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Once a book has been written and published, the one question that always worries a writer is how to take his work to the right readers? In this virtual age, promoting the book has become quite a major idea that has been revolving around the internet now days. It has been observed that right author book promotion strategy is the key to get success.

Earlier, there was a time when authors used to think that there work ends with getting their book published as there is little to do with its promotion. They would sit back and wait for the royalties to roll in. Now the time has changed and many strategies are being followed by authors in order to promote their books to cherish readerâ€™s appreciation.

Social Bookmarking has been popular for long now as it shows itself as a great tool in promoting a book and the author. The medium allows people to go on particular page and tag their favorites that can then be shared with the friends. In fact, bookmarks can have various keywords attached to it which would work well to sell books. So, it can be said that social bookmarking attracts huge traffic and is seen as an excellent way to promote a book.

Moreover, the author can have personal website that would work as a channel for establishing communication between the author and the reader. The site should be regularly updated with the authorâ€™s recent work and may also include a bit of personal information like photographs of the author that would further form a bond between the readers and the authors. The author can allow the readers to download a part of the eBook free of cost. This way the author book promotion goes hand in hand as getting blurbs or quotes written for the book makes book look more credible and helps to increase sales.

Likewise, reviewing the books written by other authors also makes a great idea. In order to do so, you can become a reviewer on Amazon. Author name must be accompanied along with the book title; in this way when someone reads your reviews some of the readers may even click the click that may take them to the online edition of your book. This in turn, increases the popularity of your book thereby rolling in more royalty for the author. These are just few tried and tested ideas that can help the writer in right author book promotion strategy.These are some of the steps that will certainly help the author in increasing the sales of his/her book.

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