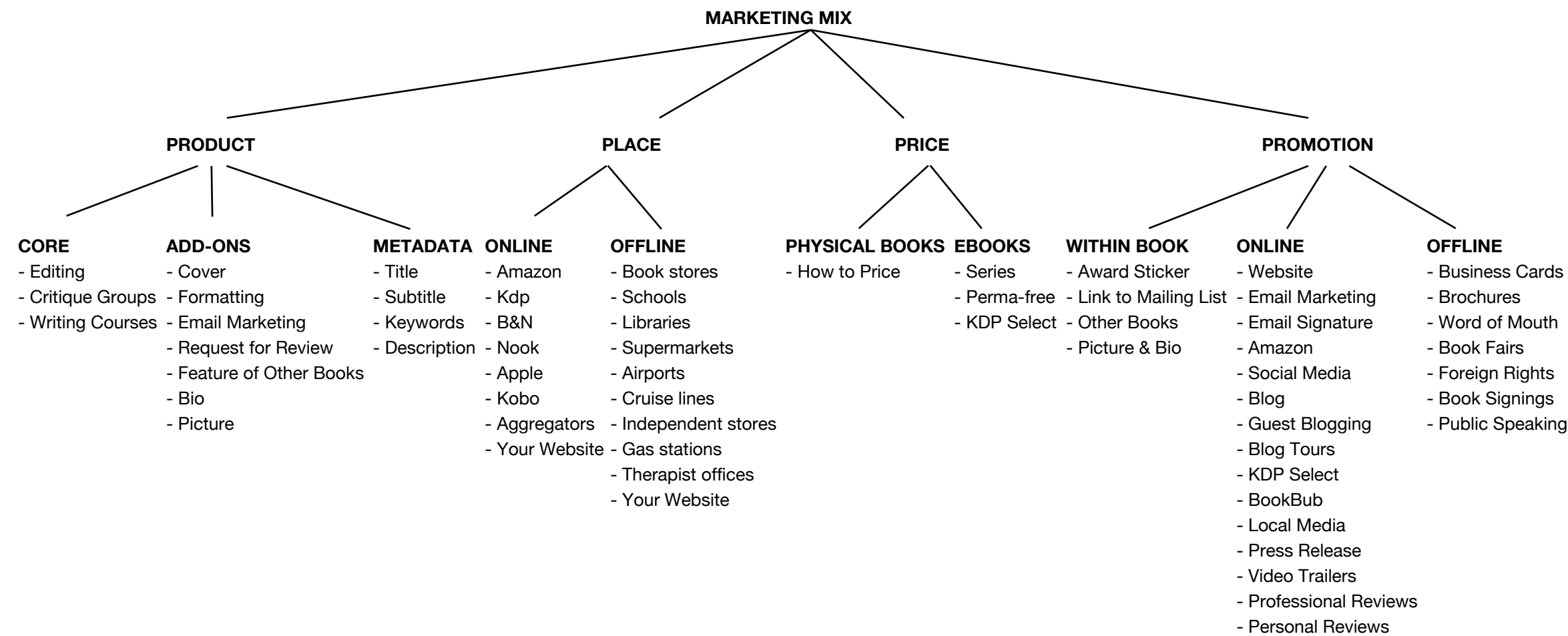


“How I Sold 80,000 Books” by Alinka Rutkowska

“How I Sold 80,000 Books” outlines Alinka Rutkowska’s marketing strategy, which allowed her to sell 80,000 books. The strategy, known also as the “Marketing Mix” or “4 P’s” starts with the Product (Book), then covers Place (Distribution), Price (of the book) and Promotion.



Alinka Rutkowska is a multi-award winning and #1 Amazon bestselling author and coach. She has published over twenty titles, both fiction and nonfiction. She’s been featured on Fox Business Network, Examiner, She Knows, She Writes, The Writer’s Life, Blog Talk Radio, and many more. She is the founder and moderator of the Readers’ Favorite forum for authors.