

News provided by:

Joanne Weiland, Founder
Commanding View dba LinktoEXPERT
727.791.7338
News@LinktoEXPERT.com
www.LinktoEXPERT.com

Jane Ubell-Meyer, Founder/CEO
Bedside Reading
917.848.3353
Jane@BedsideReading.com
www.BedsideReading.com

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Experts and Authors Collaborate

Tampa, FL – Do you know what the common thread is between experts and authors? Many experts write best sellers and many best sellers are known as the subject matter expert. Plus, they dream *BIG!* Their broad visions include being known worldwide. However, to be known you must be seen and heard frequently and consistently in many different ways.

That is why we decided that collaborating with Madison & Mulholland's Bedside Reading program was a good idea! "Their unique marketing program places books by the bedside at luxury hotels and promotes books in the media, garnering 25+ Million Media impressions in 10 magazines", claims LinktoEXPERT Founder, Joanne Weiland. We know it takes years to get your book into a luxury hotel and costs a lot of money to place individual ads in these magazines. Experts can focus on what they do best and allow Bedside Reading and LinktoEXPERT to expose their expertise globally.

Bedside Reading Founder, Jane Ubell-Meyer stated, "All books are approved and vetted before being accepted into our program. We look for fiction, non-fiction, memoirs, lifestyle, business, motivation, children, young adult, and teen books. Our goal is to expand an author's fan base and generate word-of-mouth. Placing books in the Media and directly by the bed sides of influencers is the fastest way to get direct access to a world of leaders, c-level executives, and influencers".

Authors and experts can get their book in the hands of decision makers and be known with ease with LinktoEXPERT and Bedside Reading.

About LinktoEXPERT - Since 2007 LinktoEXPERT makes it easy to be seen consistently online, on stage, on social media and be heard frequently on radio and pod cast interviews which results in being known as the expert worldwide. Imagine the empowerment you feel when you focus on what you do best and let the LinktoEXPERT community do the rest. You elevate your status by allowing decision makers to regularly assess your talents; review your education, experience, and achievements making it easy to hire you in minutes. Together we save time, money and our reputations.

About Bedside Reading Program - Since 2002, Madison & Mulholland has been placing bestsellers into the hands of influencers and hotels in The Hamptons through our award-winning Hampton Gift Bag program. Bedside Reading is an expansion of this program to include luxury five-star hotels who host the most influential people in the world. Our goal is to add an inexpensive layer of marketing to an author's marketing plan.