Do-It-Yourself Marketing
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Book Review Marketing Mix
You can easily, effectively, and, inexpensively market yourself, your employer (whether it is a library or not), and industry professionals by writing book reviews. Using the marketing mix has the potential to build your confidence to continue marketing, help develop your managerial skills by working with different social networks, and maybe put a little extra cash in your pocket.

Critique Any Book - What are your interests? Read a book on any subject; then write a commentary with your reflections, a brief summary of the book and on the author’s writing style. For suggestions on writing book reviews, visit http://www.midwestbookreview.com/revinfo.htm.

Manage Your Review - Within minutes you can have your own website to showcase yourself and the authors. Publish the review at http://authorsden.com; then take the link and post it on as many social networks where you can get people to follow you. To earn a possible residual income, visit https://contributor.yahoo.com/signup/.

Create a Signature Line - Most email services allow you to promote your services and your employer with automatic content every time you send a message. For the benefits, visit http://tinyurl.com/signature-benefits.

Book Review Methodology
Use a simple a three-paragraph method in writing 250 - 500 word book reviews to communicate the author’s basic ideas to readers.

Opening
The first paragraph begins with an open-ended question or a declarative statement to grab the reader’s attention.

Middle
The second paragraph gives a commentary on how the book could answer the question to encourage the reader to learn more.

Conclusion
The last and third paragraph describes how you felt about the author’s writing style and how the reader will benefit from the book. For example reviews, visit http://tinyurl.com/JS-Book-Reviews.

Consider Toastmasters International
The book review marketing mix is an endless endeavor. You have to constantly think "out-of-the box" for new innovative ways to advertise your skills. By joining Toastmasters International, you can develop speaking and leadership skills, get evaluations on your words, and gain a greater audience. With each book review as a speech, you demonstrate a willingness to market yourself, your employer and industry professionals.

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