

5 quick & easy tips to raise the profile of your book

Before publication

1. Add your book's webpage to your email signature
2. Add a link to your book's webpage to your Twitter/Facebook profile description picture and/or use your book's jacket image as your profile or cover image.
3. On your LinkedIn profile, add "author of" to the "Professional Headline" and add your book as a "Publication" [using this guide](#).
4. Link to your book's webpage from your departmental, professional, academic and/or personal webpages.
5. Let us know if you are attending any conferences or events, we can provide flyers offering a discount that can be used to promote your book. If you are speaking, we can try to arrange a prize draw for your book and flyers in delegates' packs.