



Author Guide to Promoting Your Book

Generating Market
Awareness of Your Book

Ideas for promoting your book

Have you ever wanted to help promote and market your book, but haven't known where to start? These helpful tips will steer you in the right direction.

Your Institution

- Print out a copy of the cover of your book or a promotional flyer and post it in your department. (Please feel free to ask your marketing manager for a promotional flyer.)
- Could your colleagues use your book in their course(s)? If it could be a good fit, recommend it to them!
- Does your university/institution have a newsletter? Make sure they include a mention of your new book in the next issue.
- Does your university/institution have a press department? If so, ask if they can send out a press release.
- Contact your institutional library/teacher resource center and ask them to stock a copy (or several).
- Does your department have a social media presence? Ask them to mention your book and link directly to your book on the SAGE website.

Emails

- Mention your book in your emails! By doing this, everyone you email will know about the book—and anyone they forward your email on to, as well. To learn how to add an email signature in Microsoft Outlook, visit: support.office.com/en-us/article/create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2
- You can choose to add a simple line of text with a link or an image. Below is an example of an email signature with an image.

Your teaching and speaking engagements

- Have you been invited to participate in a speaking engagement or workshop? When speaking to the organizers, why not suggest that they include a copy of the book as part of the course or event? For bulk orders, they can contact SAGE customer service, who can help with multiple copy sales.
Phone: 1-800-818-7243
Email: orders@sagepub.com

Sincerely,
John W. Creswell



Research Design, Fifth Edition

John W. Creswell and J. David Creswell

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WIKIPEDIA
The Free Encyclopedia

Wikipedia

Many students use Wikipedia as the starting point for their research. To increase the profile of your book, make sure that links to your book appear on relevant pages. However, please be aware that Wikipedia's moderators object to using the site for promotional purposes. Therefore, make sure that you are making a real contribution to the site such as updating content as well as referencing your book.

- On pages relating to subjects that your book covers, be sure to add your book as a reference, with a link to your book on SAGE's website.
- If there is no page related to your specialist subject area, consider creating one (with your book as a reference, of course). You can find out how to do this here: en.wikipedia.org/wiki/Wikipedia:How_to_create_a_page
- Do you have a personal Wikipedia page? If not, consider creating one. Here is an example for our author George Ritzer: en.wikipedia.org/wiki/George_Ritzer

Other social networking sites

Social media sites are ideal places to engage your readers. However, this means more than just pushing sales-oriented messages. Post images and excerpts from your book, join groups and engage in conversations where you can offer expertise, and update your profile to link to your book's page on the SAGE website or Amazon. Think about how to show a personal side by adding pictures from events, when you find copies of your book at conferences and bookstores, or even a student's notes in the margins. Generally speaking, LinkedIn is best for professional content, Facebook for personal, and Twitter for a combination of both.

Online listservs, discussion lists, groups, or forums

Do you participate in or are you aware of any online listservs, discussion lists, groups, or forums related to your book or organized by a professional association to which you belong? Consider posting an announcement about your new book with a link to the SAGE website or Amazon.



Your own website or blog

Do you have your own website or blog? If not, create one!
Wondering what to write about?

Write about:

- Conferences and training events that you're due to speak at.
- Your last workshop or conferences—were there any interesting questions that came up?
- Have you read any particularly good articles on your subject recently? Link to them! If readers agree, they'll come back for more of your good advice.
- What do you think of any recent press coverage of your subject area? Share your thoughts.
- Do you have any tips, lecture ideas, assignments, or group work/projects that you can recommend for teaching your particular subject?
- Can you comment on any related current events in a way that will engage your audience?

The more you write, the higher your page will appear in search engine lists when potential book buyers are searching the web.

SAGE Connection

SAGE also has a corporate blog called **SAGE Connection: connection.sagepub.com**. This blog connects an audience of scholars, instructors, practitioners, librarians, and other industry professionals and offers relevant and timely posts related to academic publishing. If you have an idea for a guest post topic, please speak with your marketing manager. Posts on this blog are never outright sales pitches but can be useful as a platform for discussion on a topic you may cover in your book. We are also able to mention a bit about you, the author, as well as your new book at the end of the piece.

Setting you up for success

The most important thing you can do is to help us help you! Keep your marketing manager informed. Be sure to let them know the following:

- Related activities that you are participating in.
- Awards that you win.
- Conferences that you attend.
- Related promotions that you receive from competing publishers.
- Leads that you uncover. For example, have you had a conversation with a colleague about your book? Simply email your marketing manager with the name and contact information. We will send out a complimentary review copy and ask our sales representatives to follow up and close the adoption.

