

Book to Bestseller

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Non-Fiction Review: From Book to Bestseller

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Every profession has some semblance of a manual to flip through for reference. Writers have an array of resources at their disposal from magazines, Internet and books, such as this one from Penny Sansevieri. From Book to Bookseller is a great resource for anyone who is breaking into the writing profession.

When you have created your work of art, the real work is in promoting and selling your book. In the wake of self-publishing, this book holds a vast number of ideas an author can use to ensure their masterpiece hits the eyes of appropriate readers.

The information in this non-fiction book comes from an experienced person in her craft. Penny Sansevieri is a book marketing and media relations specialist who coaches authors on projects, manuscripts and marketing plans. She has a website you can visit entitled www.amarketingexpert.com that also has a storehouse of information ranging from more books available, suitable publicity and creative blogs, as well as a biweekly newsletter for media tips in the industry.

From Book to Bookseller does not tell you how to write your novel but aids you when your creation of your book has been completed. Penny Sansevieri knows how a piece of art can be overlooked if the right promotional materials aren't used. She shows an author, step-by-step how he or she can make a book into a bestseller. With proper marketing, writers can get the chance to make their creation outstanding to their target readers.

The book is outlined in sections and in section one; the author gives you a lesson in book marketing. There are secrets in budgeting and in writing a book that sells, for example launching your book when it coincides with a major world event. She has sections in marketing strategies, book reviews, book signings and much more.

The author gives innovative ideas for a press kit, the proper way to write a bio, the different types of book reviews and the lingo that goes with the territory. With information being inundated on the Internet, she gives helpful websites targeted to where you should be visiting instead of wasting your time surfing the net.

If you have created the next bestseller, From Book to Bookseller is a necessary reference book to have in your writing library. Having Penny Sansevieri guide you through the marketing process will alleviate many of the worries that go into getting your book into the public eye.

The above review was contributed by: Jennifer Andrew