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*Shelley Ring*

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## **How To Write Back Cover Copy That Sells: And Other Marketing Materials to Promote Your Book**

Shelley Ring

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- \* Identify people who will buy your book.
- \* Write copy highly-targeted toward your two reader groups – consumers and trade buyers.
- \* Master the art and structure of writing fiction and nonfiction back cover copy.
- \* Craft an author bio that promotes your expertise.
- \* Create brilliant sell copy for back covers, blogs, sales catalogs, and promotional blurbs.
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