



BookBuzzr

World's No. 1 Free, Online Book-Marketing Technology for Authors

- *Market books on Facebook, MySpace & Twitter*
- *Pages of book-extract turn like a real book*
- *Present book-information within book-widget*

Publishers Information Kit

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What is BookBuzzr?

Authors have a major pain when it comes to marketing books online. Often they don't know where to start. They don't have a road-map for a book-marketing campaign. And they struggle to stay motivated while they traverse the social media landscape. Consider the simplest

"It may just be the most valuable marketing tool on my site."

Gary Val Tenuta
Author of 'The Ezekiel Code'

and most important pre-requisite of offering an extract of your book online in a nice to read format that can be easily shared among readers. 99% of author websites are unable to allow sampling of books on their websites. They simply stick in an image of their book and hope that this is enough to stimulate the desire

★★★★★★★★★★

Publisher Benefits

- 1. Empower your authors to take control of their online marketing**
- 2. Market books on Facebook, Twitter, MySpace, Linked-In and Blogger**
- 3. Manage multiple authors & books**
- 4. Mass upload book data in ONIX format**
- 5. Tempt buyers into sampling your books**
- 6. Piracy-proof technology makes copying difficult**
- 7. ABSOLUTELY FREE!**

★★★★★★★★★★

to read the book among site visitors. BookBuzzr helps reduce this pain and sell more books by automating a number of online marketing activities.

BookBuzzr is a free, online book-marketing technology that allows authors to share their book-extracts and associated information (buzz about the book, where to buy, media mentions, reviews etc.) on Facebook, Twitter, Blogger, MySpace, Linked-in and more. With over 2000 authors and 80 publishers BookBuzzr is the world's No.

1 free, online book-marketing technology. The BookBuzzr book-widget (Fig. 1) can also be shared by fans of the book or friends of

"I think you have a terrific service and I know I have already sold one copy on Amazon as a direct result of it."

Lee Murphy,
Author of 'YGOR'

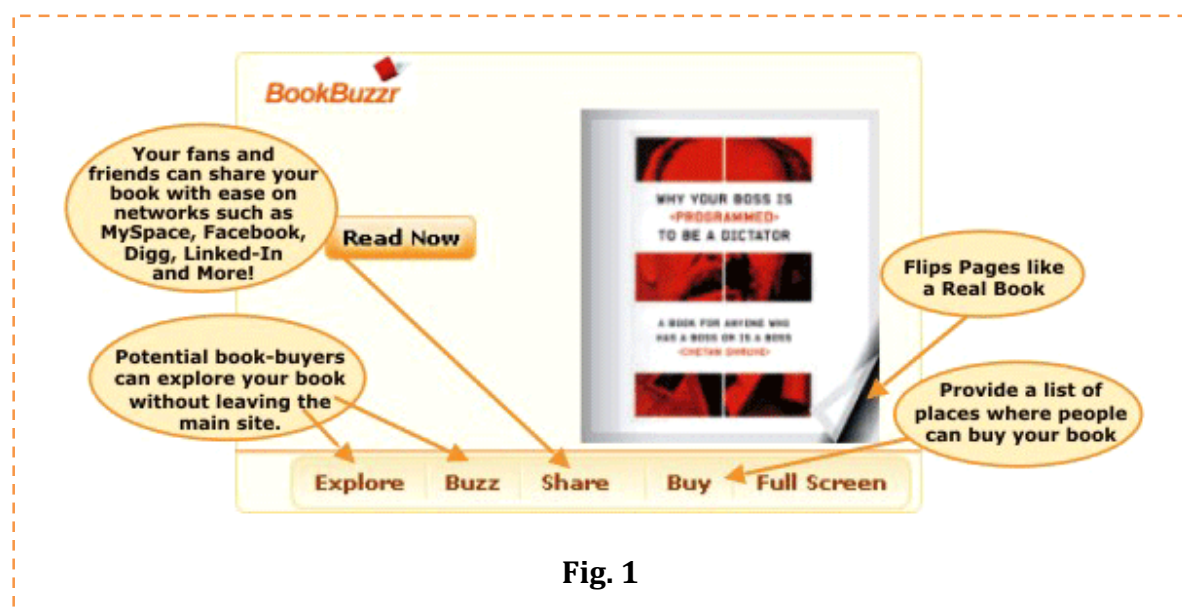


Fig. 1

the author with just one or two clicks. Readers who read the book-extract in BookBuzzr format will find the experience unique because the pages of the book flip and turn like the pages of a real

