

It's Time To Engage Your Book Marketing... So Why Not Make Your Campaign A Blast?

If you are ready to start or improve your book marketing results...

PLEASE READ THIS ENTIRE PAGE!

Did you know that the approach you are using to market your books could be improved by nearly 70%? How?

By reaching 50,000 Acquisitions Librarians and 6,000 Independent Bookstore Buyers with a compelling, credible editorial-style message about your book!

I am confident that we have developed the best, most effective and efficient book marketing campaign that can significantly increase the number of book buyer sales inquiries you receive... that will more than triple your exposure bookstore buyers and librarians... and will make your marketing immediate and effortless because we do all of the marketing for you with our book buyer e-mail blast service. Better book sales are literally just a click away.

Dear Book Publisher,

My name is Allen D'Angelo M.S. I am a long-standing publishing consultant and expert at Archer Ellison, Inc., a publishing services company. My clients include Joe Vitale, co-author of *The Secret* and *The Attractor Factor*, James Redfield author of *The Celestine Prophecy* and so many bestselling authors I could take many pages to write down their names and books.

I have personally influenced the sales of over \$50 Million books collectively throughout my career in the publishing industry by working aggressively behind the scenes helping publishers market their books. I tell you this only to reveal my credentials and the profound accomplishments I and my

company have sustained by conducting successful marketing programs for publishing clients over the past 17 years.

I have found that working harder and harder in publishing has accomplished little in the long-run. However, sharpening our strategic thinking, by working smarter, has been profoundly impactful both for my company and my clients. Strategic thinking has been the genesis of my Book Marketing Blast Service.

Why?

Because it is innovative. It uses technology to give you access to the nation's top library and bookstore buyers. It costs next to nothing compared to the valuable exposure you receive. But I'll tell you more about this valuable service in a moment.

In my work with bestselling clients over the years, I couldn't help but noticed the patterns, confluences and occurrences of repeated success factors that came up over and over. I created many great book marketing campaigns and certainly bestsellers in many cases for my clients.

By far the biggest factor I noticed, which consistently contributed to the overall success of a book, was the level of "exposure" the book title and the author received. But I noticed something unfair. Publishers with deep pockets and larger budgets definitely had an unfair advantage in the industry. You know all about that if you've ever watched the book titles of Hollywood stars rise to the top of bestsellers lists. You may have felt it was unfair sometimes. There were many times when I did too.

Sure every now and then the book industry has a fluke. You find an author with a runaway bestselling self-published book that succeeds despite its humble origins. Many of those titles get snapped up by big publishers with deep pockets for big bucks. I have had a many of those clients too.

Well... two years ago I had a brainstorm. My thought was to develop a way to help small publishers obtain gigantic levels of exposure to key book buyers to help them break new ground in promoting their books. I knew that my talent for technology and over two decades of book buyer contacts would be the key.

I wanted to help small publishers and self-publishers, who do little or no book marketing. I knew that by taking them out into the market by sharing direct access to bookstore buyers and book acquisition librarians that they would have a very high level of immediate trade exposure.

Here is what I did...

<http://www.bookmarketingblast.com>

Last year I and my team began preparing the way by contacting a little over 60,000 librarians and support staff who are responsible for making book-buying decisions at the state and local county levels. We also contacted over 7,000 independent bookstore buyers and support staff to prepare them also. We told my very discriminating book buyer colleagues that we would be sending them very exclusive information by e-mail about new books that are available by small-publishers on interesting new topics.

Essentially, we began pre-marketing this program to gain perpetual access to the best book buyers in the nation. We further explained that we would be bringing publishers, including you, with some of the best, most expertly written books on wonderful niche topics to these book buyers through this Book Marketing Blast program. We mentioned that we would be providing an exceptional service for them that would enable them to make better buying decisions. We told them to look for the new books from hot new publishers that we would be including in our Book Marketing Blast program. We told them that Book Marketing Blast would provide this information in our Book Review Update online publication. Many buyers agreed that they had a need to learn about new books from small publishers because so few small publishers market their books effectively, if at all.

