

WILMINGTON, NC, November 19, 2014 **/24-7PressRelease/** -- Don McCauley of the Free Publicity Focus Group and Danielle Hampson, Executive Producer of The Authors Show, founders of The Authors Marketing Powerhouse, have announced The Authors Show radio and broadcast schedule for the week of November 17, 2014. The new show schedule is available at the Authors Marketing Powerhouse 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. The site is a joint collaboration, developed by Don McCauley of the Free Publicity Focus Group and Danielle Hampson, Executive Producer of The Authors Show.

The Authors Show radio shows offer professionally produced radio interviews that are broadcast worldwide. Segmented shows by genre include fiction, non-fiction and Christian shows. The upcoming scheduled radio lineups include:

Week November 17, 2014 On The Authors Show

Maggie Van GalenEmeka IwenofuSarah BlumTom DonnanAnne Redelfs MD

Written by Australian Business

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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.

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.