

# Introduction

We want to work with you to ensure your book reaches the widest possible audience. In this document we have outlined some ideas that you can use to promote your book. You don't have to do everything; just doing a few of these ideas well will help the sales of your book considerably. If you need more information or about anything mentioned, just ask – we are always happy to help.

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# Getting Started

## Start Promoting as Early as Possible

Whatever you do to promote your book, do it as early as possible. Start your promotion before you have finished writing the book. Promote early and promote often!

## Create an “Elevator Pitch” for Your Book

An elevator pitch is a short summary that will quickly and simply define your book and its value proposition. The idea is that you should be able to deliver the summary in the time span of an elevator (or lift!) ride – approximately 30 seconds to 2 minutes. Creating an elevator pitch for your book will help you with all other promotional activities that you undertake and should be the first thing you do. The elevator pitch for your book should answer:

- What is your book about?
- Who is it for?
- What are the benefits?
- What makes it unique?

A great guide to creating an elevator pitch for your book can be found here:

<http://selfpublishingteam.com/think-fast-10-minutes-to-the-perfect-elevator-pitch/>.

## Top 5 Things to do Before your Book has Published

1. Send your chapter abstracts to Facet as soon as possible
2. Put a link to your book’s page on the Facet website in your email signature
3. Send out tweets as you complete each chapter summarising what you have written and linking to your book’s page on the Facet website (or if it is an edited collection, as you receive each contribution)
4. Set up a companion blog for your book
5. Take flyers for your book to any relevant conferences you are attending.

# Promoting Your Book Online

## Blog

### Why should I do it?

Setting up a blog as a companion to your book is a quick and easy way to promote your book to potential readers, keep your book up-to-date with new and expanded content, and build your professional online reputation. You don't have to blog everyday, just do whatever is sustainable. We have lots of ideas for blog posts listed below.

### How do I do it?

Wordpress ([www.wordpress.com](http://www.wordpress.com)) offers a free blog which is easy to use and update. Visit the website, sign up and you can be blogging within a couple of minutes. If you want more control and a more professional-looking blog, here is a great guide to setting up a self-hosted blog in 20 minutes or less for as cheap as possible: <http://michaelhyatt.com/wordpress-setup>.

### Top tips

- Give the blog the same name as your book
- Start small –don't think you have to blog everyday, blog weekly if that's what is sustainable for you or monthly if that's what you can manage
- Use existing content for blog posts (stuff that didn't make it into your book, presentation slides)
- Blog about the progress of your book as you are writing it – you cannot start promoting too early!
- Keep your book up-to-date by posting new case studies/interviews on your blog
- Have you seen an interesting article, blog post or video? Share it with your readers!
- Link to websites and resources that would be useful to readers of your book
- Comment on any recent news coverage of your subject area
- Tag each post with all relevant tags
- Promote each new blog post through Twitter and other social networks
- Link to your book's page on the Facet website and the free sample chapter
- Tell Facet what you are doing – we can help you promote your blog.

### Examples

*The Library Marketing Toolkit*: <http://www.librarymarketingtoolkit.com/>. Author Ned Potter posts new case studies, his slides from conferences he speaks at, articles he has written for other publications and useful tools and resources for library marketers.

*The Special Collections Handbook*: <http://specialcollectionshandbook.com/>. Author Alison Cullingford posts reviews of conferences she has attended, links and comments on other people's blog posts of interest to the rare book and special collections community and includes links and resources for each chapter of her book.

*The New Professional's Toolkit*: <http://lisnewprofs.com/>. Author Bethan Ruddock expands on the content her book by posting case studies and a series of interviews with librarians about their first month in their jobs.

Anne Welsh (author of *Practical Cataloguing* and *Cataloguing and Decision-Making in a Hybrid Environment*) promotes her Facet books on her personal blog: <http://annewelsh.wordpress.com/>

# Twitter

## Why should I do it?

If you are already on Twitter, skip to “Top Tips for Existing Twitter Users” below, if you are new to Twitter, read on. Twitter is a great way to connect with potential readers throughout the world and monitor what is being talked about in your areas of interest. 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. As followers come to you, rather than you approaching them, it is an ideal way to reach new audiences.

## How do I do it?

Go to [www.twitter.com](http://www.twitter.com) and sign up - it takes 30 seconds. If you want to monitor what is being talked about in your areas of interest, Hootsuite allows you to set up a number of different keyword searches and it's free. Go to [www.hootsuite.com/plans/basic](http://www.hootsuite.com/plans/basic) and sign up.

