



the natural home  
for authors, editors & societies

# Helping to promote your own book:

**Suggestions for Authors and Editors**



# Ideas for promoting your book

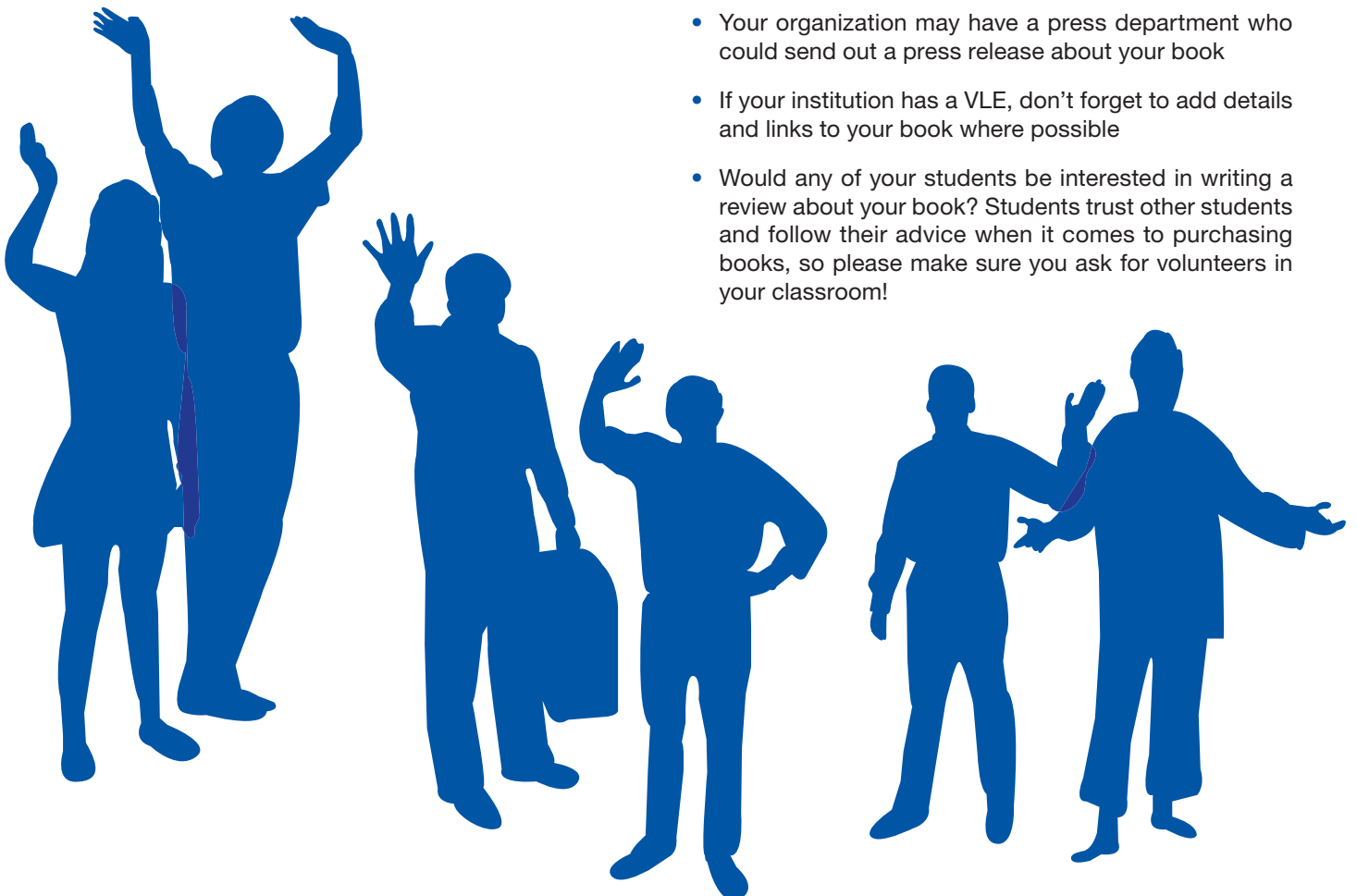
Have you ever wanted to help promote and market your book, but haven't known where to start? These helpful tips will steer you in the right direction...

