

# 9 THINGS THAT AUTHORS/ EDITORS CAN DO TO PROMOTE THEIR OWN BOOKS

## Online:

- Amazon.co.uk... and Amazon.com
  1. 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 clicks and more sales!
  2. Create a 'Listmania list' – featuring your book! Amazon customers find Listmania lists really useful for finding out about relevant books. To create one, just click [here](#)
  
- Other websites
  3. Which websites do you visit regularly? Do you participate in online discussions, or are you a member of any groups that send you email newsletters or updates? Your book could feature on these – why not post a message to your discussion group with a link to your book on Amazon, or ask the editor of the email newsletter to include a mention of your new book?
  
- Your own website – do you have your own website?
  4. If not, create one! We can recommend web designers, or, you can create a very clean and simple site using Google pages – look at this example: <http://harrietsage.googlepages.com/home>
  5. Add an 'Amazon affiliate' button to direct purchasers to buy through Amazon. This will raise the sales rank and increase the likelihood that the book will appear as a recommended title.
  6. Start blogging.
    - Wondering what to write about? What about:
      - i. Conferences and training events that you're due to speak at
      - ii. Your last training session or conference – were there any interesting questions that came up?

- iii. 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.
  - iv. What do you think of any recent press coverage of your subject area?
    - The more you write, the higher your page will appear in search engine lists when potential book buyers are searching the web.
    - Link your blog to your website!
7. 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, too! To find out how to add an email signature to your emails in Outlook, [click here](#).

Here's an example of a signature – ask your marketing manager for one customized to your book:

	Available soon from SAGE <b>Doing Narrative Research</b> Molly Andrews, Corinne Squire and Maria Tamboukou Read a sample chapter online, request your inspection copy and order at <a href="http://www.sagepub.co.uk/">http://www.sagepub.co.uk/</a>
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▪ **Offline:**

- 8. Contact your local and/or institutional library / teacher resource centre to ask them to stock a copy... or two.
- 9. Just been booked for a speaking event or training course? Why not try: 'I'll be covering a number of things which are mentioned in my new book – it would be great if everyone could get a copy in their delegate bags. Let me give you the name of my marketing manager – they can arrange discounts for multiple copy purchases.' Or if this isn't an option, take flyers with you and hand them out to delegates – we can supply flyers offering a 20% discount and free P&P.