



# Author 101 Bestselling Book Publicity: The Insider's Guide to Promoting Your Book--and Yourself

*By Rick Frishman, Robyn Freedman Spizman, Mark Steisel*

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Editorial ReviewAbout the Author

**Robyn Freedman Spizman** (Atlanta, GA) is no stranger to success. As an award-winning author, she has written dozens of inspirational and educational nonfiction books during her accomplished career, including *Make It Memorable*, *The GIFTionary*, *The Thank You Book*, and *When Words Matter Most*. This year debuts her first work of fiction, titled *Secret Agent*, a novel for young adults. As a seasoned media personality and consumer reporter for more than twenty-three years, she has appeared repeatedly on *NBC Today*, *CNN Headline News*, and is featured regularly on the NBC Atlanta affiliate WXIA and Star 94. A sought-after speaker nationally on book-writing and motivational topics, Spizman is considered one of the most dynamic how-to experts in the country. In addition to her writing, reporting, and speaking, she is the cofounder of The Spizman Agency, a highly successful public relations firm that specializes in book publicity. Users

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