

Self Promotion Online



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MASTER SELF-PROMOTION IN THE DIGITAL ECONOMY NEW GUIDE GIVES DESIGNERS MORE OPTIONS ONLINE

From the editor and publisher of The Art of Self-Promotion newsletter, comes a new guide specifically for anyone marketing their talents and services online. Packed with proven insights and practical instruction, SELF-PROMOTION ONLINE (\$29.99, pb), from North Light books, shows graphic designers and other creative professionals effective ways to market their creative services online. Author Ilise Benun shares her knowledge and valuable experience to show creatives how to use digital portfolios, e-mail, and web sites to their advantage.

"A Web site can be one of the most rewarding marketing tools you will ever use, because it can help you expand your business in ways never before possible. It shows you're up-to-date, gives you instant credibility and expands your market globally and exponentially," says Benun.

"But most important of all, the World Wide Web makes possible access anytime to examples of your work. Your prospects can get information when they need it without having to wait for you to send it, making it supremely simple for anyone to check you out and satisfying the desire for instant gratification that is pervasive in our digital economy. "

SELF-PROMOTION ONLINE also features case studies and first-hand accounts of creative people who have combined online, offline and email promotions to boost their business. Online marketing techniques are illustrated with examples, commentary and sample Web pages along with comments, profiles and interviews of some top designers.

Chapters such as "Utilizing Digital Portfolio Sites", "How To Do Spam-Free E-mail Marketing" and "Fitting Online Marketing Into Your Life" provide useful tips and concrete plans to help get a leg up on the digital economy. A free sample chapter is available for download at the companion site to the book: www.selfpromotiononline.com

Ilise Benun is the Director of Creative Marketing & Management, a Hoboken, New Jersey-based consulting firm, as well as the editor and publisher of the newsletter, The Art of Self Promotion.

She is also a columnist of Salesdoctors.com, and author of two marketing handbooks, 133 Tips to Promote Yourself and Your Business and Making Marketing Manageable.

SELF-PROMOTION ONLINE is available online, at all local booksellers, direct from HOW Design Books by calling 1-800-221-5831 or by visiting us online at <http://www.howdesign.com>.

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