## Top tips for new Twitter users

- Set up your profile fully – upload a photo, write a brief bio (mention your book!), link to your blog if you have one.
- Import your email contact list, it will find people you already know who are on Twitter – follow them!
- Follow other people with similar interests. You can find these people in Twitter directories such as Just Tweet It and Twellow. Here are some ideas of librarians/info pros to follow:
  - <http://oedb.org/ilibrarian/the-ultimate-list-of-tweeting-librarians-info-pros-and-educators/>
  - <http://www.mattanderson.org/blog/2013/01/22/125-librarians-to-follow-on-twitter/>
  - <http://joemurphylibraryfuture.com/4500-librarians-on-9-twitter-lists-value-of-connections-for-keeping-current/>
- See what the people you are following are talking about and join in the conversation – answer questions if you can, don't be afraid to interact.
- There are loads of tutorials on the web that can take you through more of the basics, but these videos are highly regarded:  
<http://dashburst.com/video/twitter-tutorial-videos/>
- Carry on reading below for some ideas about what to tweet about your book.

## Top tips for existing Twitter users

- Start tweeting about your book as early as possible – announce the book to your followers as soon as you sign the contract (make sure you link to your book's page on the Facet website) and keep them updated on how it is going throughout the writing process
- Use hashtags to reach people who don't follow you. They can be used within the message to save space e.g *#Archives and recordkeeping - demystifying*

*the theory & putting it into practice* <http://bit.ly/17l4wOf>. A good source of hashtags for information professionals can be found [here](#)

- Use [www.bitly.com](http://www.bitly.com) to shorten links and track clicks
- When your book has published, tweet the free sample chapter to your followers
- Don't be afraid to tweet a number of times about your book – not all your followers will be online at the same time and most do not tend to scroll very far down their timeline. Try sending tweets at different times, highlight different things about your book in different tweets e.g for the Facet book *Better Library and Learning Spaces*, the following tweets were sent at various times over 4 weeks
  - What are the most important things a 21<sup>st</sup> century #library should do with its space? <http://bit.ly/1eg6h17>
  - Better Library and Learning Space: Projects, Trends, Ideas by @leswatson <http://bit.ly/1eg6h17>
  - Free sample chapter: Better Library and Learning Space <http://bit.ly/1eg6h17>
  - What can libraries learn from retail? <http://bit.ly/1eg6h17>
- If your book is an edited collection, get all your contributors tweeting about the book too. Perhaps create a hashtag for the book.
- If you don't want to use your personal Twitter account or you are co-authoring a book and you and your co-authors all want to tweet from the same account, set up an account using the name of your book (but try and re-tweet some of your book account tweets to your personal followers as you are probably connected to loads of relevant, interested people). A couple of examples:
  - <https://twitter.com/ResearchEvalAud>
  - <https://twitter.com/LibMarketing>
- Ask Facet to re-tweet you
- Don't be too self-effacing or shy, you are not blowing your own trumpet – it's your book that you are promoting and people will be interested to hear about it.

# Facebook

## Why should I do it?

Facebook is the world's largest social network and is a great place to connect with readers and potential readers. A professional Facebook page can act as a homepage for your professional online presence that is separate from any personal pages you have.

## How do I do it?

Facebook author pages are different to personal Facebook profiles. The author page will allow you to publicly engage with any Facebook user who chooses to “like” you. To set one up, you need an existing personal Facebook account. Log in to Facebook with your personal account, in the top right corner, you will find an arrow that brings up a drop-down menu – click “Create Page”. Select “Artist, Band or Public Figure”. Choose the category “author” and enter your name. After this, add more details as prompted but don't forget to link to your book's page on the Facet website in the website section.

## Top tips

- When you create it, your page will be called something like: [www.facebook.com/pages/PageName/#####](http://www.facebook.com/pages/PageName/#####); once you have 25 likes, you will be able to select your own registered username and create a short URL for your page e.g [www.facebook.com/annauthor](http://www.facebook.com/annauthor). It's a good to ask your friends and relatives to like your page straight away so that you can get a shortened URL as quickly as possible
- Connect with others by joining relevant groups and post about your book where appropriate
- Upload a photo of your book's cover
- Link to your book's page on the Facet website and link to the free sample chapter
- Add a like button to your email signature/blog/website – [here is how you do it](#)
- Tell us what you are doing, we can help you to promote your page
- If you don't want to create an author page, why not create a page for your book. To do this, you login to your personal Facebook account, click “Create Page” and select “Entertainment” and then “Book”. After this, add more details as prompted but don't forget to link to your book's page on the Facet website.

