



Market Your Book By Going Grassroots This October

Xlibris Corporation, October 11, 2006

URL: <http://www.pr9.net/business/publishing/4573october.html>

Start with 50 people and end with 26,542 knowing about your book!

PR9.NET October 11, 2006 - Philadelphia, PA – "Plant, grow, reap." Xlibris is proud to announce its Grassroots Marketing Campaign that will give everything you need to market YOUR book YOUR way - Book Review Campaign, 10 Posters, 100 Postcards, 100 Bookmarks and 150 Business Cards for only \$699 this month.

The Xlibris' Grassroots Campaign uses Stanley Milgram's "Small World Phenomenon" and applies the same mathematical approach to book marketing. AKA, Six Degrees of Separation, the "Small World Phenomenon" hypothesizes that anyone on Earth can be connected to any other person on the planet through a chain of acquaintances with no more than five intermediaries. The concept empirically shows that the number of acquaintances grows exponentially with the number of links in the chain, and so only a small number of links is required for the set of acquaintances to become the whole human population.

Use the printed materials in your grassroots package and distribute to your closest family members friends, coworkers and local hangouts. Leave bookmarks in your favorite library. Give your friends business cards to hand out on your behalf. Send postcards to relatives and acquaintances announcing your book. Ask your local church, gym or university to display posters showcasing your book. Making a very conservative estimate, let's say you reach 50 people. 80% of that group will actually talk to others about your book. This 80% is the best marketing source available to you bar none. That means you now have 40 people talking about your book. Those 40 will then relay to about 6 or so more people... and in turn, 80% of those will talk to 6 more friends and acquaintances, so on and so forth. Sure this chain will diminish as it goes forward – technically by the 4th chain, it will either hit the target or not at all. But by then if you do the math, word about your book would have reached 26,542 people!

The Grassroots Campaign can't guarantee that you'll sell thousands of books in a month, but if executed properly it certainly proves that you can reach a truly huge market from only 50 individuals. And you can do it again and again and again.

It really is a small world. Go grassroots and see results.

Why Xlibris?

In strategic partnership with Random House, Xlibris continuously gives writers the tools to become authors. It provides 24/7 book order and customer support and an open-ended, non-exclusive contract. Xlibris also has quality materials, selected quality printers and vendors for each book type. It is the only POD company offering two rounds of qualification and approval before publication complete and a money-back guarantee up to author copy stage. Xlibris also provides their authors with affordable and quality marketing services that open the marketplace of published books to everyone.

For more information, visit Xlibris.com, email Jon Enriquez at publishtoday@xlibris.com to receive your free publishing kit or call now at 1-888-795-4274 ext 556.

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About Xlibris Corporation

Xlibris was founded in 1997 and, as the leading publishing services provider for authors, has helped to publish more than 20,000 titles. Xlibris is based in Philadelphia, PA and is a strategic partner of Random House Ventures, LLC, a subsidiary of Random House, Inc. Xlibris provides authors with direct and personal access to quality publication in hardcover, trade paperback, custom leather-bound, and full-color formats.

For more information, visit Xlibris.com, e-mail us at pressrelease@xlibris.com or call now at 1-888-795-4274 ext 7430 to receive your free publishing guide.

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