



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 CHRISTIAN BOOK MARKETING TOPICS

<p>Value of a Press Release Feb 13th 3-4:30 P (MST) Christian Book ZAG Session</p>	<p>Feb 13th 3-4:30 (MST) The Value of a Press Release Short description: Author Press Release function and exposure. Finding a bigger microphone to share the message. Longer description: A press release is one-page of information which includes an author biography, a book summary and price as well as information on where to purchase it. The press release provides a convenient way to share about the book on-line and in-person.</p>
<p>Free Marketing on Facebook Feb 27th 11-12:30 P (MST) Christian Book ZAG Session</p>	<p>Feb 27th 11-12:30A (MST) Free Marketing on Facebook Short description: Free avenues of book marketing on Facebook. Facebook and friends care about the message of your book. Tell them. Longer description: The least expensive traction for book author exposure is to use other people's audience. This does not mean to use people! What it means is that if there is a fair, set up a table with your book. Whoever is advertising the fair is making an audience for all of the vendors at the place to sell and show their wares. Facebook is one of the easiest, free audiences around.</p>
<p>Clues to Recognizing a Marketing Scam Mar 12th 12-1:30 P (MST) Christian Book ZAG Session</p>	<p>Mar 12th 12-1:30 P (MST) Clues to recognize a Marketing Scam Short description: How to recognize a marketing scam and do the better yourself. Take the enemy's weapon. Longer description: Marketing scams actively search out vulnerable authors who are unsuccessfully selling their books and offer them something 'too good to be true.' Often, they play on emotions and defer payment until the one with the book is trapped. Learn their common tactics and be aware of how to avoid the scam.</p>
<p>Verified and Unverified Book Reviews Mar 24th 10-11:30 P (MST) Christian Book ZAG Session</p>	<p>Mar 24th 10-11:30A (MST) Verified and Unverified Book Reviews Short description: The rules of book reviews according to Amazon. Get the most for the free books you gave away. Longer description: Book reviews pay an important part on selling books on Amazon because they validate customer trust in the product. There are several types of reviews on Amazon. Once an author learns the difference, he can take full advantage of the options.</p>
<p>Adding a Live Book to Social Media Apr 2nd 4-5:30 P (MST) Christian Book ZAG Session</p>	<p>Apr 2nd 4-5:30 P (MST) Adding a Live Book to Social Media Short description: Add a book cover to social media that sends readers to purchase it directly. Longer description: In 2026 more individuals shop for books using the internet than at book stores which have pretty much disappeared. Learning to post an 'active' book cover will help direct buyers to purchase with greater accuracy. There are several ways to do make the cover active. We will review some popular ways to make the cover send buyers to purchase.</p>
<p>KDP Free Book Read Program Apr 20th 5-6:30 P (MST) Christian Book ZAG Session</p>	<p>Apr 20th 5-6:30 (MST) KDP Free Book Program Short description: Reviewing the KDP free book program and how to use it for the best outcome to increase sales. Longer description: Kindle Edition Normalized Pages, a metric used by Amazon's Kindle Direct Publishing (KDP) to pay authors for pages read by subscribers in the Kindle Unlimited (KU) program, calculating royalties based on the estimated number of pages read, not book sales. Advantages of the program.</p>