Article Side

Authors Bookmarks- a unique way to promote your book by Caroline

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â€œBooks are priceless donâ€™t spoil them.â€• All of us must have heard or read this saying in our schoo college libraries isnâ€™t it. Well, you know why this saying was pasted on the libraryâ€™s wall, itâ€™s be many of us bind the pages of a book and mark it with pen as a reminder to where we were reading. Ultimately, it spoils the beauty of a book and leaves it looking grimy. That is why only, our teachers always suggested us to use a bookmark instead. It is extremely easy to use and also keeps the book neat and clean. But with the changing times, the role of a bookmark has changed to a greater extent. Apart from serving its prime function, it is a great tool for book promotion.

Yes, these days bookmarks are gaining huge popularity as well as acceptance as promotional products. The major reasons for this is that, firstly, bookmarks are easy to print, secondly, these are easy to carry along and thirdly, these offer you good advertising space, fourthly, a free bookmark is kindly received. In addition to it, bookmarks act as a constant remainder about your product and of course it is a useful item for the recipient. Even if the reader is busy reading the book, he/she will be in constant interaction with your brand too. As a matter of fact, these days even the authors greatly use bookmarks for the promotion of their books known as authors bookmarks.

The authorâ€™s bookmarks are small, handy promotional products that can be distributed among the prospects at several occasions such as at a writerâ€™s conference and at the bookshop, these can be inserted into the books of the particular writer as well as in related books. In addition to it, these can be kept in a library near the reading area, so that the readers can use it while reading.

The authorâ€™s bookmarks come in a variety of design, shape and colours these days. As per your requirements, you can design it yourself or can get it designed through professional promotional product designer and publishers. There are many such designers and publishers based in traditional market as well as online. As per your ease, you can contact them and get the authors bookmarks to rightly promote your book.

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