book. BookBuzzr also helps publishers increase revenues with very minimal effort since Publishers can upload their entire catalogs by simply uploading their ONIX format files.

BookBuzzr is more than a just a replacement for the book-cover image. It's a portable author website that allows a book with associated information to be shared on Facebook, Blogs, MySpace and more.

BookBuzzr is intended to take care of most of the details related to online book-marketing and book promotion on an ongoing basis. At the very least, BookBuzzr helps you to:

- Reach your target audience by allowing them to discover your book in various places such as blogs, websites, social networking sites and more.
- Tell them that your book is available by providing links to places where they can buy your book.
- Persuade them to read it by allowing them to easily sample your book with jaw-dropping book simulation technology.

"BookBuzzr is a fantastic service for authors. For most of us authors, marketing our books appears a daunting prospect. There are both on-line and off-line activities that we have to do. And truth be told, the online world can be a bit of a black hole and we don't know where to start. BookBuzzr takes care of all our worries, by telling us what's out there, and putting up professional and real-looking (flipping-pages and all) excerpts of our books in social networking sites, blogs, our own websites and so on. If you're an author, I have only one thing to say to you - you had better get onto BookBuzzr fast, because a lot of authors already have!"

Chetan Dhruve,
Author of 'Why Your Boss is Programmed to be a Dictator'

Given the growth of Twitter and its importance in helping authors build their platform and sell more books, a number of Twitter features have been added to BookBuzzr to help authors market their book on Twitter with a large degree of automation. The goals behind these features are:

- To help the author gain more followers on Twitter
- To make the book more visible among the authors' Twitter followers
- To help readers of the book share the book among their Twitter followers.

These Twitter features for marketing books online include:

- Authors can schedule tweets about their book in their Twitter accounts daily or weekly.
- Every time a reader opens an author's book-excerpt, a tweet goes out to the author's Twitter followers mentioning that the book was opened.
- Readers will find a link to follow the author on Twitter when they are reading the author's book-excerpt and when they finish reading the book-excerpt.
- Readers can tweet about the book with just a few clicks.

"I love BookBuzzr! It's an innovative tool that gives readers a more real-like reading experience, since you can flip pages by dragging the corners. You can zoom in on text, which is great for those who love large print. You can read and write a review. You can also buy the book and share an excerpt with your friends by posting the BookBuzzr widget to your Facebook, Myspace, blog, website. As a book marketing coach, I recommend this necessary tool to all authors and publishers."

Cheryl Kaye Tardif,
Author of 'Divine Intervention'

Samples of Embedded BookBuzzr Widget

BookBuzzr Book-Widget on Author's Home Page

(<http://www.cvdhruve.com/>)



BookBuzzr Book-Widget on Author's Blog

(<http://cherylktardif.blogspot.com>)

SEARCH BLOG | FLAG BLOG | Next Blog

Create Blog | Sign In

THE SUSPENSE IS KILLING ME!

SUSPENSE, MYSTERY, PARANORMAL, THRILLER

CHERYL KAYE TARDIF IS "ALREADY A BIG HIT IN CANADA...A NAME TO RECKON WITH SOUTH OF THE BORDER." --BOOKLIST.