# Google+

## Why should I do it?

Similar to Facebook, Google+ is a great place to connect with readers and potential readers and can be used as the landing page for your professional online presence. In Google+, you arrange groups of people you are connected to into circles (e.g. friends, colleagues, UK librarians etc) and you can share different material to those specific circles. Anything you post in Google+ is given greater value by Google. When someone in your circle is logged into their Google account and conducts a search in Google, the search engine will pull up any relevant content you have posted in your Google+ account and profile that in search returns.

## How do I do it?

Visit the [Google+ website](#), if you already have a Google account (e.g for accessing gmail) click “Sign in”, if not click “Join Google+” and follow the instructions.

## Top tips

- If you blog as well, sign up for Google authorship. This links any content that you create on the web with your Google+ profile and your profile photo and byline will appear in search results. [This guide](#) tells you how to do it.
- Connect with others by joining relevant communities and post about your book where appropriate (don't forget to link to the free sample chapter)
- Use *Hangouts on Air* to create video content to promote your book. *Hangouts on Air* are live broadcasts that are automatically recorded using your computer's webcam and posted to your Google+ home page and your YouTube account. You could record yourself delivering the “elevator pitch” for your book, create video abstracts for each chapter of your book (see the next section for more details) or get the contributors to your book sign up to Google+, join in the Hangout (up to 10 users, including you, can participate at once) and record yourselves discussing your book. [This guide](#) will tell you everything you need to know to get started.

# Video

## Why should I do it?

A short video interview is an excellent way to engage potential readers and promote your book. We can put the video onto the Facet website and our various social media pages.

## How do I do it?

Your institution might have a video camera you can use but most smart phones have a decent video camera that will be fine for filming a short interview. If you are a Google+ user, you can use the Hangouts on Air feature to record yourself (and up to 9 others) using your computer's webcam. See the Google+ section for details.

## Top tips

- Use a tripod to avoid a shaky image
- If you can, use an external microphone for better sound quality
- Get someone to interview you about your book (and film it)
- Record video abstracts for each chapter of your book (if it's an edited collection, get your chapter authors to do this). [This article](#) will tell you about the huge advantages you get from making video abstracts and give you some advice as to how to make them
- Film yourself (and your co-authors) talking about an issue related to your books
- Set up a personal YouTube channel to host your videos – [this guide](#) will show you how
- Upload any existing video you can use (e.g. conference presentations or lectures)
- Don't forget to send your videos to Facet as well – we can put them on our website and blog etc.

## Examples

*Linked Data for Libraries, Archives and Museums*

<http://www.youtube.com/watch?v=MnM3tHWAsSA>

*The No-nonsense Guide to Training in Libraries:*

<https://www.youtube.com/watch?v=SWoDN31Kpgs>

*Copyright and E-learning:* <http://www.youtube.com/watch?v=0H6sJYU1uVo>

*Supporting Research Students:* <http://www.youtube.com/watch?v=dOGT7m2EuwU>

# LinkedIn

## Why should I do it?

LinkedIn is the leading professional networking site, it will allow you to connect with professionals throughout the world. There are thousands of groups (e.g. *CILIP* – c. 12,000 members, *Archives Professionals* – c. 6,000 members, and *Information Science and LIS* c. 7,000 member to name just a few) which are great for connecting with professionals with similar interests, asking/answering questions and promoting your book to.

## How do I do it?

Visit [www.linkedin.com](http://www.linkedin.com) and follow the instructions.

## Top tips

- Feature your book in your title (the first line underneath your name) e.g. *Information Professional, Author, Speaker | New book: The 21<sup>st</sup> Century Librarian*, [www.facetpublishing.co.uk/title.php?id=8200](http://www.facetpublishing.co.uk/title.php?id=8200)
- Add your book to your profile – you can add a “Publications” section to your profile that will allow you to include your book’s title and website address etc
- Complete your profile – this will make your profile more discoverable and increase the number of your connections
- Import your email contacts and connect with them
- Participate in relevant groups – ask and answer questions and promote your book by linking to its page on the Facet website, linking to the free sample chapter and highlighting different parts of the book
- Start a group – if there is not an existing group for your subject area, start one!
- Promote your book in your status updates
- Let us know what you are doing – we can help!

