

INTRODUCTION – GENERAL NONFICTION

You're excited that the book you've worked so diligently to complete is nearly ready to be released to the world.

But the marketing side of things . . . it's not excitement you feel, it's fear.

Fear mixed with confusion and frustration and overwhelm.

Questions swirl in your mind while you nibble your nails to the quick.

- How do you generate interest in your soon-to-be-published book?
- How will you stoke that interest without boring potential buyers to the point of losing their interest?
- How can you encourage them to order copies?
- How can you get them to provide glowing reviews?
- . . . and then how do you continue stoking that early interest so you sell more books long after your book is published?

How can you do all that without feeling like a sleazy salesperson blatantly hocking your wares on a busy street corner?

Good News

The *PLR for Nonfiction Authors* packet provides you with practical marketing advice and professionally crafted email templates designed to help you connect with interested readers and, more importantly, turn them into eager buyers.

Rather than bore them, you'll pique their interest as you share insight about yourself, your book, and keep them wanting to hear more from you.

Let's get started.