

All marketing materials created to successfully promote the Well-Fed titles.

The Well-Fed SP Biz-in-a-Box: A Companion Ebook to "The Well-Fed Self-Publisher"

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# The Well-Fed

## SP Biz-in-a-Box™



*A Complete  
"Covers-All-Bases"  
Marketing,  
Publicity,  
and  
Promotion  
Tool Kit for  
Self-Publishers*

**A Companion eBook to  
*The Well-Fed Self-Publisher***

Peter Bowerman

# "The Well-Fed SP Biz-in-a-Box"

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## ***Introduction***

Some time back, I was poking through my computer files and was blown away at the vast array of marketing, publicity, and promotional materials of every description that I'd created in the course of my book marketing campaign. "Wow," I thought, "Bet my readers would *love* to see all these things as they launch their own book campaigns."

Well, including all of it would have added close to 100 pages to the book, and that just wasn't feasible. But then I thought, "Why not include some of it in the book, and far more in a separate *cut 'n pastable* ebook? Well, I started digging, kept digging, and didn't stop till I'd assembled *virtually every piece of marketing material I used in the course of promoting, marketing, publicizing, and selling my successful titles*. And here it is.

*Valuable on several levels...*

As you'll discover in the coming pages, this resource is valuable for several reasons:

- 1) It shows you *what*, specifically, you need to have, and seeing it all laid out will undoubtedly have you realize that you didn't know you needed this, that, or the other.
- 2) Just as importantly, it shows you *how* I crafted each piece. Not like my way is the right, best, or only way, but it got the job done. I encourage you to improve on it, but having a model to follow should make that job easier.
- 3) By definition, you'll see the *when* and *why* of these pieces: the point at which you'd employ each one, and for what reason.
- 4) Finally, through detailed explanations at the beginning of each item, you'll understand the crucial *context* of each tool, so you maximize its effectiveness.

I'm certain you'll find this resource – a culmination of years of effort – to be a huge time-, aggravation-, and money-saver. Hard to imagine how it couldn't be. After all, there's no reinventing the wheel and starting from scratch here. Sure, you have to adapt what I've done to *your* book, but you'll see exactly how I did mine, so the way is clear.

Sprinkled throughout the ebook, you'll find links to images of book promo sheets, business cards, mailing labels, and much more. I originally planned on including them, but after realizing the file was close to 6 MG (!), I went the online route, and kept this file lean.

I hope you enjoy it, and may all your writing be "well-fed"!

PB

P.S. Just use the right-side scroll bar to quickly zoom to the desired page!

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