

Savvy Author's Book Marketing Quiz

Do You Know the Cold Hard Facts About Your Book Sales?

Find out whether you're a Savvy Author, or are in need of some marketing savvy!

1. Marketing my book is:

- (a) the publisher's job
- (b) the author's job
- (c) the book reviewers' job

2. I must have a serious plan to create a buzz about my book in:

- (a) one tightly focused target market
- (b) 4 or 5 or 6 niche markets
- (c) at least 10 different markets

3. I must never:

- (a) mention my website URL. It might offend someone.
- (b) be afraid to talk about myself and my website URL
- (c) stop talking about myself

*If you answered (b) to all of the above, **Congratulations! You're a Savvy Author!***

*If you answered (b) to two of the above, **Good going! Make a little adjustment!***

*If you answered (b) to only one of the above, **All right then! You're learning!***

*If you didn't answer (b) to any of the above, **Adjust your focus! Your book — your sale!***