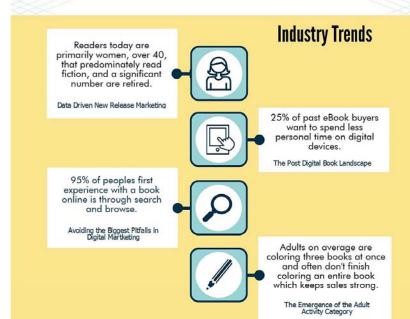


Common themes and takeaways from the BEA sessions attended by Sheridan



## **Marketing Strategies**

Focus on your niche - the groups/magazines/associations that are related to your topic. Send them a copy of your book and pique their interest so they will read and review it without asking them directly.



Making Reviews Work for You



No one book is right for everyone. Identify your target market and where they are. Then start thinking of how to reach that market.

Kicking Up Your Publicity Plan

Years ago marketing was title driven. Today, marketing needs to be under your name, your brand. Focus on author specific promotion rather than title specific promotion.

Consumers, Customized Selling Options, and You





Social media is not a fad. Pay attention to what is happening and build that into your publicity strategy.

Kicking Up Your Publicity Plan

## Celebrity Sightings







Complete session notes are available for download as a PDF on the Sheridan blog



