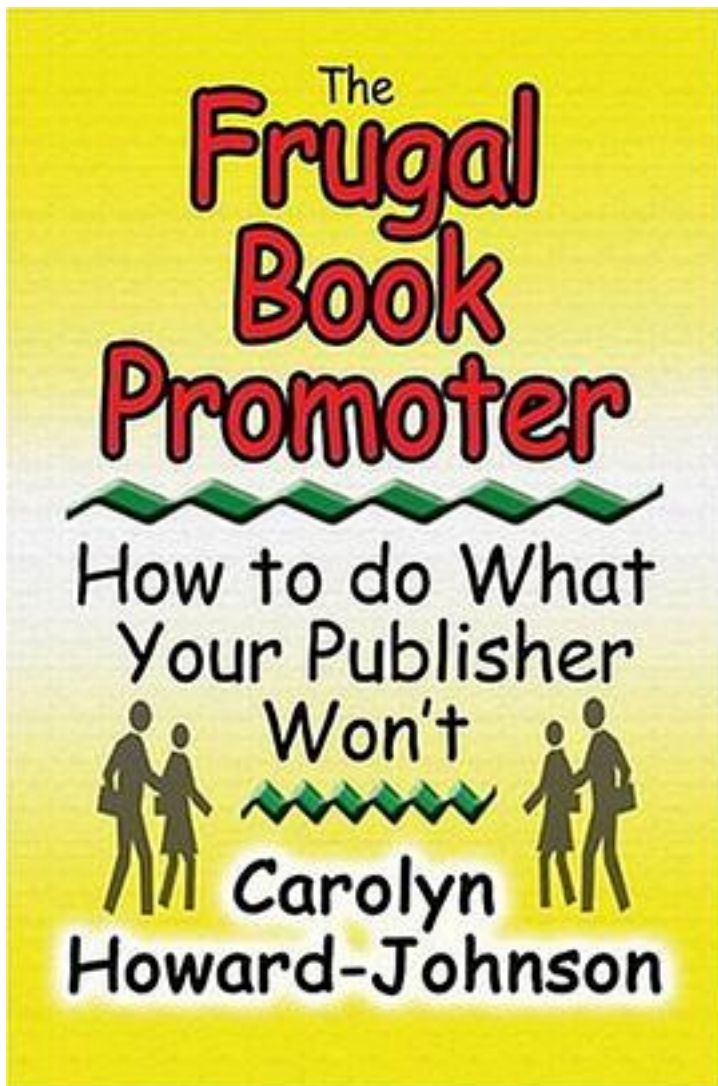


The Frugal Book Promoter



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For a little over 2 cents a day, THE FRUGAL BOOK PROMOTER assures your book the best possible start in life. Full of nitty gritty how-to's for getting nearly free publicity, Carolyn Howard-Johnson shares her professional experience as well as practical tips gleaned from the successes of her own book campaigns. Carolyn Howard-Johnson is award-winning author of both fiction and nonfiction and former publicist for a New York PR firm and a marketing instructor for UCLA's Writers' Program. THE FRUGAL BOOK PROMOTER tells authors how to do what their publishers can't or won't and why authors can do their own promotion better than a PR professional.

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