READ EXCERPTS



Read Now

Explore Buzz Share Buy Full Screen



Read Now

Explore Buzz Share Buy Full Screen

WELCOME TO MY OFFICIAL BLOG



CHERYL KAYE TARDIF, AUTHOR & MARKETING COACH
I'm the bestselling author of 4 suspense novels: Whale Song (2003), Divine Intervention, The River, Whale Song (2007). I am also considered to be a "marketing guru" and I offer my services as a Book Marketing Coach. --Cheryl
[VIEW MY COMPLETE PROFILE](#)

WEDNESDAY, JULY 22, 2009

Visit Magic of the Muses, where author Cheryl Kaye Tardif talks about her pseudonym Cherish D'Angelo

Today, I was a guest over at *Magic of the Muses*, where I talk about pseudonyms and why some authors choose to use them—including me—and how my pen name "Cherish D'Angelo" came to be. When I checked the post today, I was greeted with a wonderful introduction from my friend and fellow author Eileen Schuh:

Thank you to Cheryl for not only offering us the following glimpse of her flirty, romantic, magical side, but also for sharing some of the darker moments in her life--tragedies that have made her the angel that she is. - Eileen Schuh, Canadian writer <http://www.eileenschuh.com>

The birth of Cherish D'Angelo, pseudonym of author Cheryl Kaye Tardif

Throughout literary history, pseudonyms or pen names have been used by authors for various reasons. For authors like Nora Roberts, having a pseudonym allows them to explore new territory, maybe a new genre or a series. My idol Stephen King wrote books under the pen name of Richard Bachman because he didn't want the market saturated with "Stephen King" books. It was also part experiment; he wanted to test whether luck or talent played a part in publishing.

For me, the choice of writing as "Cherish D'Angelo" made sense...

Read more about Cheryl's pseudonym and discover why she picked the name Cherish D'Angelo.

POSTED BY CHERYL KAYE TARDIF, AUTHOR & MARKETING COACH AT 9:30 PM. 0 COMMENTS

LABELS: ANGEL'S KISS, AUTHORS, CHERISH D'ANGELO, CHERYL KAYE TARDIF, EILEEN SCHUH, GENRES, LITERARY, MAGIC OF THE MUSES, NORA ROBERTS, PEN NAMES, PSEUDONYMS, PUBLISHING, STEPHEN KING, WRITING

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BookBuzzr Book-Widget on Facebook Page

The screenshot shows a Facebook profile for Sanoj Kumar. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and a search bar. The profile header shows 'Sanoj Kumar' with tabs for 'Wall', 'Info', 'Photos', 'Video', 'Notes', and a '+' icon. Below the header is a status update box with the text 'What's on your mind?' and a 'Share' button. To the left of the main content is a 'My Stuff' section featuring a book widget for 'Why Your Boss Is Programmed to Be a Dictator'. The widget displays the book cover and a 'Grab This' button. The main content area shows two posts by Sanoj Kumar. The first post is a link to 'Why-Your-Boss-is-Programmed-to-be-a-Dictator' with a source from wildfire.gigya.com. The second post is a text update about loving 'A Girl Like Alice' by Ross Bryant-Freado, with a source from freado.com. Both posts include interaction options like 'Comment', 'Like', and 'Share'.

facebook Home Profile Friends Inbox Sanoj Kumar Settings Logout Search

Sanoj Kumar

Wall Info Photos Video Notes +

What's on your mind?

Attach Share

Options

My Stuff See Full Size

Why Your Boss Is Programmed to Be a Dictator

A BOOK FOR ANYONE WHO HAS A BOSS OR IS A BOSS. (EXTRA EXTRA)

Grab This

Sanoj Kumar Why-Your-Boss-is-Programmed-to-be-a-Dictator

Why-Your-Boss-is-Programmed-to-be-a-Dictator

Source: wildfire.gigya.com

about a minute ago · Comment · Like · Share

Sanoj Kumar I just love "A Girl Like Alice"! I'm laughing so hard that I'm crying!

