

WILMINGTON, NC, September 17, 2013 **/24-7PressRelease/** -- Don McCauley of the Free Publicity Focus Group and Danielle Hampson of eBroadcastMedia.com, founders of Book Marketing, have announced The Authors Show radio and broadcast schedule for the week of September 16, 2013. The new show schedule is available at the Book Marketing site.

For those who hope to sell books on the Internet, the challenge can be daunting. It can be confusing difficult, time consuming and expensive. Book Marketing, branded as 'The Authors Marketing Powerhouse', helps authors overcome these challenges by providing authors and publishers three distinct benefits:

* No charge publicity - members can upload photos, bios, book covers, video and book videos. Each author can develop a personalized page and a personal blog. The site allows for integration with Facebook and Twitter.

* No charge marketing training - provided through the Book Marketing Master Class series of training videos and peer to peer sharing of information.

* Buyers club - low pricing on products and services used by authors and publishers to market books allows members to dramatically reduce book production and book marketing costs.

The site also offers discussion forums, segmented special interest groups and allows for event listings. Book Marketing is a joint collaboration, developed by Don McCauley of the Free Publicity Focus Group and Danielle Hampson, CEO of eBroadcastMedia.com.

"We believe this site offers a real opportunity for authors, publishers, self published authors and publishing companies," stated Mr. McCauley, "as the site offers so many options, opportunities and possibilities. It can be treated as a place to create awareness of one's work while, at the same time, the site allows the author to network with like-minded individuals. No cost video training is provided to members at the site. The segmented groups allow for the exchange of book marketing ideas, while the discussion forums can serve as an educational resource for those who may have a need to increase their own knowledge in regards to creating marketing and publicity plans that produce real results. All of this can be integrated with social networking technologies. The site can serve as a centralized hub for book marketing activity, education and networking."

Group discussions include website design and search engine optimization, marketing and publicity, audio and video, writing fiction and writing non-fiction. There are segmented group discussion for children's authors and Christian authors. Forum discussions include book marketing strategies and website optimization strategies. Help A Publisher Publish You (HAPPY), offered through eBroadcastMedia.com, is a monthly listing of publishers and agents sent to participants of the list service.

Appearances on The Authors Show are produced by Danielle Hampson of eBroadcastMedia.com. The shows offer professionally produced radio interviews that are broadcast worldwide. Segmented shows by genre include fiction, non-fiction, children's, Christian and book marketing shows. The upcoming scheduled radio lineups include:

Week September 16, 2013 On The Book Marketing Show

Eric DelaBarreJohn MeachamRichard GodwinLeyland Hazlewood

Week September 16, 2013 On The Authors Show

Patrick BrighamKandy Kay ScaramuzzoZachary E. LewisLois W. SternMyrna Beth HaskellJohn DefilippisHelen HippLawrence SolaDr. Barbara Becker Holstein

"Our goal with this site," said Ms. Hampson, "is to create a one stop resource that covers all the bases in regards to creating success for authors in an Internet marketing environment, all available at one centralized location. As the site grows and evolves, the value of this resource will only increase."

Don McCauley is a marketing strategist and is the facilitator of the Free Publicity Focus Group, a marketing and publicity firm. He also serves as the host of The Authors Show Radio. Danielle Hampson is the Executive Producer of The Authors Show radio group of programs and is the CEO of eBroadcastMedia.com.

Book Marketing Announcements: The Authors Show Lineup For The Week Of September 16, 2013

Written by Australian Business

More information is available by visiting the Book Marketing site. Questions about Book Marketing can be addressed to Don McCauley by email at don (at) FreePublicityGroup.com. Questions about The Authors Show can be addressed to Danielle Hampson at danielle (at)TheAuthorsShow.com.