

Red Hot Internet Publicity

Contributed by Editor
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Penny C. Sansevieri is a no nonsense thinker and writer. Beginning her career as an author ('Candlewood Lake', 'The Cliffhanger' etc) she faced the beast of competition in the publishing world, and instead of caving in, she took control, learned all the ins and outs of getting books published, and shared that hard won information and experience in such highly successful books as 'Get Published Today: An Insider's Guide to Publishing Success' and 'From Book to Bestseller: An Insider's Guide to Publicizing and Marketing Your Book!'. Now she has synthesized all of that information in this newest book that is the most complete guide to marketing books on the Internet available.

Sansevieri does not waste the reader's time with puffery or examples of her own successes. Instead she opts to jump right to the essentials, giving a nod to the importance of the Internet as a tool of communication and commerce. She doesn't merely suggest such valuable skills as creating a website for authors to attract attention, she carefully and very thoughtfully provides exact guidelines for squeezing the most benefits from the time involved in design, wording, linking, blogging, networking, virtual book events (and in the age when bookstores become less friendly as opportunities for authors to read and sell their books during spicy evenings, this is a unique concept) - all the techniques she has mined and understands thoroughly.

Sansivieri's book RED HOT INTERNET PUBLICITY contains more useful web resources, addresses of the best blog sites and web design and tool sites, and pieces of sound advice in this brief 200 pages than any on the market today. She is the epitome of a user-friendly teacher and expert and her writing contains not only valuable information and insights but wit to boot! For all authors in search of the keys to the value of Internet promotion, this excellent book will be an exceptional value.

Grady Harp, June 07