

Jump Start Your Book Sales: A Money-Making Guide for Authors Independent Book Publishers and Small Presses

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Tom Ross

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There is nothing more discouraging for the self-publisher or small publisher than to have a basement full of books and a mailbox empty of orders. *Jump Start Your Book Sales*, the latest how-to book from self publishing consultants Marilyn and Tom Ross, will help end the discouragement. Their previous book, *The Complete Guide to Self Publishing*, has already become a standard in the field.

The information that the Rosses have packed into this twenty-five chapter book comes not only from the experience gained in marketing their own books for many years, but from what has been learned from the give and-take sessions of their highly respected seminars. *Jump Start* has suggestions for selling to book stores, libraries, non-traditional markets, premium and incentive sales. Throughout every chapter the reader comes upon a treasury of insider tips and tricks of the trade. The many sidebars liberally sprinkled through the text provide concrete contact and lead information.

The book includes information on using sidelines; how to handle a short radio interview when there is much to be said; a way to make efficient use of book signings; how to create free publicity, such as writing an article in a local newspaper or magazine; using the route of public speaking for reading clubs that would be interested in the book's topic; seeking book or service clubs; and participating with companies that might be able to use the book to augment their own business.

Other chapters concern websites and Internet links. There also are checklists to help organize the sometimes overwhelming details that successful self-publishers encounter.

This is a book for serious people interested in making a serious attempt not to have their books wallow in the basement.

TOM WILLIAMS (September / October 1999)

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