>Longer description: Books that are not published using KDP (Kindle Direct Publishing) on Amazon have a unique program that offers options for direct sales. There is also a unique book review option called Vine Reviews. We will cover how to utilize this program.</p>