## Local libraries and bookshops

- Contact your local and/or institutional library / teacher resource centre to ask them to stock a copy... or several.
- Does your institution's bookshop have copies in stock? Bookshops are generally keen to stock books by authors/editors based nearby, and should already have copies, but it's worth checking, and asking them to order stock.
- If your institution doesn't have a bookshop get in touch with your Marketing Manager to find out about our Direct to Student Offer or visit [www.uk.sagepub.com/studentdeal](http://www.uk.sagepub.com/studentdeal)

## Your institution

- Print out a copy of the cover of your book (or ask us to send you one) and stick it up on your department notice board
- Alternatively, why not print out a copy of the cover of your book and stick it up on your office door? Or if your campus bookshop is running a special offer or bundle including your book, ask them for a poster to stick up on your office door to promote the offer.
- Are any of your colleagues teaching courses that your book would be ideal reading for? Please make sure that they know about it
- Does your university/ local authority/ organization have a newsletter? Make sure they include a mention of your new publication in the next issue
- Take advantage of your university profile page, and under Publications mention and hyperlink to your book's page on our website
- Your organization may have a press department who could send out a press release about your book
- If your institution has a VLE, don't forget to add details and links to your book where possible
- Would any of your students be interested in writing a review about your book? Students trust other students and follow their advice when it comes to purchasing books, so please make sure you ask for volunteers in your classroom!



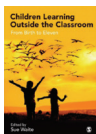
## Emails

- To find out how to add an email signature to your emails in Outlook, visit: <http://office.microsoft.com/en-gb/outlook-help/create-and-add-an-email-message-signature-HA010352514.aspx>
- You can add either a simple line of text and a link, or a signature with an image included. Here's an example of a signature with image – ask your marketing manager for one customized to your book:

Many thanks,  
Sue Waite

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### NOW AVAILABLE FROM SAGE!



**Children Learning from Outside the Classroom**  
From Birth to Eleven

Edited by **Sue Waite**

Order online from <http://www.sagepub.co.uk>



## Your teaching and speaking engagements

- Just been booked for a speaking event or training course? When speaking to the organizers, why not suggest that they include a copy of the book as part of the course.
- If this isn't an option, take flyers with you and hand them out to delegates.
- If you're on Twitter, get hold of the conference's hashtag and write live tweets that tie in your book topic to current issues being discussed, mentioning your book if possible.

If you're interested in speaking opportunities, check out some of these websites for opportunities:

#### Education:

- Osiris Educational:  
<http://www.osiriseducational.co.uk>

#### Other subject areas:

- Sign up for conference alerts to find out about forthcoming conferences where you might present your work at:  
<http://www.conferencealerts.com/>
- If you have any suggestions for other sites we might list here, please contact:  
[market@sagepub.co.uk](mailto:market@sagepub.co.uk)

# Promoting your book online

## Amazon.com



- Ask colleagues/contacts to review your book on Amazon – and to vote good reviews of 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 more views and more sales!
- Create a ‘Listmania list’ – featuring your book! Amazon customers find Listmania lists really useful for finding out about relevant books. To create one, visit [http://www.amazon.co.uk/gp/richpub/listmania/createpipeline/ref=cm\\_lm\\_fullview\\_create](http://www.amazon.co.uk/gp/richpub/listmania/createpipeline/ref=cm_lm_fullview_create)
- Amazon author pages 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.co.uk or directly at Author Central <https://authorcentral.amazon.co.uk> Alternatively you can contact Catherine O’Connell at [Catherine.OConnell@sagepub.co.uk](mailto:Catherine.OConnell@sagepub.co.uk) to set up a page for you.
- Sign up for the **Amazon Affiliate Program**. Add to your income by earning fees on all qualified purchases through your affiliate link (not just on your books).



WIKIPEDIA  
The Free Encyclopedia

## Wikipedia

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: <http://en.wikipedia.org/wiki/Wikipedia:Tutorial>
- Do you have a personal Wikipedia page? If not, consider creating one. Here is an example for our author Peter Dicken: [http://en.wikipedia.org/wiki/Peter\\_Dicken](http://en.wikipedia.org/wiki/Peter_Dicken)



## YouTube

Broadcast Yourself™

We are seeing an increasing amount of traffic to our websites via YouTube as some students use video as an initial way of researching a topic.

If you already have video content related to your book – perhaps a video of a conference presentation or lecture? – please let us know: we can add it to our YouTube channel (<http://www.youtube.com/SAGEPublications>) to your book’s page on Amazon and on our website.

See an example here:

<http://www.uk.sagepub.com/books/Book242745>

- If you have ideas for producing a video or a podcast (such as an interview, or you or your co-authors talking about an issue related to your book) please let us know.



