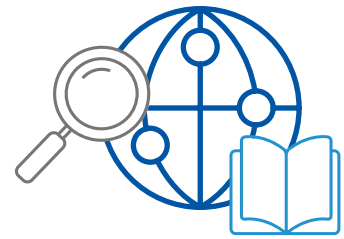


Tips for Promoting Your Title

No one knows your publication better than you! This means you are in a special position to help make your title a success. Here are a few tips you can use to help with visibility and promotion.



AMAZON AUTHOR CENTRAL

Create a page on *Amazon Author Central*. Add upcoming speaking engagements, your biography, provide keywords to easily find your book, and encourage reviews.



CONFERENCES

Mention your publication while speaking at or attending conferences. Add a slide into your presentation or bring a copy of your book to share with colleagues. Kendall Hunt can provide promotional material (flyers, PowerPoint templates, etc.)

SOCIAL MEDIA

Share exciting news about your book on your personal social media (Facebook, Twitter, and LinkedIn). Share excerpts, quotes, and helpful content. Always include a link to the Kendall Hunt website for easy purchase.



Join and interact in Facebook groups centered around your discipline.

Ask your place of work to mention your book on their social media during publication and at launch.

RECORD AND SHARE

Videos, podcasts, and webinars can be a great added feature for books and can help increase sales. Make sure that they are interesting and add value for the customer. Ask your representative how to schedule a Kendall Hunt webinar.



ARTICLES

Work with your editor to submit your publication to a respected journal in your field. Guest write a blog for Kendall Hunt's monthly post and ask a contact to review the book on their blog.

ONLINE DISCOVERABILITY

The more links to your book on various websites, the more Google will value and highlight your content.



Feature a link to your publication's Kendall Hunt product page from your profile page on your institution's website.

Request that colleagues include a link to your publication on their websites, blogs, etc.

SCHOOL PUBLICITY

As launch date approaches, let your institutional press office know, and they can arrange for suitable publicity. Make sure to include the book name, ISBN, and link Kendall Hunt's product page for easy purchase.



EMAIL

Add a link to your publication's Kendall Hunt product page in your signature. Personally share the link with colleagues.