



The Author Guide Course for non-fiction authors

Insight 12 – Put yourself in the limelight

[The video tutorial is here](#)

Promotion

Ongoing promotion is part of your marketing activity. It's not just putting content out there, but putting yourself in the limelight as an author.

There are many aspects to promotion, think like a PR executive!

Print media

This isn't a course in PR, but it's a good move to start looking at the publications that would be good places for you to feature. While the national dailies and glossy magazines can look very attractive, they are harder to get into – and may not be what your ideal reader is looking at.

There are a number of things you'll need to do:

1. Identify publications that your ideal reader is likely to be reading. This might include industry journals (theirs, not yours) and don't forget digital publications.
2. Read a few issues to see the kind of thing they publish.
3. Create 3-5 article titles, with a short description (around 50 words max) of what the article will cover.
4. Research the contact information for each publication's editor.
5. Email to ask if they would be interested in an article about [pitch your title/description]. You might pitch up to 3 possible titles.

Think thought-leader, not press release. You'll get a line at the end of the article '[your name] is [your job title/company] and author or [your book title]'. And usually one link, so choose carefully what you want that to be – not Amazon. Ideally, have a sales page for your book on your own website.

Broadcast media

This includes podcast hosts, video interviewers, and local radio. If you think you have something that could make it onto mainstream TV, then go for it. But start small and you may find you get picked up by the producer of a bigger show.

That ideal reader profile will come in really useful. Especially if, as part of your profile development, you've included what they read, watch and listen to.

You'll find the Promotion tools worksheet useful to list your potential platforms for promotion.

When you approach anyone, always have a clear subject that you're offering to talk about. And, if you hear of a show or podcast coming up that is covering your specialist subject, don't hesitate, get in touch and volunteer to join the discussion.

If there are phone-in options, pick up the phone and call in. If you come over well on the call, they may invite you in for a longer interview. Always tell the producer or host that you are the author of [your book title] BEFORE you are live. Then they will usually mention it in your introduction. DON'T use the interview as a means of plugging your book at every opportunity – you won't get asked back!

Speaking

Putting yourself in front of as many people as possible will help you to spread the word. In order for this to work, you'll need to feel comfortable standing up and speaking to groups of all sizes.

Start small with your local business networking groups and practise on them, until you feel confident.

The kind of groups you should be targeting are the local branches of the industry professional bodies, institutions and associations that your ideal reader is likely to belong to. Always bring a box of books and be prepared to sign them at the event – ideally offer a discounted price, so, if your book retails at £15, offer it at £10 – a special rate for attendees of this event. It's good manners to ask the organiser if this will be OK.

It's always good to have someone with you too, as people often want to talk to you after the presentation and it's difficult to do that while whisking tenners out of people's hands and writing in their book! If you can set up a card scanner on your phone, so you can process card payments, even better.

The next level up for speaking is conferences and in-house events run by bigger companies. We'll look at this in more depth in Insight 13.

Joint Ventures

Who else has the same kind of audience you do? So, if you're aiming to engage small business founders with up to 20 staff in service industries, which other companies also have the same target audience?

This is where you create a win-win and offer them an email introduction to your list, if they're willing to do the same for you.

You each write what you want to say and then that is emailed out to the other's audience.

So, you provide your promotional offer, and your joint venture partner will usually write their own introduction to it for their list – and vice versa.

This is usually a single email campaign – often just one message, but occasionally up to three messages spread over a week or ten days.

When someone clicks the link in your JV partner's email, they should go to a page where they not only get whatever the promotion is (maybe a special offer on your book), but are also prompted to sign up to your list to get more goodies. That way they join your list, which means you can email them again without having to go through your JV partner.

This week's assignment

Use the **Promotion Tools worksheet** to start putting together your PR plan.

Write another chapter!