## Google+

Google+ Hangouts provides a free and simple way for people to communicate with each other, via video! You can be a sole presenter introducing your book, you can have one or more guests, or you can host a panel discussion, a Q&A session or training, with up to nine other participants. This is a great way to make people interact with your book’s content and the video you create can then be made available on the Google+ Hangout platform as well as on YouTube. To get started go to: <http://www.google.com/hangouts>



## Twitter

Twitter allows you to set-up search terms to allow you to monitor what is being talked about in your areas of interest – you can then comment on the relevant conversations. The more you engage, the more people will follow you to listen to your comments and recommendations, and to forward on (retweet) your messages to their contacts.

Try to offer value to your reader, by tweeting a quote, a question, or something fun, along with a link to your book's profile on our website. If there are any current events that are related to your book's topic, get involved in the conversation. Create hashtags around the themes in your book (not just your book's title) and get conversations going. Why not start weekly chats with your readers or students? Try setting up a specific time on a Friday afternoon for example, when you are available for your Twitter followers. Here's an example of an author tweeting about their book (and being retweeted) on Twitter:

[https://twitter.com/derek\\_haylock/status/483288541372235776](https://twitter.com/derek_haylock/status/483288541372235776)

- SAGE will provide advice and guidelines for how to engage with Twitter – speak to your Marketing Manager if you are interested.

## Academic social networking sites

These sites offer an immediate way to monitor what other people are looking at in your field of research and to engage with related online conversations. Take a look at Methodspace (<http://www.methodspace.com>) and Academia.edu (<https://www.academia.edu>) for example(s). There are others too, perhaps you can ask your colleagues which they are part of to decide what suits you best.

- Be careful not to 'spam' users of these sites with messages about your book. However, if you make sure that you list your book on your profile, then this will aid discoverability, and if other users appreciate the contribution that you are making to the online discussions then they may well be more interested in viewing your book.

- If someone is clearly teaching a related course that your book might be a main text for, feel free to ask your marketing manager to send them a sample copy.

## Your own website or blog

- Do you have your own website or blog? If not, create one! We can set up a blog for you using our template (here's an example of a SAGE author blog: <http://sheila-nutkins-author.blogspot.co.uk/>)
- Wondering what to write about? What about:
  - Conferences and training events that you're due to speak at
  - Your last training session or conference – 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?
  - Make a list of related, popular blogs that do link roundups in your subject area and submit your article. If it is accepted, you will get an influx of high quality visitors to the blog and to your book
  - You can repurpose your popular posts, useful insights, significant graphs or chapter outlines by sharing them as a presentation on Slideshare or short videos on YouTube.
  - Don't have time to manage your own blog? Try guest blogging: find highly rated blogs and get in touch to see if you can contribute every once in a while.

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

## Other social networking sites

General social networking sites also host groups and discussions which may be related to your book. It is important not to 'spam' by posting multiple sales messages about your book. However, the odd carefully worded message is appropriate. Ask your marketing manager for guidance if you're not sure.

### Facebook

- Are your students on the site, does your university already have a general Facebook group? Try setting up a group for your class to encourage them to discuss topics that the book covers or to post reviews of the book. Take a look at one of our author's FB page: <https://www.facebook.com/ProfAndyField>
- Try commenting on threads in Facebook groups or on other people's threads to build your reputation as an expert
- Add some photos of your book cover to your profile and link to the book in the description of the photo. You can upload an excerpt, a few illustrations/graphs from your book to the "discussions" section, allowing people to read and post comments
- If you have a book launch or a speaking engagement coming soon, create an event and invite all of your Facebook friends to join.
- Invite your friends and family to "Like" your book's FB page. Make sure that you "Like" other authors' pages as it's likely they'll "Like" you back!

### LinkedIn

- Make sure you add your book to your "Professional Headline" and "Experience" sections. After that, you can encourage friends to "recommend" your book in "Recommendations"
- Use the "Update" feature to tell people about your book. Share your update with groups and Twitter
- Do you have an excerpt of your book? You can upload it to your profile, share it with your groups and use it to support ongoing discussions. If not you could use the sample chapter from your book page on the SAGE website.
- Create a Book Launch Event and use LinkedIn's "Events" app to invite people to it. This will increase your visibility with search engines and direct interested people to your book

## Online discussion lists, groups or forums

Do you participate in or are you aware of any online discussion lists or forums related to your book? For example, there are many run by JISC (<http://www.jisc.ac.uk>) and on Google and Yahoo Groups.

- Post a message announcing your new book with a link to our website or Amazon (or ask your marketing manager to do so).
- Please let your marketing manager know about any relevant lists so that we can monitor them for relevant discussions and mentions of your book.

## Other websites

- Please let your marketing manager know about any other websites which might present opportunities for announcing your book, or specialist booksellers who should stock it – we'll get in touch.

