

Media Contact
Penny Sansevieri
penny@amarketingexpert.com
(858) 560-0121

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From Book to Bestseller **An Insider Offers the Secrets to Eye-Popping Publicity**

SAN DIEGO, CALIFORNIA – If you’ve written a book and then wondered, “what’s next?” here’s your answer: “*From Book to Bestseller—An Insider’s Guide to Publicizing and Marketing Your Book.*” This step-by-step guide written by a savvy publicity insider provides readers with an indispensable road map for navigating the tricky terrain of book promotion whether you’re marketing your first book or your 50th.

Media-relations specialist and internationally recognized book marketing expert Penny C. Sansevieri begins by offering tips, insider secrets, and media contact information for print, radio, TV and the Internet. But that’s where *From Book to Bestseller* takes off and leaves the others behind.

In *Book to Bestseller*, you’ll uncover pearls that most authors overlook—for example, how to secure special sales, get into catalogs or book clubs and develop spin-off products. Sansevieri shares her extensive experience and know-how to show you how to unearth the right outlets for your book – media or otherwise – and how to pitch them to succeed.

Comprehensive, thorough, and easy to understand, *From Book to Bestseller* is a must have guide that will help you transform any book marketing campaign from ordinary to extraordinary.

“*From Book to Bestseller* is an indispensable guide for the beginning or experienced author. The perfect road map to bestseller status!”

Elise Capron, Sandra Dijkstra Literary Agency

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