

Strategy without tactics is the
slowest route to victory.

Tactics without strategy
is the noise before defeat.

— Sun Tzu

DRILL: Fast & Furious Book Promotion was written to introduce authors to the many ways—tactics—to promote their books online. But as Sun Tzu said, without strategy, tactics are simply the noise before defeat. DRILL gives authors both strategy and tactics to successfully promote their books using blogs, articles, press releases, social networking and many other tools.

DRILL: Fast & Furious Book Promotion was written hand-in-hand with the website, Authors On The Net (www.authorsonthenet.com). Authors On The Net is an association of authors determined to take their book promotion efforts in their own hands. All authors, published and self-published, need to promote their books and DRILL together with Authors On The Net, will help you stay current on what tools are available to you.

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— Brenda Rogers, Publisher, Salt City Books



Philip G. Davis

Philip Davis is the Dr. Phil of book publishing and promotion. Thanks to his support and great advice, my book "Wait Marketing" has been ranked in the Hot New Releases on Amazon.com! I highly recommend his book — full of actionable recommendations, best practice and smart ideas — for business books as well as fiction authors willing to drill their way to success."

— Professor Diana Derval, CEO of Derval Research and Author of "Wait Marketing: Communicate at the Right Moment at the Right Place."

ISBN 978-0-979-8140-0-6



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