

BOOK PROMOTION CONTACT LIST SYSTEM

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Eyeballs have moved from print to online. Advertisers know this. They have moved their money to the Internet.

You should send review copies to book bloggers, websites, forum leaders, and other opinion molders in your book's category.

Start with the book bloggers.

Book Bloggers are the new book reviewers.

And there are 152,000,000 blogs on the Internet.

Review copies should be sent to book bloggers and subject-matter-expert bloggers who focus on **your book's category**.

For example, books on leadership should only go to blogs on leadership.

We've heard stories of book sales that have taken off after mentions by bloggers. But how can you make this phenomenon work for your book?

There are bloggers, bloggers on subjects and book bloggers. All are valuable to you but the book bloggers are the best because they write about books and are book-category oriented. Few read and comment on anything else.

98% of the book bloggers are female, young, a high percentage are moms, and most read and write about Young-Adult (YA) books. No surprise. But many focus on historical fiction, women's studies, and all the other genres.

So how do you find bloggers who want to be notified of your books?

Make a Google search for "book blogger directory."



The columns may be labeled: category, business name, contact name, email, website, blog, address (as in street address), city, state, zip code/country, telephone, mobile phone, fax, project manager, and comments.

The Category column is where you list whether it is a blog, forum, website, print magazine, etc.

The list you assemble will be focused on your category. General review publications are not likely to reach a large number of people interested in your subject. You will use this list to send review copies, news releases, and other announcements on your subject and book.

Assembling this list will be both valuable and fun. You will discover people all over the world interested in your subject and eager to know about your book.



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