

Notes on Promoting Your Publication

compiled by Liz Yeats for a panel presentation at 2012 Annual Meeting of Quakers Uniting in Publications
www.quakerquip.org

Some thoughts about promoting publications:

1. **Publishers are doing less and less promotion/marketing;** increasingly authors are asked to take a much larger role. Chel Avery told me about author Susan Cain, who had a struggle proving to a publisher she was outgoing enough to market her book, *Quiet: The Power of Introverts in a World That Can't Stop Talking*, because the book her book was in part about her experience as an introvert. She succeeded in getting published and seems to have used the internet heavily in her promotion efforts.
2. **Plan marketing before publishing;** have a plan that goes from book inception to the last copy sold. Your plan can be linear or a web, but you need a plan. You probably need a plan to find a publisher these days.
3. **Prepare advance copies** – not a bound book, with advanced copy stamped on each book, clearly not yet published, to send to reviewers. Make books part of press kits.
4. **Press kits** should include, synopsis of book, bio, 10 questions the journalist could ask you, so they don't have to work hard. Approach local npr, local print media including the free ones and with a Quaker book, the Quaker journals, blogs and websites.
5. **Don't advertise.** It's costly and doesn't pay
6. **Write articles** about the main point(s) in your book, submit to sites on the web, ask people to forward and republish the articles.
7. **Do use direct mail and email.**
8. **Make a website,** to collect emails, build a persona, sell books directly or through a link.
9. **Networking:** Nothing is better than networking, among F(f)riends, colleagues, through email, parties, blogging. Network and talk about your subject, in professional meetings, among Friends, at local clubs
10. **Hand selling:** Few Quakers have the marketing gene, can push their own books in the airport, parties, but if you do, do it! Or maybe use social media, facebook, twitter, etc. Not quite so hard for most Friends...
11. **Book signings** only work for those who have a name. You are better off to do presentations and conferences on the subject.
12. **Book Stores:** These days it is not necessarily about getting your book into the bookstore where it might only have a short life and where you or your distributor may need to take returns. Approach other shops such as gift shops selling related items. Sell yourself online but if it is Quaker related get into Quaker bookstores as well in part to send the traffic there to them by linking from websites.

Some useful URLs:

Liz Carmack: <http://professionalwritersofaustin.com/2012/02/20/promoting-your-nonfiction-book-inconvenient-truths-and-must-dos/>

Professional Writers of Austin Blog: good on lots of elements of writing, publishing and promoting non-fiction: <http://professionalwritersofaustin.com/blog/>

Dan Poynter - <http://danpoynter.com/sites/para/information/promote.cfm>

Bobby Linkemer – <http://writeanonfictionbook.com/>

John Kramer – 1001 ways to market your book: <http://www.bookmarket.com/1001ways.htm>

Eileen Flanagan – author webpage connected to blog: <http://www.eileenflanagan.com/>

Sanni Kruger – author with topical webpage: <http://www.holisticmoneymanager.com/>,

publisher website: <http://www.memoirspublishing.com/Books%20Pages/sannikruger-maki.html>