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San Diego Publicist Paula Margulies Releases New Guide to Book Promotion, *The Tao of Book Publicity*

San Diego, CA – Book publicist Paula Margulies announces the release of her nonfiction guide, *The Tao of Book Publicity: A Beginner's Guide to Book Promotion* (ISBN 978-0-9913545-3-5), a handbook designed to provide new and experienced authors with information and insight into the process of selling their books.

In *The Tao of Book Publicity*, publicist Paula Margulies outlines the basics of book promotion and explains how the business of publicizing a book works. Designed for beginning authors but also useful for those with some experience in book publishing, *The Tao of Book Publicity* provides information on the importance of writing a good book and the need for developing a platform, as well as how-to explanations for creating publicity material, including front and back cover text, press releases, Q&As, media and blog tour queries, and newsletter and media lists. *The Tao of Book Publicity* also covers social media, book pricing and sales, book tours and media interviews, and author websites. In addition to explaining how book publicity works, this valuable handbook explores practical topics such as publicity costs, timing, and considerations when hiring a publicist. Simple, straightforward, and informative, *The Tao of Book Publicity* includes expert advice on all aspects of book promotion and is a go-to reference guide for beginning and experienced authors alike.

“I wrote this book to help authors understand what’s involved in promoting a book and what they should expect if this is their first time trying to sell a book they’ve written,” said Margulies. “*The Tao of Book Publicity* is based on years of experience working with both traditionally and self-published authors and answers the most common questions I hear from new authors when they contact me about representing their work.”

The handbook has received early praise from the publishing community, including Huffington Post contributor and *Author Magazine* editor, Bill Kenower, Southern California Writers’ Conference director, Michael Stephen Gregory, and UCSD writing instructor, Marni Freedman, who writes, “*The Tao of Book Publicity* is filled with easy-to-implement, savvy, practical advice from an experienced industry insider. Paula Margulies breaks down the often-confusing landscape of book publicity with clarity, humor, and insight. Don't promote without reading it first!”

Paula Margulies is the owner of Paula Margulies Communications, a public relations firm for authors and artists. She has received numerous awards for her essays and works of fiction, including her nonfiction handbook, *The Tao of Book Publicity*, her historical novel, *Favorite Daughter, Part One*, her first novel, *Coyote Heart*, and her short story collection, *Face Value: Collected Stories*. She has been awarded artist residencies at Caldera, Red Cinder Artist Colony, the Vermont Studio Center, and Centrum. Margulies resides in San Diego, California. For more information, please visit www.paulamargulies.com.

For more information on the author or *The Tao of Book Publicity*, please visit www.paulamargulies.com or www.amazon.com.

For further information, please contact:

Paula Margulies Communications

8145 Borzoi Way

San Diego, CA 92129

T: 858-538-2047

paulamar@san.rr.com

www.paulamargulies.com