# SlideShare

## Why should I do it?

SlideShare is a social networking site for sharing presentation slides. In the words of Ned Potter, author of the *Library Marketing Toolkit*, “. People LOVE to share presentations, they tweet links to them, they talk about them on Facebook, they embed them on their own blogs and sites - and they view them a lot more readily than they'll read an article or a blogpost. It's all about packaging up a message for maximum impact; I've said before on this blog, that if I have something really important to say, I'll say it with slides.”

## How do I do it?

Visit [www.slideshare.net](http://www.slideshare.net) and sign up. Use Google Docs to create slide decks – it's free and you have access to hundreds of free fonts as well. See below for tips on how to make your slides stand out.

## Top tips

- Make your slides stand out – these presentations will show you how: [Good slides matter](#) and [You suck at Powerpoint](#).
- Use a colour scheme, Colour Lovers is great for inspiration: <http://www.colourlovers.com/palettes>
- Use nice fonts – [Font Squirrel](#) and [Google Fonts](#) have loads available to use for free. Google “fonts that work well together” for inspiration
- Use [morguefile](#), [Blue Mountains](#), [Compfight](#) and [StockXchange](#) for high quality free or cc images (remember to give credit)
- Create a slide deck that introduces your book and summarizes each chapter like [this](#) or [this](#). Feel free to use these headings/templates for your book
- And/or create a slide deck for an extract of your book (perhaps the introduction) like [this](#) or [this](#)
- Link to your book's page on the Facet website in the presentation and link to the free sample chapter
- Tag your slides with all relevant tags (you are allowed up to 20) – this is of vital importance for making your slides discoverable
- Use your book's blurb as the description on SlideShare
- Promote your slide decks on other platforms – tweet the link, embed the presentation onto your blog etc
- Upload any other older presentations you have but make sure you insert a slide with a link to your book's page on the Facet website
- Let us know what you are doing, we will help you promote the presentation.

# Quick and Easy Promotional Ideas

## Email Signature

Mention your book in your email signature so that everyone you email will know about it. Here is a guide to setting up an email signature in Outlook:

<http://office.microsoft.com/en-gb/outlook-help/create-and-add-an-e-mail-message-signature-HP005242746.aspx>.

### Top tips

- Link to your book's page on the Facet website
- Link to the free sample chapter as well
- Include an image of the jacket.

## Your Library or Institution

Make sure that everyone at your institution knows that you have published a book.

### Top tips

- Get your library to stock a copy (or, if possible, copies!)
- Make sure you update your online departmental profile/blog to include a link to your book.
- Ask Facet for flyers for your book and stick them up on your departmental noticeboard
- Are any of your colleagues teaching courses that your book would be ideal reading for? Make sure you let them know about it.
- If you have a press or marketing department get them to send out a press release about your book and/or include details about in a newsletter or e-bulletin.

## Your Speaking Engagements and Conference Attendance

Are you speaking at any conferences or training events? Don't miss out on promotional opportunities for your book.

### Top tips

- Suggest the organizers include a copy of your book in delegates packs (Facet can arrange a discount for multiple copy purchases)
- Get flyers offering a discount inserted into delegates packs (Facet can send these)
- Offer a free copy of your book for the organizers to use as a prize draw for delegates (we can send this)

- Take flyers to hand out to delegates
- Include the jacket of your book and details of where it can be bought at the end of your slides
- Upload your slides to SlideShare after the event – see the section on SlideShare below for more details
- Could your book be turned into a conference or event? Let us know, we can put you in contact with the CILIP events team.

## Teaching

Are you or any of your colleagues using your book to teach a course or module?

### Top tips

- Make sure that you or your colleagues update the reading list to include your book
- Make sure that your local bookshop knows about your book so they can order copies
- Let your library know so they can order copies
- Do you know anyone at other institutions that might be interested in using your book to teach? Let them know about it! We can send them inspection copies.

## Your Contacts

Email all your relevant contacts to let them know that your book has been published.

### Top tips

- Attach the flyer for your book (we will send you this when the book publishes)
- Link to your book's page on the Facet website
- Also link directly to the free sample chapter (this has a separate URL).

## Online Discussion Lists, Groups and Forums

Post a message about your book on all relevant discussion lists, groups and forums that you are subscribed to/a member of.

### Top tips

- Link to your book's page on the Facet website
- Also link directly to the free sample chapter (this has a separate URL).

## Extracts of Your Book

Is there a part of your book that we could extract and publish either a stand-alone article in CILIP Update (or any other key industry publication) or as a post on the Facet blog? Let us know.