

FOR IMMEDIATE RELEASE

Online Book Publicity Company Substance Books to Exhibit at BookExpo America 2009

Canadian online book promotion company to present at BookExpo America for fourth year. Substance Books offers affordable book publicity and online book marketing services for authors and independent publishers.

NEW YORK, NY—May 2009—Online book publicity company Substance Books will be returning to exhibit at BookExpo America (BEA) for the fourth time, at booth #2257. The event, held May 29 to May 31 at the Jacob K. Javits Center in New York City, makes up the largest annual book trade fair in the United States.

Online book publicist and Substance Books president Hajni Blasko asserts that BookExpo America is an effective promotional tool for authors, though she emphasizes the growing importance of online book promotion. “Book expos are great for networking, and generally an important part of book publicity,” Blasko commented. “But online book promotion is an increasingly dominant part of book marketing, author branding, and book sales. At Substance Books, we focus on these very issues.”

Blasko continued, “Appearing at BookExpo America is an opportunity to spread the word about online book publicity in general, as well as introduce our low-cost book marketing services to authors and publishers who might not otherwise know about our affordable and profitable book publicity techniques. Online book promotion is important for all published titles, whether large publishing houses or independent presses.”

Aside from online publicity, Substance Books offers an array of online book promotion services, including sales-oriented Web and blog design, site makeovers, Search Engine Optimization, and various other Web-related marketing techniques. All these services are specifically geared towards promoting authors and publishers over the Internet.

With a network totaling over 300 authors and publishers since its inception, Substance Books has already represented over 50 titles at past BookExpo America events. Titles to be presented at BEA this year include:

Walter Phillips—*Brothers Kept Apart (just published)*
Robyn Adams—*The Sisterhood of the Rose (just published)*
Wilma Andrews—*Dominica's Castle (just published)*
Richard Cibrano—*Dead Reckoning (just published)*
William “Tank” Black—*TANKED (just published)*
Chloe JonPaul—*Entering the Age of Elegance*
Fred M. Haney—*My Doggie Says...*
Patrick Moffett—*Ice Cream in the Cupboard*
Charlotte Barnes—*Stella Ducktropolis*

In addition, two Substance Books authors will hold autographing sessions at the event's official autographing area:

Dr Anil K. Agarwal, author of the recently published “What America Needs-A New Recipe”, will hold an autographing Friday, May 29 from 11:30 am to 12 pm at table #2. Bob Good, author of “Currently Dead” and the recently published “The Reincarnation Strategy”, will hold an autographing Saturday, May 30 from 11:30 am to 12 pm at table #29.

To promote awareness of online book promotion and book marketing services, Blasko will be conducting a free booth seminar on online book publicity and Search Engine Optimization, featuring tips and tricks for authors, on Sunday, May 31 at 10 am. The seminar will be held at booth #2257. Space for this popular event is limited—registration for the free seminar is open at:

<http://www.substancebooks.com/bea-meeting.html>

“Online book promotion is too important for authors and publishers to ignore,” commented Blasko. “We hope that by appearing at BookExpo America, Substance Books will introduce more people to the power of our online book marketing services.”



Hajni Blasko, also known as the “Book Publicity Genie” (www.book-publicity-genie.com), is an online book publicist specializing in Search Engine and **Social Media Marketing**. She is president of Substance Books, Authors’ Web Design, Eco Books and Top Site Makeover.

Substance Books Online Book Publicity specializes in online book promotion and marketing, embracing the online arena as a crucial part of literary promotion. Launched in 2001, the company is the largest of its kind, having served over 300 authors and publishers since its inception. Substance Books is exhibiting at BookExpo America (BEA) at booth #2257.

For further information, see www.substancebooks.com, or follow Substance Books on Twitter at www.twitter.com/SubstanceBooks.

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