Do you want to know what the book buyers told us next? It shocked me! Occasionally I will share this story at small publisher association meetings when I speak from the platform. When I do, most of the publishers in the audience guess that the book buyers would be offended by such a request. Actually this was not the case.

To my surprise we received thousands and thousands of positive replies—all by e-mail—fully requesting our Book Marketing Blast and Book Review Update. Why do you think that was the case?

I feel that the reason we received an overwhelming response from book buyers was because they felt confident in my company, Archer Ellison, Inc. and what we stand for.

Thousands of the book buyers feel they know us personally. They knew I would be very responsible in bringing information to them about new publishers' book titles they are more likely to want to buy for their stores and libraries. They trust my company and me. In addition, I sensed that the book buyers had a strong desire to help you. They shared many kind and altruistic comments about their willingness and openness to look at titles from small publishers. They know that not enough is being done

throughout the book trade to support small publishers. They also know that my company would never cut corners.

Right now we are inviting you to sign-up below to become one of our exclusive Book Marketing Blast clients at a tremendous trial savings of \$229 for one blast, which is a \$495 value. When you order your blast we will send a valuable e-mail book review, an invitation to these 56,000 book buyers to buy your book on the spot. You will receive many leads every time you blast information about your book to bookstore and library buyers, and your exposure throughout the book trade will skyrocket.

You know that bookstore buyers and library buyers cannot buy your books if they never hear about them or see them. Right? That's why we created the Book Marketing Blast program. By giving you the best quality exposure to more buyers at the lowest marketing cost possible, and we will help you win more exposure every time you engage a book marketing blast.

How do we help you keep your marketing costs low? We do that by carefully combining your message with 10 (and only 10) other non-competitive book titles in each e-mail blast that we send out to our master list of book buyers—56,000 of them. Book buyers and librarians find that they can easily give time, attention and careful consideration to every book in our e-mail blast. Interestingly, the buyers are very excited to see the new book titles we are bring to them every week in each Book Marketing Blast we deliver to them. We help book buyers focus on a few outstanding titles each time they read our Book Review Update. They look for our blast and use it to make buying decisions. That's why we suggest engaging a minimum of three to five consecutive Book Marketing Blasts, to maximize your exposure at a tremendous cost savings for you.

Since we started providing online marketing campaigns last year, we have helped many publishers gain excellent exposure to independent book buyers and acquisitions librarians.

But until now we only allowed our exclusive list of consulting clients—a very small number of book publishers—to have access to the e-mail blasts on a private basis. When you accept our invitation to order your trial Book Marketing Blast, you will join a select group of authors, publishers and self-publishers. You will be a part of the biggest and most widely embraced campaign to bookstore buyers and library buyers that has ever been put in motion. In addition, you receive the most eyeball-to-eyeball exposure you will ever receive to the top book buyers in the United States.

This benefits you tremendously because by signing-up for each outgoing Book Marketing Blast you are reducing your overall marketing costs. Now,

<http://www.bookmarketingblast.com>

we normally charge \$495, which is \$.008 cents, for each e-mail blast. But I wanted to do much more to make this fully accessible to you and a handful of other publishers. Right now, your cost will only be four one thousandths of a cent per book buyer. That means that you can reach over 56,000 bookstore and library buyers for just \$.00408 each. Therefore, we are giving you this trial Book Marketing Blast for just \$229 right now, at this special price, for a limited time.

And when you order your trial Book Marketing Blast right now, we will send you additional exclusive access to future e-mail blasts for the same cost of \$229. You will become exclusive member of BookMarketingBlast.com, for which we will send you preferred client offers for more of our exclusive book marketing programs, at highly advantageous prices, as a bonus for signing-up today. Please note, however, this initial price of \$229 can be removed at any time without notice.

