



Our most successful authors are those who make personal connections through readings, lectures, and simple contact (e-mails, phone calls, flyers). The success of a book rests largely on how much the author makes themselves seen and heard. You can also find a lot of valuable information at the resources below.

General Resources on Promoting Your Book:

- Inside Higher Ed: [10 Ways to Promote Your First Academic Book](#)
- Laura Portwood-Stacer on [Promoting Your Academic Book](#)
- [Marketing FAQ](#), Johns Hopkins University Press
- [Marketing - How Authors Can Help](#), Oxford University Press
- [Marketing Your Book](#), Stanford University Press
- [Marketing FAQ](#), Penn State University Press
- [Promoting Your Book](#), Brill
- [How Professors Can Get Publicity for their Scholarly Books](#), Michael Chwe, Professor, Dept. of Political Science, UCLA

Social Media Marketing:

- [Social Media Marketing](#) (Johns Hopkins University Press)
- [Social Media Author Guide](#) (Oxford University Press)
- Assoc. of University Presses: [AEs as Media Coaches: How to Help Our Authors Help Themselves with Publicity](#)
- Assoc. of University Presses: [Scholars and Editors on Social Media](#)

Additionally, as the publication of your book nears, there are a few things that you can do to encourage increase interest:

Build your web presence:

- Optimizing your profile on LinkedIn, Twitter, Facebook, etc. to mention your book.
- Include a link to your book's webpage on Fulcrum in your email signature, in your social media profiles, and on personal or professional web pages.
- Tweet about your book and related topics, and encourage colleagues, friends, and readers to retweet. **Be sure to include the book's DOI in social media posts, as this is what Altmetrics tracks.**
- Think about making a [website](#). Make sure to have good keywords and metadata for [Search Engine Optimization \(SEO\)](#).
- Write and submit articles to general interest publications that tie your book to current events.
- Create an Author Page on Amazon via Amazon's Author Central (sign up at <http://authorcentral.amazon.com>).

- Consider blogging about your book, either about the subject matter or why you wrote the book and any challenges you faced. If anything happens in the media that makes your subject timely, make sure to blog about the connection. Extend your reach with guest blogging. Offer to write a guest blog on a site you respect as this is another way to increase visibility and gain influence in your genre or topic--or pitch us with a guest post. We are always happy to consider content from our authors for the “News” section on our site. Similar to blogging, if your book relates to a topic that is in the news, you may be able to place an op-ed with a local or national newspaper, or other periodical. Again, please notify us whenever you publish something new--we are here to amplify your voice.
- If you envision your book being used in courses, you can post materials to your website that will aid classroom use. You might include a direct personal statement to professors who might be interested in adopting your book for class use, speaking on the value of class use as you might in conversation. You could also list classroom discussion questions you feel would be valuable for professors adopting this book or share any ancillary materials—test banks, assessment tools, sample slideshows, additional readings—that you have developed that might be useful to instructors who adopt your book. A sample syllabus or class slides can also be useful.

Work with your institution:

- If you are employed at a college or university, please contact the marketing/publicity department and see what they can do to help spread the word.
- Talk to the subject specialist librarian at your university and encourage them to mention the book when someone asks about the subject area in which you teach. And let your library—especially departments such as Collections, Digital/Library Publishing, and Scholarly Communications--know that you have published with an OA press that charges NO FEES to authors or their institutions.
- If your book is in a series, ask your librarians to consider placing a standing order for the series.
- If your library hosts activities during Open Access Week (every October), consider partnering with them on a book talk or info session about your book and OA publishing then.
- Tell your colleagues who teach in the discipline about your new book and let them know that it is available to students at NO COST to read and download online.
- Make sure your library has a hard copy cataloged! Even though your book is available open access online, libraries will purchase copies of the book for their physical catalog when this is requested.

Pitch your book:

- Develop a few different “sizes” of description for your book that you can use for different purposes: 500 words, 250 words, and 2 sentences. Think of the

last as your elevator pitch that you can deliver at a moment's notice: what your book is about, why your book is important, and what sets it apart from other titles. Keep these on hand for times when you are asked to describe your book.

- Schedule events for your book. Bookstores like to schedule events that help them sell books; that typically means that you should plan to give a talk or reading (rather than just a book signing, which will often not attract much attention). Schedule events at local libraries and with community groups.
- Think about putting together a virtual event such as an interview or roundtable; reach out to organizations and institutions that might be interested in hosting such an event.

Work with us:

- Please sign up for our electronic mailing list ([here](#)) to receive email announcements about your book and others like it. Also follow us on [Twitter](#), [Linkedin](#), and [Instagram](#).
- Research mailing lists. Send contact information to us for inclusion in our direct marketing campaigns and e-mail blasts. It's especially helpful if you can send lists of professors who might want to adopt the book for courses.
- Send us a list of magazines, journals, newsletters, and trade publications that should receive review materials on your book.
- Nominate your book for awards and let us know of any awards your book qualifies for.
- Fill out [this form](#) to have your book announced in the Public Books newsletter.
- Let us know when you give talks or lectures, have something published, or your book reviewed. We are eager to spread the word through our own social media channels and to feature our authors on our website.
- Keep us informed of your efforts, especially upcoming events, conference appearances, etc.