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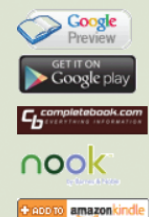
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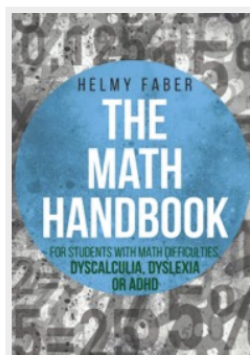
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**The Math Handbook for Students with Math Difficulties, Dyscalculia, Dyslexia or ADHD (Grades 1-7)**

by Helmy Faber

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Author website: <http://www.dmdinterventions.com>

2

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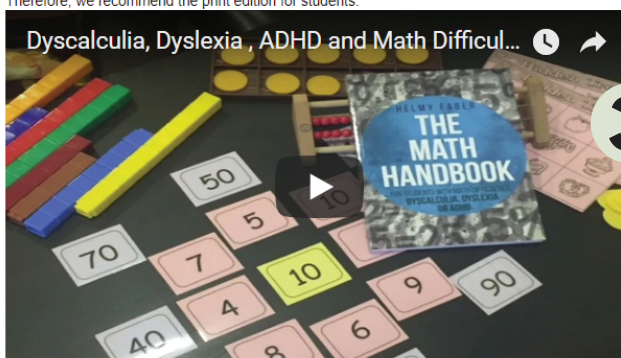
Synopsis

The Math Handbook has been developed for students with Dyscalculia and others who are struggling with mathematics. The book is based upon the Singapore Primary Mathematics curriculum, as well as the International Math curriculum. More than twenty topics are covered and explained step by step through visual representation to convey mathematical concepts. It has been specially developed for:

- Students who have been diagnosed with Dyscalculia; other terms may include Mathematics Learning Disability, or Mathematics Disorder
- Students who have been diagnosed with Dyslexia; as according to research more than fifty percent of those experience difficulties with mathematics. Some students may have Dyslexia and Dyscalculia as co-existing disorders
- Students diagnosed with ADHD; as they may struggle with mathematics. Some students may have ADHD and Dyscalculia as co-existing disorders.
- Students who have difficulties in learning Mathematics
- Slow learners
- Teens/Adults who have severe Math Difficulties or Dyscalculia

Students will gain more confidence in mathematics, become more independent and produce better results. This book will provide them with an opportunity to experience success and maintain a positive attitude towards math. It is suitable to be used in combination with Educational Therapy or remedial intervention in Math that students with dyscalculia or Math difficulties need. An assessment conducted by a psychologist is essential and early interventions are most effective.

• Please note that the ePub edition of The Math Handbook for tablets and mobile devices may not appear as well organized since the material doesn't always appear together on a single page as in the print edition. Therefore, we recommend the print edition for students.



REVIEWS

The concepts in The Math Handbook for Students with Math Difficulties, Dyscalculia, Dyslexia or ADHD range from beginning math (basic addition) all the way up to some simple algebra concepts. In particular, the visual explanations of infrequently used concepts such as multiplying fractions or dividing decimals would be useful for high schoolers who once knew how to do the proper calculations but have forgotten. It would be valuable as a reference tool for any child who needs additional math help and would be useful for many years. Read more at website below...

Cristi Schwamb, The Old Schoolhouse © Magazine, LLC, July 2017

About The Author

Helmy Faber is a Developmental Psychologist/Educational Therapist who has many years of experience working with students who have learning differences, especially in mathematics.

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# BOOK PROMOTION CHECKLIST

- ▶ Start with encouragement from colleagues and friends.
- ▶ Then widen your scope with direct marketing & mass communication.

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One of the most cost effective means of promoting your book is to get readers to post reviews of it at Amazon.com and other book review sites. Simply ask your readers to post a review. A direct link to your book at Amazon.com can be found on the page where your book is displayed at Universal-Publishers.com.

We can't emphasize enough the value of encouraging positive reviews at bookseller sites throughout the life of your book. The more reviews and customer feedback, the better. In addition to Amazon.com, BN.com, Good-Reads.com, Shelfari.com, and LibraryThing.com are popular review sites. Don't fret about a few bad reviews, as long as you have good reviews to balance them out.

## 2 POST LINK TO BOOK ON YOUR FACEBOOK & SOCIAL NETWORKING PAGES.

Social networking sites such as Facebook and LinkedIn are an instant way to announce your book to friends and colleagues. Just click on the "Share/Save" graphic below your name at our website and select the social networking site where you want to post your announcement.

## 3 RECORD A ONE-MINUTE VIDEO TO INTRODUCE YOUR BOOK.

Recording a video to introduce your book to readers is a simple, low cost means of promotion. Videos posted at the publisher's website are indexed by Google and YouTube using keywords associated with your book. When potential readers search for information contained in your book, your video may also appear.

All you need to do is send us a one- to two-minute video. Almost any digital camera that will take video may be used. We're looking for a very short introduction to your book that will give potential readers an idea of what it is about, why you wrote it, and what they will learn--all in less than two minutes. Shorter is better. If you have any props such as equipment, books, or "the book," you may want to include them in the video. Basically, we're looking for a personal touch that will introduce our audience to you. Our suggestion is to follow this format: say something about yourself, why you wrote the book, who you wrote it for, and what those who read it will learn. Once you are satisfied with your recording, upload it to us from the link below:

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## 4 SEND PUBLISHER A SHORT LIST OF TRADE JOURNALS AND MEDIA CONTACTS THAT MIGHT REVIEW YOUR BOOK.

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ence. If your book has been published in the past six months, the publisher often sends review copies to relevant media venues for review. Make a short list of media venues that review books similar to yours and send with the name and complete address of the individual who is responsible for book reviews at each venue. Sometimes it is advisable to get reviewed in small media before asking for a review by a more influential source, especially if you are not a well known authority in your field. Positive reviews at bookseller sites and local venues will encourage larger media venues to look at your book. Please keep in mind that it is at the publisher's discretion how many free review copies are distributed at the publisher's expense. The publisher may also offer to split the cost of distributing review copies in paperback, or set up a special ebook edition for reviewers.

## 5 MASS MARKETING 101: WHO IS YOUR TARGET AUDIENCE? AND WHAT IS THE MOST EFFICIENT MEANS TO REACH THEM?

Once you get the ball rolling with encouraging feedback from readers about your book, you may be ready to take the campaign to the next level, and attempt to generate sales from those beyond your personal and professional circle. The key to an effective promotional campaign is identifying who is your target audience and devising a cost effective means to reach them. Your book is a unique product with a specific purpose and a specialized audience. Devising a business plan is a good idea if you are serious about having a successful publication.

Most successful books are backed by an author who is actively promoting it. For many, their book is an extension of themselves and their expertise. Some authors use their book to promote themselves, others use themselves (speaking engagements, etc.) to promote the book.

Publicity is expensive, and since the profit from each book sale may only be a few dollars, it is important to find an efficient way to communicate your message to those interested. There are many books on book promotion if you are in need of ideas. Internet marketing tools such as Google Adwords are cost effective means to test a campaign with any size budget using search engine keywords and a variety of messages to find the best combination. There are also many books on book promotion, as well professional book publicists who can assist with more sophisticated campaigns. Regardless, we will make sure that your book is easily available to those interested. And if you follow through on the four items suggested here, more readers will find and buy your book.