Remember, our promise to you is that you will obtain greater exposure and complete satisfaction through this Book Marketing Blast, as well as through all of our marketing programs. All you have left to do is sign-up right now for your Book Marketing Blast. Each e-mail blast occurs every week on Tuesday.

The deadline for each weekly blast is on the Friday prior to the desired blast date. Of course, you can order your blast at any time prior to the Friday immediately before your desired blast date, and we suggest placing your order immediately because our schedule fills up fast. When we receive your order, you will be allowed to schedule your blast on your preferred Tuesday, using the Book Marketing Blast submission form that will be provided to you after your order is placed.

To see your order options, simply go to
<http://www.bookmarketingblast.com>

All My Best,

Allen D'Angelo M.S.

Founder of Book Marketing Blast

Archer Ellison, Inc.

<http://www.bookmarketingblast.com>

The Secret of Making Your Book Marketing and Sales Successful

Important Alert: Would you like major library buyers and top independent bookstore buyers, to learn about your books?

Then we have some very good news and some bad news.

Let me give you the bad news first: **It's harder than ever before to get the attention of national book buyers.**

It really is tougher than ever before to get the attention of national book buyers, and the reason is simply this: book buyers are becoming less accessible, more difficult to reach, harder and more expensive to reach. Small publishers are getting squeezed out of the perceptual field of national library and bookstore buyers by big publishers with deep pockets. Consequently, fewer small publishers are currently taking initiative to market to bookstore and library buyers.

Here's the good news: If you are serious about getting exposure to national book buyers, we have an exclusive opportunity for you to obtain excellent bookstore buyer and library buyer marketing exposure at a very good savings through this small publisher program special offer. Simply sign-up for our Book Marketing Blast, a unique Internet book review campaign and marketing program that is sent every week to 56,000 library and bookstore buyers by e-mail. In this prestigious program your book will be selectively featured in an exclusive review in our Book Review Update Newsletter.

You can see a sample here:

<http://www.bookmarketingblast.com/files/BookMarketingBlastSamples.pdf>

<http://www.bookmarketingblast.com>

Your book cover will appear in full-color with a three-dimensional depiction of your book title. Each selective review is limited to only 10 publishers in each weekly issue. We are opening the Book Review Update newsletter to small publishers on a first come, first serve basis, in order to help small-publishers and self-publishers in need of the most assistance first. ***When you sign-up for our service and we send your book review to all 56,000 library and bookstore buyers, here's what you should expect:***

- **Full exposure to book buyers** who are interested in carrying your book in their bookstores or libraries by e-mail.
- Your book will appear in our exclusive **Book Review Update—with a proven reader access rate of over 78%.**
- You will gain exposure to book buyers within a few hours of each Book Review Update Internet blast—remember **book buyers have the power and resources to buy your books as soon as they see your review,** if they like your book.
- **Use your review book title placement in our Book Review Update newsletter as a trade announcement** by placing three to five or more consecutive review blasts to inform buyers of their newest titles.
- Your review in Book Review Update is a perfect way to **gain buyer acceptance of new titles.**
- Publishers use Book Review Update to **support and demonstrate to your authors that you are engaging trade marketing** on behalf of your authors.
- And much more...

Obviously, the major advantage of ordering your blast(s) with BookMarketingBlast.com, which puts your book review in Book Review Update e-mail newsletter, is to obtain the exposure your

book has been missing. *Getting exposure is the real secret to making your book marketing and sales successful.*

You will gain exclusive e-mail distribution exposure to over 56,000 library and book buyers upon signing up. In addition, at this time we are offering a savings of over 50% off of the normal cost of your exclusive review. In order to help small publishers, we have temporarily reduced the cost from \$495, to \$229 per review blast.

Remember: when you sign up, your book review(s) will be run on Tuesday of each week and month you select for your blast(s) to run.

To get started **go to:** <http://www.bookmarketingblast.com>.

After you order your blast(s) our staff will contact you to schedule your book review placements in Book Review Update. We suggest ordering a minimum of three blasts upfront for best results and to guarantee your space in the program for maximum continued marketing impact.