

A Quick Guide to Promoting your Book

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1. Before your book is published

- **Pull together an email list** of your friends, colleagues and professional contacts. This will save you time when your book comes out, and gives you a quick, reliable way to pass on any news.
 - **Create or develop your online profile.** A good social media profile does not happen overnight, and waiting until your book is published will be too late to take full advantage of your social media efforts.
 - **Use social media to get your name known** outside your immediate circle. Facebook, Twitter and LinkedIn can be useful for this, but don't forget about academic/professional communities such as [ResearchGate](#). If you are new to using social media, take a look our *Basic Introduction to Social Media*, which you can download from our website.
 - **Consider setting up a web page or a blog.** This is a great way to post news and developments about your book as well as raise your own profile. You can do this for free using sites such as www.wordpress.com or www.blogger.com
 - **If you have an intranet at your organisation,** consider trying to post details of your book and adding links to your social media profiles.
 - **Arrange some reviews for your book.** Consider asking a number of colleagues or experts in the field to agree to review your book when it comes out.
 - **Put your IET editor or marketing contact in touch with anyone who wants to review your book**
 - **Tell your librarian,** who may wish to buy it for your institutional collection.
 - **Tell your students or any research students you might supervise**
 - If you have written several books you may wish to **consider setting up an author page on Amazon.**
 - **Join of the specialist [IET Communities](#)** or start your own group.
 - **Look at your book page on the IET website** and make sure that the details are correct.
 - Be sure to [contact us](#) if you spot any mistakes.
 - **Keep in touch** and let us know about any news and key events relevant to the book. Please also let us know about any other suggestions for promoting your title.
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2. When your book comes out

- **Email your colleagues and friends** with the good news.
- **Announce the publication of your book** on your various social media profiles blogs, web pages and professional network pages.
- **Add a link to the book, or your blog/web page in your email signature.** Most email software will let you do this. You may have to talk to your IT department if you don't have permission Please ask your editor or marketing contact if you would like us to create a mini-banner for your signature.
- **If you are a contributor to any academic or engineering publications** or even your Alumni magazine, why not contact them and see if they will mention your book or run a review in their next issue or on their website?
- **Post a sample section from your book** on your website or blog and link to a page where readers can buy a copy. **If you decide to do this, please speak with your IET editor beforehand.**

3. After your book is published

- **Use your social media networks to announce any upcoming events where you are speaking or presenting.**
- **Continue to post social media announcements about your book.** Social media users have a short attention span and a short memory. Posting regularly will help to keep your book in the minds of potential customers. You could, for instance, try tying the contents of your book into events in the news or recent developments in your field.
- **If you are you a member of any societies or associations** get in touch to see if they will tell other members about your book.
- **Similarly, if you have any affiliations with commercial organisations,** you could ask them if they will send information about your book to relevant staff, or put something on the company intranet page.
- **If you hear about any reviews for your book,** try to encourage the reviewer to post a short version of the review on one of the major online bookstores such as Amazon – users don't need to buy a copy from that site, they only need an Amazon account.
- **Continue to keep us informed** of any promotion you do or any opportunities you hear about to sell your book.

About the IET

[The IET](#) is Europe's largest professional body of engineers with almost 160,000 members in 127 countries. It offers a range of services and resources to the engineering community including an extensive publishing programme.

Charity Statement

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