

# How You Can Help Market Your Book

## Before publication . . .

- Add your book's ALA Store page to your email signature
- Add a link to your book's ALA Store page to your Twitter, Facebook, and/or Instagram profile; use your book's cover image as your profile or cover image.
- On your LinkedIn profile, add "author of . . ." to the "Professional Headline" and add your book as a "Publication" using [this guide](#).
- Let us know as far in advance as possible if you are attending any conferences or events. We can provide [free customized marketing materials](#) that will help you spread the word about your book.
- Consider joining the [Goodreads Author Program](#). Find your book on Goodreads (if it's not there, let us know and we'll add it!) and share the link with your friends and colleagues.

## After publication . . .

- 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 book's ALA Store page.
- Post on Twitter, Facebook, Instagram, and/or LinkedIn when your book publishes, linking to the press release or ALA Store page. Pin the post to the top of your feed for extra exposure.
- Recommend that your library, organization, or institutional bookshop purchase copies of your book.
- Get your library, organization, or institution to repost our ALA press release when your book publishes and/or include details in a newsletter or email update.
- Add "author of . . ." to the byline of every article or blog you write (or presentation/talk that you give).

Drop us a line—we're excited to work together with you to make your book a success!

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