

The Book Marketing Nook Becomes The Book Marketing Source: One Strategist's Push to Make Indie Book Marketing Simple

Launching October 20, 2025: Elizabeth Javor relaunches as The Book Marketing Source, giving indie authors clear, budget-minded plans that sell books.

PHILADELPHIA, PA, UNITED STATES, October 20, 2025 /EINPresswire.com/ -- Eighteen years into helping authors sell books, [Elizabeth Javor](#) noticed a pattern: smart, determined indie writers wasting time and money on tactics that didn't fit their stage. They weren't failing; they were following the wrong map.



The Book Marketing Source

Today, Javor turns that realization into a new chapter, [The Book Marketing Source](#), a rebrand and website launch designed to give authors one place to get clear, practical, ROI-minded help without the agency bloat. The new site ([thebookmarketingsource.com](#)), "Powered by The Marketing Source," centralizes services, booking, and a blunt, step-by-step approach that respects an author's budget and bandwidth.

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What's different:

- Strategy first, then assets. Plans and checklists tailored to stage, launch, tune-up, or rebuild, so authors stop guessing.
- Clear services. From marketing plans and email systems to Amazon listing tune-ups, social content, and audiobook marketing. All described in plain English, priced transparently, and easy

to book.

-Realistic execution. Built for DIY-leaning authors who want guidance, momentum, and measurable next steps, not a mystery retainer.

Javor's promise is simple: [Think differently. Market boldly. Sell books.](#)

The Book Marketing Source gives authors a map, not noise—and a single strategist who's been inside the self-publishing trenches long enough to know what actually moves copies.

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Elizabeth Javor, Founder of The Book Marketing Source

About The Book Marketing Source The Book Marketing Source provides

practical, data-driven marketing for indie authors, strategy first, assets that convert, and pricing that respects your budget.

Elizabeth Javor

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