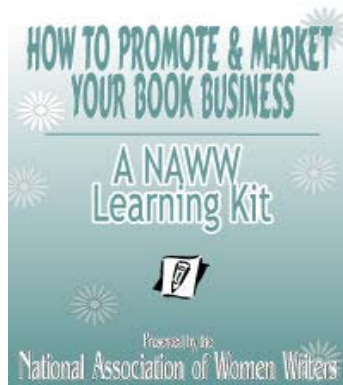




NAWW LEARNING KITS

Purchase at: <http://www.naww.net/Products.htm>



Kit 1 – Marketing & Promotion

12 Programs

1) Dan Poynter - Book Marketing, Promoting, & Distributing

In this one hour teleseminar you will learn:

- Two steps to identifying and locating your market
- How book publishing is changing
- How to out-think and out-innovate the market
- Why bookstores have become a lousy place to sell books
- How to use your creativity to sell books through places with a high concentration of your potential buyer (including specialty shops, catalogs, premiums, fund raisers, associations, the export market, selling to the government and more)
- How to promote and distribute your books both economically and efficiently

BONUS: Dan is providing a 53-page slide handout for the call! Plus you also get the audio and transcript of this event.

2) Jill Lublin - Networking Magic

In this one hour teleseminar you will learn:

- 10 easy steps to becoming a more effective networker
- How to become an effective listener
- How extroverts AND introverts will succeed with these common sense networking strategies
- How to create trust quicker with business professionals
- How to fill your pipeline of sales by using networking ONLY!

BONUS: The Do's and Don'ts of Networking

3) Dan Poynter - Building An InfoMarket Website: Prosper by Serving Your Clients and the Media

In this one hour teleseminar you will learn:

- How to create a Web site-centric website
- Why you should stop printing your promotional materials
- How to create a self-serve automated business
- Why you must publish an eZine
- Why you should recycle your content
- How to gain access to numerous promotional mailing lists
- Why you must use your signature when sending eMails
- How to increase website traffic with information kits and autoresponders
- What to put in your online pressroom
- Why article banks are so important
- How to use your business card effectively
- And much more!

4) Joan Stewart - Savvy Media Relations in the Information Age: How To Get Free Print Space and Air Time

In this one hour teleseminar you will learn:

- Why free publicity is better than advertising
- The easy way to begin a publicity campaign
- How to create a list of media contacts
- What to do with your list of media contacts

- What is the number one thing journalists are looking for
- Fun things you can do for publicity
- How friendly should we get with reporters—what is considered appropriate
- How do you stay on a reporter’s radar screen throughout the year
- The one thing you should never do to the media
- How to get on TV—are television media more difficult and a few tips on how to pitch the TV news

5) Alexandria Brown - Boosting Business With Your Own eZine

In this one hour teleseminar you will learn:

- Why you should bother publishing an eZine
- 7 reasons an eZine will help any business
- Why eMail marketing still works
- What type of content should a business owner publish
- How to publish an eZine really easily if you don't want to learn new technologies
- What works better—a plain text eZine or an eZine with color and graphics
- The best ways to grow your list, even if you're starting with NO names
- Where to go for step-by-step help to publish a simple eZine that makes you money

6) Suzanne Falter-Barns - Why Building A Platform Matters

In this one hour teleseminar you will learn:

- What all branded websites must have
- The key to creating a successful brand for yourself
- What media and publishers expect to see on your site
- A free Web tool that gives you major inside information
- Why blogs matter to the media
- How to get started building a platform right now

7) Vickie Sullivan - Springboard Marketing: Leveraging Your Expertise Into An Empire!

In this one hour teleseminar you will learn:

- Three elements of an effective platform

- Two benchmarks to measure the effectiveness of any money-making idea
- Three avenues where all hidden opportunities reside (and a process to access each avenue!)
- A three-step process that can leverage any opportunity at any time
- Why you must understand and create a strategy
- What market forces are working for women writers and against women writers
- The ingredients and key questions for creating an “empire”

8) Adam Urbanski - Educational Marketing in the Information Age

In this one hour teleseminar you will learn:

- What is education-based marketing and why is it so important in the Information Age
- How to apply education-based marketing if you don't consider yourself an expert
- Fast-start tips to help you develop your own education-based marketing plan
- What should you do first when implementing your education-based marketing plan
- Keys to achieving success in a short time with very little money

9) Debbie LaChusa - How To Successfully Market Your Small Business In 10 Simple Steps

In this one hour teleseminar you will learn:

- The one thing you must do before you start marketing
- How to make sure your marketing stands out and gets noticed
- What your prospects are really looking for—it may not be what you think
- The one question you must be able to answer if you’re going to be successful
- Why you don’t want to answer the question, “So, what do you do?” the way 90% of small business owners do, and how you should answer it
- How to virtually eliminate your competition so you get more clients
- What the “marketing must-haves” are and why you need them

- 10 high-impact, low-cost ways to market your business

10) Jill Lublin - Guerrilla Publicity

In this one hour teleseminar you will learn:

- How to find the belly of your message for the mass market
- How to establish yourself as an expert—learn how to pull 'em, hold 'em, and
- Pitch 'em in 30 seconds or less
- How to prepare a powerful press release that will get guaranteed response
- 7 must-knows to developing a guerrilla campaign
- What the press says when they speak out: 15 things they love and hate
- How to craft an angle so that the press will embrace it
- Get an in-depth knowledge of public relations to maximize exposure
- Low-cost, powerful, practical, original publicity secrets

11) Penny Sansevieri – Striking Internet Gold

In this one hour teleseminar you will learn:

- The secret to getting thousands of hits on your website and then converting them into sales
- Top Internet promotion techniques that won't cost you a dime!
- How to avoid fool's gold and find the real thing on the Internet
- How to "tour" yourself on the Internet (and why it's the best thing that could happen to your book)
- How to maximize the promotional opportunities on Amazon

12) Penny Sansevieri – Super Savvy Book Promotion

In this one hour teleseminar you will learn:

- How to determine the best marketing program for your book
- Tons of marketing ideas that won't cost you a dime!
- Selling thousands of books through specialty retailers
- "How to" for Internet promotion

- Secrets to getting on radio and TV
- Why most authors stop marketing after 90 days and how you can keep the momentum going on your campaign
- Bonus: You'll also learn how to get free publicity for your book!