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EVERYDAY BOOK MARKETING helps authors fit book promotion into busy lives

RELEASE: September 2013 PRICE: \$15.95 TRIM 5.25 x 8 PAGES: 245 ISBN: 978-1-61822-027-1

(Ashland, OR—June 17, 2013) — Ashland Creek Press is pleased to announce Midge Raymond's new book **EVERYDAY BOOK MARKETING: PROMOTION IDEAS TO FIT YOUR REGULARLY SCHEDULED LIFE**.

Everyday Book Marketing is for the published author who is not only a writer but who also may have another career, a family, and any number of other obligations that require fitting book promotion into a budget where both hours and dollars may be hard to find.

This book will guide authors on the journey from Writer to Marketing Pro, offering essential marketing tools along the way—including such book promotion basics as how to schedule a book tour and how to make the most of social media to how to keep the buzz going long after the launch date.

Everyday Book Marketing offers tips and advice for how to keep the never-ending tasks of book promotion manageable, whether you have ten minutes a day or two hours a day. Also included are Q&As with a range of authors and industry experts—from fiction authors and poets to librarians and event managers—who provide such invaluable tips as how to present yourself as an author, how to reach out to event coordinators, and how to find new readers both within your community and beyond.

Praise for Midge Raymond's *Everyday Writing*:

"Raymond has a gift for dispensing gentle, intelligent advice that even the most harried and overworked will find inspiring." —*The Writer* magazine

"*Everyday Writing* is a book worth owning." —*Portland Book Review*

About the author: Writer, editor, and teacher Midge Raymond is an award-winning fiction writer and journalist. She has taught at Boston University, Grub Street, San Diego Writers, and Richard Hugo House, among others. Her short story collection, *Forgetting English*, received the Spokane Prize for Short Fiction. Visit Midge online at www.MidgeRaymond.com.

