

# AUTHOR TOOLKIT

Our consultative approach goes beyond just the publishing process. It also extends to the marketing of your text. Below are examples of how we can work together to optimize your platform and build momentum for your publication.

## Attend Conventions/Events

- **Attend** - Tell your editor when you'll be attending a convention or event. We can provide business cards and flyers detailing the book cover and ordering information.
- **Speaking Engagements** - Let your editor know when you will be speaking at an event and we can promote this on our social media channels.
- **Attendee List** - Provide your editor with the attendee list for the event for use in further marketing campaigns.

## Build Potential Adopter List

- Reach out to your network of friends and colleagues that may be interested in your new publication.
- Communicate about your book with professional organizations in your area in which you are a member or involved.
- Ask friend/colleagues to share your book.
- We can provide flyers detailing the book cover and ordering information.

## Increase Web Visibility

- Promote your Kendall Hunt title on your website/blog.
- Place a book cover on your faculty website.
- If you have a colleague that has a blog, ask them to feature a review of your book.

## Amazon Author Central

- Create a page on Amazon Author Central. Offered through Amazon.com, this step increases your visibility and discoverability. You can include author photos, upcoming speaking engagements, a biography and you can link it to your blog and other social media.
- Get as many "customer reviews" as possible.

## Write Articles/Blog Posts

- Be positioned as a thought leader in articles.
- Let your editor know when you are featured in a publication so we can promote this via our social media channels.
- Work with your editor to be featured on Kendall Hunt's monthly blog post visible on our website as well as sent to an exclusive distribution list.
- Work with your editor to submit the publication to a respected journal in your field.

## Self-Promote through Social Media

- Maintain a presence on Twitter.
- Join and interact in Facebook groups centered around your discipline.
- Engage with Kendall Hunt social media channels.
- Post quotes, excerpts, helpful content to help position yourself as a thought leader.
- Ask your editor how to 'Join the Social Media Conversation' with Kendall Hunt.
- Promote your title via LinkedIn and share a link to the product page.