Author Guide to Promoting Your Book

Generating Market Awareness of Your Book
Ideas for promoting your book

Have you ever wanted to help promote and market your book, but haven’t known where to start? These helpful tips will steer you in the right direction.

Your Institution

- Print out a copy of the cover of your book or a book flyer (or ask us to send you one) and post it in your department.
- Are any of your colleagues teaching courses that your book would be used for? Please make sure that they know about it.
- Does your university/institution have a newsletter? Make sure they include a mention of your new publication in the next issue.
- Does your institution have a press department? Ask if they are able to send out a press release about your book.
- Contact your institutional library/teacher resource center and ask them to stock a copy—or several.
- Does your department have a social media presence? Ask them to mention your work and link directly to your book on the SAGE website.

Emails

- Mention your book in your emails. That way everyone who you email will know about the book—and anyone they forward your email on to, as well! To find out how to add an email signature to your emails in Outlook, visit: support.office.com/en-us/article/create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2
- You can add either a simple line of text and a link, or a signature with an image included. Below is an example of a signature with an image.

Your teaching and speaking engagements

- Have you been invited to participate in a speaking engagement or workshop? When speaking to the organizers, why not suggest that they include a copy of the book as part of the course or event? For bulk orders, they can contact SAGE customer service, who can help with multiple copy sales. Phone: 1-800-818-7243 Email: orders@sagepub.com

Promoting your book online

- Encourage colleagues and readers to review your book on Amazon—and to vote your book as “helpful.” The more reviews and “helpful” votes your book has, the more likely it is to get highlighted on Amazon’s category pages which will lead to greater exposure.
- Amazon author pages—this feature provides a new way for customers to find books by specific authors. It is a free service that allows authors and publishers to create a page on Amazon with a bibliography, biography, author photo, event listing, and discussion board. You can sign up via your book page on Amazon or directly at Author Central: authorcentral.amazon.com
Many students are using Wikipedia as the starting point for their research, so making sure that links to your book appear on the relevant pages will increase the profile of your book. Be careful, though—Wikipedia moderators object to using the site for promotional purposes, so make sure that you are making a real contribution to the site such as updating content as well as referencing your book.

- On the pages relating to subjects that your book covers, add your book as a reference, with a link to your book on our website.
- If there is no page related to your specialist subject area, think about creating one (with your book as a reference, of course). You can find out how here: en.wikipedia.org/wiki/Wikipedia:How_to_create_a_page
- Do you have a personal Wikipedia page? If not, consider creating one. Here is an example for our author George Ritzer: en.wikipedia.org/wiki/George_Ritzer

### Other social networking sites

Social media sites are ideal places to engage your readers. However, this means more than only pushing sales-oriented messages. Post images and excerpts from your books, join groups and engage in conversations where you can offer expertise, and update your profile to link to your book. Think about how to show a personal side by adding pictures from events, when you find copies of your book at conferences and bookstores, or even a student’s notes in the margins. Generally speaking, LinkedIn is best for professional content, Facebook for personal, and Twitter for a combination of both.

### Online listservs, discussion lists, groups, or forums

Do you participate in or are you aware of any online listservs, discussion lists, groups, or forums related to your book or organized by a professional association to which you belong? Post a message announcing your new book with a link to the book page on the SAGE website or Amazon.
Your own website or blog

Do you have your own website or blog? If not, create one! Wondering what to write about?

Write about:

• Conferences and training events that you’re due to speak at.
• Your last workshop or conferences—were there any interesting questions that came up?
• Have you read any particularly good articles on your subject recently? Link to them! If readers agree, they'll come back for more of your good advice.
• What do you think of any recent press coverage of your subject area?
• Do you have any tips, lecture ideas, assignments, or group work/projects that you can recommend for teaching your particular subject?

The more you write, the higher your page will appear in search engine lists when potential book buyers are searching the web.

SAGE Connection

SAGE also has a corporate blog called SAGE Connection that can be found at connection.sagepub.com. This blog connects a wide audience of scholars, instructors, practitioners, librarians, and many other industry professionals and offers relevant and timely posts related to academic publishing. If you have an idea for a guest post topic, speak with your marketing manager. Posts on this blog are never outright sales pitches for your book, but can be useful as a platform for discussion on a topic you may cover in your book. We are able to mention a bit about the author as well as a mention of the new book at the end of the piece.

Setting you up for success

The most important thing you can do is to help us help you! Keep your marketing manager informed. Be sure to let them know the following:

• Related activities that you are participating in.
• Awards that you win.
• Conferences that you attend.
• Related promotions that you receive from competing publishers.
• Leads that you uncover.

Have you had a conversation with a colleague about your book? Don’t give away your personal copies. Simply email your marketing manager with the name and contact information. We will send out a complimentary review copy and ask our sales representatives to follow up and close the adoption.