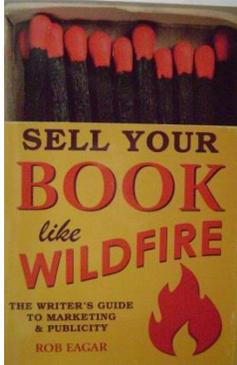


Sell Your Book Like Wildfire

By Rob Eagar



This book is an absolute “must read” for any author who is interested in marketing and promotion (which should be every writer!)

When I first picked up the book, I was worried it would speak only to nonfiction authors, but was pleasantly surprised. I devoured this book, and have pages and pages of notes.

Mr. Eagar’s knowledge comes from years of experience as an author and as a consultant for authors (Wildfire Marketing). He makes the point in Chapter 1 that readers always want to know, “What’s in it for me?” Once an author can answer that question, it is easier to figure out a value statement, and to become a credible expert.

In the first few chapters, you may think you’ve heard it all before, and Mr. Eagar acknowledges that there are several books about marketing. But these basics that he goes over help set the stage for what’s to come.

What impressed me the most is that Mr. Eagar didn’t just stop with the basics; he went even further and into more depth than any other marketing book I’ve read to date. And his book always comes back to the most important thing for a writer—his or her readers.

The book covers the author website, media interviews, Amazon.com, social media, working with publishers, giving away free content, public speaking, and writing newsletters. There is also a chapter that speaks directly to fiction writers.

The topics I learned the most about were media interviews and what Amazon.com has to offer. For instance, I now know how media producers find authors to interview, and that the interview can be manipulated by the author. There is also a great deal of information about preparation, and making sure the author comes out in the best light possible. As for Amazon.com, I learned about all of its promotional tools, and how the ranking system works.

Mr. Eagar presents a lot of ideas, some that I’m not interested in right now, but may come back to later. I will read this book every time I finish a first draft of a novel, to remind myself of all the techniques I can use to get the best sales possible when my book makes it to print.