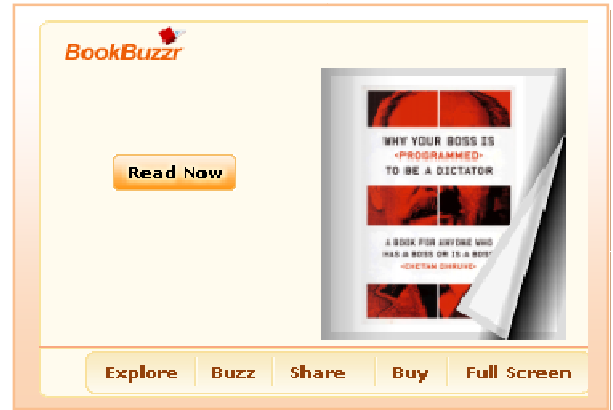
Reviews on A Girl like Alice by Ross Bryant-Freado

Source: <http://www.freado.com/book/reviews/1740/A-Girl-like-Alice>

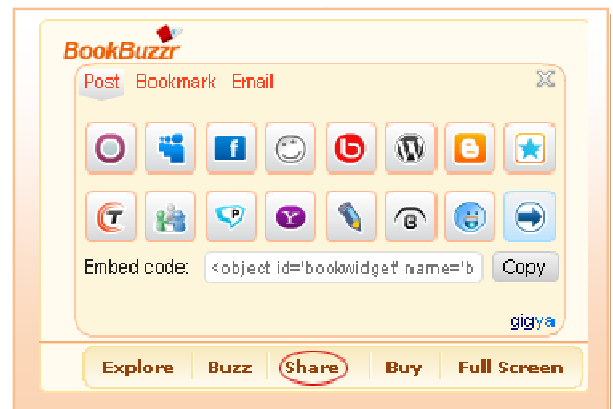
July 10 at 1:23pm · Comment · Like

Tour

- Flips pages like a real book. The page-turning feature tempts buyers to sample your book



- Can be embedded where the traffic goes. Readers can discover and share your book on author websites, blogs, Twitter, Facebook, MySpace, Linked-In, Digg, Reddit and more!



- Your book-information (including buzz about the book, media mentions, author information and where to buy) is packed with the book-extract. So it's like a portable author website or like some authors say, "Your business card for the Internet!"



- Real time stats and analytics - You get information about how often your book was viewed in widget-mode and in full-screen mode.



- Search engine optimization for your book - Your information and book information is made available on fReado.com and thus becomes discoverable by search engines



- Integration with Facebook Connect - So your fans can comment on your book while simultaneously posting on their Facebook Profile.



- Auto-Tweet Feature - You can schedule auto-tweets on Twitter. Perfect to gain additional exposure on Twitter without wasting hours of your day every day.



FAQ

Why should I choose BookBuzzr over other opportunities vying for my time?

There really is no parallel for BookBuzzr at the moment. There is no equivalent product that is as focused as BookBuzzr when it comes to marketing books online. Our vision is to replace every book-cover image with a BookBuzzr book-widget and a number of authors have already gone down this path. The table below should help you understand where BookBuzzr fits in the publishing landscape:

	BookBuzzr	Book Cover Image	Google Books	Scribd	Amazon Look Inside
Pages flip like a real book	YES	NO	NO	NO	NO
Author and fans can share book-widget on Facebook, Twitter, MySpace etc.	YES	NO	NO	NO	NO
Act as portable author website	YES	NO	NO	NO	NO
Bundle information about where to buy with multiple options	YES	NO	YES	NO	NO
ONIX Integration for mass upload of publisher catalog	YES	NO	NOT CLEAR	NO	NOT CLEAR
Tweet about book on Twitter as soon as it's opened by a reader	YES	NO	NO	NO	NO
Easily follow author on Twitter	YES	NO	NO	NO	NO
Complementary listing of author and book information on well-indexed site to help search engines find author and book	YES	NO	NO	NO	NO

How much does it cost?

Like we said before, it's completely free. Zilch. Zero. No strings attached.

Is our content protected against piracy?

Our piracy proof technology makes copying very difficult by streaming book pages ... much like YouTube or any other video sharing site.

