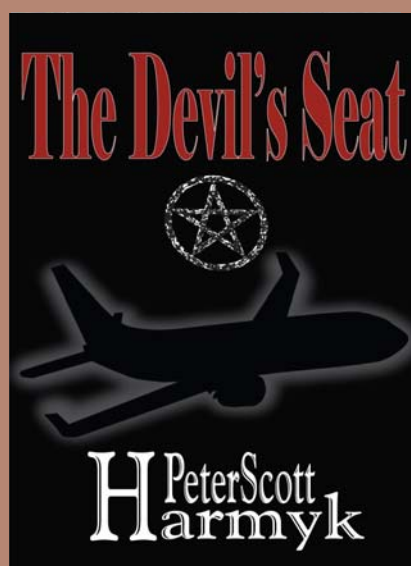


H Peter Scott Armyk

Brand Fiction
Marketing & Promotion



- 1.) Innovation, such as affordable tour vehicles.
- 2.) A traditional book tour with local radio & TV interviews.
- 3.) Using social media outlets.
- 4.) Postcard mailings to bookstore managers & library systems.
- 5.) Gaining popularity, one reader at a time.



“A Wind Through Paradise”
National Book Tour Vehicle
Circa 2004-2006