

## The Author's Guide to Book Promotions

Our marketing and publicity team is here to help make sure your book reaches the right audience. We find that books are most successful when authors actively help promote their book.

Here's a quick overview of our promotions process and some steps you can take to promote your book and develop your public platform. This timeline may vary depending on the project.

| UC Press                                                                                                                                                                                                                                                                                                                                                                                                          | Author Checklist                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <p><b>6-12 mos</b></p> <p><b>Promotions Planning</b></p> <p>After finalizing descriptive copy, your marketing manager will be in touch to share our Author Promotions Questionnaire.</p>                                                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>• Fill out your Author Promotions Questionnaire (APQ)</li> <li>• Work on building your profile</li> <li>• Define your audience and research where they're active</li> <li>• Submit to relevant conferences</li> <li>• Begin planning speaking opportunities</li> <li>• Get active on social media (if relevant)</li> <li>• Begin developing your personal website (recommended for trade authors)</li> </ul>                                                                                                                                                                                                                                                                           |
| <p><b>4-6 mos</b></p> <p><b>Book listed on UC Press site!</b></p> <p>Our staff creates your book page on our website, coordinates with distributors, and makes pre-orders available through third-party retailers like Bookshop.org and Amazon.</p> <p>Pre-ordering directly through UC Press (and UCPSAVE30 discount) begins 4 months pre-pub.</p> <p>We'll also announce your book in our seasonal catalog.</p> | <ul style="list-style-type: none"> <li>• Add your book to your email signature, social media profiles, and websites</li> <li>• Begin sharing the news that your book is available for pre-order via online retailers with colleagues</li> <li>• Check-in with your university media relations team to see how they can support</li> <li>• Reach out to your alumni networks to see if they can feature you</li> <li>• Create your Amazon author page (recommended for trade authors)</li> <li>• Launch your personal website (if relevant)</li> <li>• Subscribe to relevant listservs, blogs, media outlets</li> <li>• Continue to plan and confirm speaking opportunities, including a book launch at your school</li> </ul> |



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- Begin thinking about potential op-ed and article topics related to your book (recommended for trade authors)

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### **1 — 3 mos**    **Preparing for Launch**

Our marketing team will share a marketing plan for your book and our publicity team will finalize the list of outlets where we will send review copies.

- Send out a pre-order email announcement to your network
- Ramp up your engagement on social media
- Post a photo with your book on social media, once you receive your copies
- Finalize a book launch event with your institution
- Consider pitching op-eds and articles, or working on a guest post for the UCP blog
- Reach out to colleagues about Zoom events, colloquia, or guest lecture opportunities

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### **Pub**    **Congrats — You're Published!**

Marketing and Publicity will be in touch as we send out promotions or hear back on reviews. Please send along any news or updates so that we can help cross-promote.

- Send out email announcements to your networks
  - Ask close colleagues to spread the word by forwarding your announcements, posting on social media, or writing an Amazon review
  - Write a guest blog for the UCP website
  - Consider writing articles, op-eds, and fielding interviews
  - Share reviews and event information on social media and your website (tag @ucpress.bsky.social on Bluesky and @uc\_press on Instagram)
  - Don't forget to take a moment to celebrate!
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#### **3-6**    **Sharing Wins**

**mos  
post**

Our publicity team can help cross-promote speaking engagements and media hits, and will keep you informed of ongoing promotions. They can also field additional review copy requests.

Our marketing team will ensure your book is promoted at relevant conferences where we exhibit.

Our Awards Manager will coordinate submissions for the awards.

- Keep us informed of any reviews, events, awards, and conference participation
- Send any additional review copy requests to your UCP publicist
- Continue to post on social media, if active

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#### **12**    **Author Experience Survey**

**mos  
post**

We'll be in touch to ask how your publishing experience was.

- Complete our author experience survey
  - Share news of any awards or positive reviews of your book
  - If relevant, partner with marketing team on instructor resources or content to promote your book for course adoption
  - Post about your "book-aversary" on social media
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### How to Promote Your Book

Wondering how to promote your newly published book? Here are some quick tips to support your promotion efforts. Focus on the action steps that make the most sense for your publishing goal and target audience.

- **Announce the book to your networks.** Announce your book to colleagues, university, professional/academic societies, and even friends and family. Consider sending out a few emails to different groups and posting to relevant academic forums. Ask folks to share on social, post reviews and consider you for speaking engagements.
- **Add your book to all your online profiles.** Make sure you include the link to your book page on your email signature, websites, and social media profiles.
- **Connect with your university communications team.** Reach out to the media relations team at your school to see how they can support (interview, press release, social media).
- **Plan book talks.** Reach out to your networks to see if anyone is interested in hosting you for a virtual or in-person talk. As you have upcoming events, tag @ucpress.bsky.social and let your publicist know.
- **Submit an op-ed or guest blog.** Write a guest post for the [UC Press blog](#), or submit to another outlet within your field (See the OpEd Project for submission guidelines for a range of outlets). Many scholars have luck submitting to sites like *The Conversation*, which focuses on academic work and sometimes gets picked up by larger news outlets.
- **Engage on social.** If you're willing and able to consistently post on social media, engage in conversations relevant to your subject area to build your platform. This is especially worthwhile if you're working on expanding your public profile and hope to reach a broader audience outside of the academy. You can find tips on how to build your presence on social media [here](#).
- **Build a personal website.** While not necessary for promoting academic work, a personal website can help expand your public, online profile. See our tips [here](#), and reach out to your marketing manager if you'd like feedback.
- **Complete your Amazon author page.** Having a compelling bio, a photo, and a page that links to all your works helps with searchability on Amazon, a key channel for trade books. We have a guide on how to do this [here](#).

*Questions? Contact your Marketing Manager.*