What is the difference between fReado and BookBuzzr?

fReado is the site that hosts books maintained in the BookBuzzr format. It includes author profiles, book details and opportunities for interaction among book-lovers. BookBuzzr, is the technology that allows the distribution of your book on your blog or website.

Do the fReado Terms of Service require me to give away my copyright on the documents I upload to fReado?

No. Under U.S. law, every written work is covered by a copyright. You own the copyright to a work by creating the work or otherwise acquiring the copyright to the work from the creator of the work. When you sign up for a fReado account, you agree to adhere to the fReado Terms of Service. In order to upload a work onto fReado in compliance with the Terms of Service, you must either (i) own the copyright to the work you are uploading or (ii) have authority from

the copyright owner to upload the work and grant a license to fReado to include that work on the fReado service. The Terms of Service further state that when you upload a work to fReado, you grant to fReado a license to use and distribute your uploaded content. This eliminates any doubt that fReado's use and distribution of your content through the fReado service does not infringe your, or anyone else's, copyright. This is only a license -- you (or the person who authorized you to upload the content) still hold the copyright to the content you upload. You can revoke fReado's license to use the content you upload by removing your content from fReado.

In what format do you want excerpts for fReado?

We accept the ONIX format from publishers (including the book-excerpt.)

Publisher's Next Steps

You can do one of the following:

1. If you don't want to sign-up as a Publisher and list your company on fReado.com (the companion website of BookBuzzr which hosts all BookBuzzr books, author profiles and book information) then simply send out an email to authors with a link to www.bookbuzzr.com. You can use the email template provided in Appendix 2. In this case your authors will sign-up to BookBuzzr and serve themselves and you will not need to do anything more.

OR

2. If you want to register as a publisher and list your company, your authors and your books on fReado.com, then sign-up on www.bookbuzzr.com as a publisher and add information about your firm. Upload your book catalog via an ONIX file. You can even include excerpts of books inside the ONIX file. Then authorize the system to send out emails to your authors. The BookBuzzr system will automatically send an email to all your authors with their access information. Your authors will then access the system and add in or modify their information. If you don't have your catalog in ONIX format, you may also input author and book information one at a time and upload a PDF version of the book-extract.

If you have any questions or doubts, please email us – vikram@freado.com and we'll help you get started.

Appendix 1 – Press Releases

Morgan James Publishing Uses New Technology to Market Over 500 Books Online

Morgan James Publishing has chosen BookBuzzr to market over 500 books online. BookBuzzr is a new online book-marketing technology that helps distribute book-extracts on over 60 different social networks and bookmarking sites such as Facebook, MySpace, Digg, Reddit, Linked-In and Twitter through a unique ‘book-widget’. The pages of a book available in BookBuzzr format turn like the pages of a real book.

Commenting on the initiative, Morgan James Founder, David Hancock said, *“Morgan James actively works with authors to help them not only maximize revenue from their book royalties, but also build new business and increase their revenue substantially through follow-on sales to their readers. BookBuzzr perfectly complements our approach. With BookBuzzr, our authors can expand their readership base by tapping into their personal and professional social networks on Facebook, Linked-in, Twitter and more.”*

Vikram Narayan – founder of BookBuzzr said, *“We’re delighted that Morgan James has chosen to work with BookBuzzr for their online book-marketing needs. BookBuzzr is the only book-marketing technology that allows publishers to bundle book information such as author information, media mentions, reviews and buy links inside a book-widget that can be shared on Facebook, Blogger etc. Publishers can upload their entire book catalog with just a few clicks by importing content from an industry standard ONIX file.*

We're also excited about several Twitter features that we are implementing since this will allow authors to market their books on Twitter with minimal effort and maximum automation."

About Morgan James Publishing

Morgan James has revolutionized book publishing - from the author's standpoint. Their Entrepreneurial Publishing model enriches authors as well as the company. Morgan James Publishing was selected by Publishers Weekly as the 3rd fastest growing publisher in tough times for 2009 for their leading creative thinking, significant accomplishments and stands to have a momentous impact on the industry for the next 10 years. Only about 150 out of over 4500 book proposals yearly are accepted into this program.

