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POTOMAC, MD – Book industry veteran Neil Levin proudly announces the launch of **EverPub**, the ultimate online platform that enables authors and publishers to easily harness the most up-to-the-minute marketing techniques and channels.

“Old school book-marketing methods are just that – old school,” says Levin, EverPub President and CEO. Levin’s 25 years in publishing have focused on selling, publishing, and distributing. He held senior level positions at Chelsea House Publishers, Chilton Book Company, Grolier Encyclopedia, and most recently National Book Network. He was also the Publisher at Time Life Trade Books. According to Levin, “EverPub is the next evolutionary step in publishing, where authors now need to find and engage their readers in non-commercial spaces to make them not just customers, but community members. Despite the changes to technology and buying habits, EverPub is rooted in a deep understanding of publishing, and better yet, publishers.”

EverPub brings together **all** of the key sales, marketing and social media information about a book on one Search Engine Optimized (SEO) landing page. Authors can now easily have the ultimate platform to share their Blog, Tweets, Facebook, and LinkedIn activity along with their reviews, book trailers, and next appearance. It’s all about making a personal connection!

EverPub helps publishers build their customer base by reaching out via assorted social networking media. It also enables clients to build a book/author website in just minutes, thereby providing a complete online platform that harnesses all of the current marketing techniques without an entire marketing staff. An EverPub page includes:

- Title metadata
- Author bio
- Author contact information
- Appearance schedule
- Tweets (Twitter)
- Blog posts
- Facebook fan feed
- Reviews
- Keywords for search engine optimization (SEO)
- Book trailer
- Press releases
- More books by the author (backlist)
- Author recommendations
- LinkedIn feed
- Downloads

Marketing tactics and publishing strategies are constantly changing, but EverPub is in an early adoption position to guide authors and publishers with the latest developments.

Bottom line: EverPub helps sell books.

For more information, contact:

Neil Levin, President and CEO EverPub

Office: 301.294.3489

Cell: 301.466.0829

E-mail: neil@everpub.com

Website: <http://everpub.com/>

Blog: <http://blog.everpub.com/>

Twitter: http://www.twitter.com/n_levin

Facebook: <http://www.facebook.com/pages/EverPub/160218492612>

LinkedIn: <http://www.linkedin.com/in/everpubneillevin>