

Author Tips for Book Promotion

Successful book promotion requires a 50/50 partnership between publisher and author. Please keep the following tips in mind:

1. Personal recommendations and word of mouth are the best ways to encourage book sales.
2. Publishing a book is a great achievement! Don't be shy about telling everyone you know about it—and asking them to help spread the word.

Below are some ways that you can help promote your new work:

Email. Send an email to your contacts announcing your book. This doesn't have to be a sales pitch, simply an update and announcement. Contact us if you'd like help with language and format. We can also provide a promo code for you to include.

Social media. If you are active on social media, post and tweet about your book. Share articles and updates that are relevant and tie them to the book. Be sure to follow us (we'll do the same) so we can like/retweet each other's posts.

Book trailer. Record a short video of you discussing the book, why it's important, and who should read it. We can promote it and include it on our YouTube channel.

Blog. Do you blog or vlog? Discuss your book, a topic related to it, or the process of writing the book. It's OK to make it personal!

Email signature. Add a note in your signature about the book's availability with a buy link.

Website. Do you have a personal website or page hosted by a university? Add a note about the book with a buy link.

Organizations. If you are involved with or have contacts at a professional group, ask them if they would consider helping to promote the book. Below are some suggestions:

- include a mention or review in an eblast or newsletter
- post about it on social media
- consider it for a bulk buy for VIPs, board members, working groups, as a membership premium, etc. (volume discounts are available)
- host a webinar in which you discuss the research presented in the book.

Events. If you are speaking at a conference or other event, please find out whether the organizer has the capacity to manage onsite book sales and a book signing. Mention the book in your talk and include the cover image in a power point slide when appropriate. Please let us know as soon as possible when you schedule an event so we can assist as needed. For example, we can offer the organizers a special event discount as well as provide flyers.

Discussion Lists. If you subscribe to any email discussion lists, post a notice when your book is available.

Cross-promotion with another author. Do you have a friend or colleague who has written a book that is complimentary to yours? Approach them about doing a cross-promotion in which you recommend each other's book to your respective network through social media or email.

Customer reviews. If you hear from someone who really liked your book, ask them to write a review on Amazon, Barnes and Noble, or other online retail sites. Posting a video review is also great!

We look forward to working with you! Please don't hesitate to contact us:

Angela Leppig | Director | angela.leppig@gallaudet.edu

Valencia Simmons | Marketing Assistant | valencia.simmons@gallaudet.edu