For additional information, please visit

www.MorganJamesPublishing.com.

About BookBuzzr

BookBuzzr is a free, online book-marketing technology that allows authors to instantly produce virtual pages from a PDF upload of their books. This online book can be shared in the form of a book-widget on sites such as Facebook, MySpace etc. Readers reading the book in BookBuzzr can also tweet about the book on Twitter with just a few clicks. All BookBuzzr features are designed to help authors expand their platform and sell more books by automating online marketing activities. BookBuzzr is gaining rapid adoption with over 2000 authors and 70 publishers adopting BookBuzzr for the online book-marketing needs in just a few months. For additional information, please visit <http://www.bookbuzzr.com>.

New Free Tool to Help Authors and Publishers Market Their Books Online

Move over two-dimensional book images and scrolling text excerpts on web pages - there's a new marketing tool in town for authors and publishers! This cool new tool is called BookBuzzr and it's the brainchild of author Chetan Dhruve and BookBuzzr's founder Vikram Narayan. Best of all, BookBuzzr is free to use!

"A few months ago," Narayan said, "an author friend of mine - Chetan Dhruve - was describing the pain that authors face in marketing their books online." Narayan added, "First, book covers appear as static images on author websites. It's just plain boring and not interactive. Ideally, an author would want something that resembles a real book, rather than only an image. And second, authors cannot possibly ignore the online world anymore – book tours and signings alone just won't do. But the online world – in terms of marketing – is an unknown quantity for many authors, who don't know where or how to start."

So together, Narayan and Dhruve came up with a software 'widget' called BookBuzzr. The widget can be posted on the author's website, and networking sites such as Facebook, LinkedIn and many others. There are also built-in features to help authors market their books on Twitter.

Narayan explained, *"Every time someone posts your book-widget on a site, your entire book information (including the excerpt, where to buy, reviewer comments and so on) becomes available right there. And once a reader clicks on your BookBuzzr widget to read an*

excerpt, she or he is automatically taken to fReado.com, a BookBuzzr sister website that hosts and catalogs the books.”

Publishers can use BookBuzzr too, and they can tell their authors about this new tool. Canadian author Cheryl Kaye Tardif uses BookBuzzr to promote her bestselling novels. *“I love BookBuzzr! It's an innovative tool that gives readers a more real-life reading experience, since you can flip pages by dragging the corners. You can zoom in on text, which is great for those who love large print. I recommend this necessary tool to all authors and publishers.”*

Gary Val Tenuta, author of The Ezekiel Code, said, *“It may just be the most valuable marketing tool on my site.”*

If you're an author or publisher, how do you use BookBuzzr? Easy. Just go to BookBuzzr.com and follow the simple instructions there.

To date, more than 2000 authors and 80 publishers have used BookBuzzr to market their books. Authors maintain their copyrights and they (or their publisher) can decide how much of a book they want to give away as a free sample. Then authors, publishers and anyone else can install any of the book codes on a site or blog and promote these books to the masses. Talk about viral marketing!

Contact:

Vikram Narayan

vikram@freado.com

www.bookbuzzr.com

www.freado.com

Appendix 2 - Template of Email to Authors from Publishers

(Please use this template ONLY if you don't want to register on BookBuzzr as a publisher and you want your authors to set up their own author accounts. If you want to register as a Publisher and list your firm, your authors and your books on fReado.com, then go to www.bookbuzzr.com and register as a Publisher.)

Dear <<AuthorName>>

We're pleased to let you know about a new online book-marketing technology that we've adopted. The technology is called BookBuzzr and it helps you to:

- Market your book on Facebook, MySpace, Linked-in & Twitter
- Present your book-extract in a format where pages turn like a real book
- Present book-information within a book-widget that can be embedded on your blog or website

To sign-up for this service, please go to www.bookbuzzr.com and sign-up as an author.

Thanks,

<<Publisher Name & Signature>>