



**The Art of Asking  
Successful Book Marketing (Without doing the stuff you hate.)**

**Carmen Leal  
Wag Away Publishing  
Carmenleal.com**

**Book Signing Tips**

<https://rocketexpansion.com/book-signing>

**Book Review Info**

<https://www.makeuseof.com/tag/decide-what-to-read-next-with-the-best-book-review-sites>

<https://www.writersdigest.com/marketing-self-promotion/how-to-get-reviews-for-self-published-books>

<https://blog.reedsy.com/how-to-get-book-reviews/>

<https://blog.reedsy.com/book-review-blogs>

**Review Request Memes**

**Amazon Ads**

The 5-Day Author Ad Profit Challenge

**Press Releases**

Help A Reporter Out <https://www.helpareporter.com/>

National Today <https://nationaltoday.com/>

National Day Calendar <https://nationaldaycalendar.com/>

**Podcasts**

Podcast Guest Collaboration Community - Find a Guest, Be a Guest

<https://www.facebook.com/groups/podcastguestcollaboration>

**Amazon Ads**

The 5-Day Author Ad Profit Challenge

<https://www.facebook.com/groups/2230194167089012>

**Email Newsletters**

<https://blog.hubspot.com/marketing/guide-creating-email-newsletters-ht>

**Back of the Book**

<https://kindlepreneur.com/back-book-cover-blurb/>

**Media Kit Sample**

<http://carmenleal.com/media-kit>

**Blog Tour Example**

<http://carmenleal.com>

**Donations Example**

<https://wagawaypublishing.com/donations>

**Bookmarks, Business Cards, etc.**

<https://www.gotprint.com/home.html>

<https://www.vistaprint.com>

**71 Ways to Promote and Market Your Books**

<https://yourwriterplatform.com/promote-and-market-your-book>

Crafting Winning Press Releases

Marketing Fiction

Carmen Leal is the owner of Wag Away Publishing and the author of eleven books including *I Chose You*, *Imperfectly Perfect Rescue Dogs and Their Humans*. Carmen has over thirty years of experience as a small business and non-profit marketing consultant and is an adjunct professor with Fox Valley Technical College for E-seed™, an entrepreneurial workshop assisting start-up, early-stage entrepreneurs, and experienced small business owners in developing management and planning tools for their businesses.

Carmen and her husband relocated from Hawaii to Oshkosh, yes, there is a story behind the move, and has become an awesome dog mom and a reluctant gardener who knows a crazy amount about Wisconsin weeds. Carmen is a member of the Oshkosh Rotary Southwest and is on the steering committee for her neighborhood association. Learn more about Carmen by visiting [carmenleal.com](http://carmenleal.com) or [wagawaypublishing.com](http://wagawaypublishing.com).