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Writing about something is a reflection of who you are. People who write are usually passionate about what they do. Though writing is not an involuntary activity but it involves an activity like climbing the stairs. Through their work the writers tend to pen down their thoughts and imagination and we get inkling about their feelings and views. The happenings and events around them may make them inspire to pen down their opinions or it may so happen that you want to convey any message to anyone then also you may require the art of writing. Nevertheless a successful author is one who is able to rightly convey his message to the readers and leave an indelible imprint on their minds. Nevertheless this frenetic world of today, where there are innumerable time demands to be met by everybody it is essential to have a professional way of grabbing other peopleâ€™s attention and that is done through Author Marketing.

In this world of intense competition and pressure a unique book needs to carve out a niche for itself through various means of marketing and here comes the need of a professional for a proper strategy. Authorsâ€™ Marketing offers consultation to all authors in regard to press releases, media lists, publicity-campaign strategies for particular titles, media-submission guidelines and deadlines, author book signings, and much more. From pitching at important book conferences to ensure major trade show presence from targeted review follow-ups to radio and television attention (including shopping channels), to supermarkets, mail-order and 'non-traditional' channels. Author Marketing can create unique selling 'handles' for a book to attract media interest.

The various professionals that are available in the market strive to create a detailed marketing campaign for the book by sale advertising and in store promotional campaigns; they have the best-selling tools to give the necessary momentum that every successful author needs. Author Marketing can also help to create customized publicity for the book so that theme of the book is highlighted and it is according to the scope of the project.

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