

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

After publication

1. Email your contacts (include colleagues, friends, associations you are part of and listservs you subscribe to) to announce your book's publication and make sure you include a link to the sample chapter.
2. Post on Facebook, Twitter and LinkedIn when your book publishes (use the "Share this page" buttons on your book's webpage to do this quickly). Pin the post to the top of your feed for extra exposure.
3. Recommend that your library, organisation or institutional bookshop purchase copies of your book.
4. Get your library, organisation or institution to send out a press release when your book publishes and/or include details in a newsletter or email update.
5. Add "author of" to the byline of every article or blog you write (or presentation/talk that you give).