

# Guerrilla Marketing and DIY Distribution for Your Book IN A DAY

Darin Jewell, Conrad Jones

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#### Guerrilla Marketing and DIY Distribution for Your Book IN A DAY

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Guerrilla Marketing and DIY Distribution for Your Book IN A DAY Darin Jewell, Conrad Jones Sometimes you will need to think outside the box and engage in guerrilla marketing techniques when marketing your book in a day. Guerrilla marketing is an advertising strategy in which low-cost, innovative means are used, often locally or with co-ordinated activities in different locales to promote your book. You can do so by preparing your own book trailer (video marketing), securing sponsorship for your new book on Kickstarter (pledge marketing), running a literary competition to raise awareness of your book (event marketing), book sharing, book hopping and so on. [NP] Similarly, rather than taking the path most travelled and seeking to secure the costly services of a third-party distributor to get your book into bookshops and fulfil book orders, you can do it yourself which will save you time, money and a lot of frustration. This book explains how.



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