



PRUFROCK PRESS INC.™

30 Things You Can Do to Help Us Promote Your Book!

Send any contact lists or questions to your editor or the editorial staff at editorial@prufrock.com.

1. Send e-mails, letters, or make calls to members of the media whom you know personally. We'll do a general contact to national media. Let us know who you contact so we can follow up.
2. Tell everyone you know that you have a book out. Be enthusiastic and they will tell their friends.
3. Postcards or flyers can be produced for mailings to any associations or clubs that you belong to that you believe would have an interest in your book.
4. Ask us for a flyer for your book. Have it available at any events you do.
5. Ask at least five friends or colleagues to post reviews for your book on Amazon and Barnes & Noble's website. Send us their names and addresses, and we'll send your book to them.
6. Contact your local media.
7. Contact your alumni magazine. It may want to feature you in a future issue.
8. Create a list of websites or blogs that you think are best suited to feature your book. Send your list to us, and we'll send copies to the ones that are interested.
9. Build your own website. Be sure to tell us so it can be included on all press materials. Don't forget to link to your book's product page on the Prufrock site!
10. Check your book on Amazon often. Have your friends do the same.
11. Complete the steps in the Amazon Publicity Packet.

12. Set up a blog. Post resources featured from your book and other items influenced by your work.
13. Put a note below your e-mail signature announcing your new book.
14. Post about your new book on your personal Facebook page or Twitter account.
15. Create a Facebook fan page or Twitter account for your book.
16. Create a Goodreads author profile. Let us know when you've done so!
17. If your book is in local bookstores, talk to the employees/manager about it. If they are excited about it, they will recommend it to their customers.
18. Set up book signing at your local bookstores. Be sure to invite everyone you know living in the area. You can also offer to sign stock at the bookstore.
19. Make a list of talking points about your book and practice talking through these points.
20. Keep up on current events in the news and look for any story you can tie into your book. Let us know if you see an opening, and we can put together a press release.
21. Let us know at least three ways to pitch you as an expert to the media.
22. The following website and others are available for you to list yourself as a potential guest to the media. These websites may be fee based, and Pruffrock cannot pay for these fees, so please carefully look into any contract before agreeing: <http://www.authorsandexperts.com>.
23. Keep us informed of any conferences you're attending. Submit conference travel plans to us at least a month in advance, so we can arrange copies of the book, flyers, etc., if you need them. At the ones we also attend, we often do author events.
24. Listen to your local radio stations—call in when the topic relates to your book!
25. Write an op-ed and submit it to a newspaper. Your book will be mentioned in the byline.
26. Write an article related to your book's topic and pitch it as a freelance piece to magazines and newspapers.

27. Keep talking to people about your book. You never know who could end up knowing someone who can really help you out.
28. Conduct a seminar and sell your book afterwards.
29. Visit higher education institutions near your home. Browse the course catalog—if your book is appropriate for a specific class, contact the professor. Offer to give a lecture for free.
30. Write a guest post for the Prufrock Press blog. Follow the Guest Blog Guidelines.

If you have any strategies that have worked for you that are not listed here, please let us know. We'd love to add them to help out other authors!