



## 10 THINGS AUTHORS AND EDITORS CAN DO TO HELP PROMOTE THEIR BOOKS

1. Please complete your **Marketing Questionnaire** and return it to us, answering the questions in full to ensure we do not miss any important marketing opportunities.
2. Contact your (institutional) **library** and/or **bookshop** and recommend that they stock copies of your book.
3. Mention your book whenever you give a **talk or presentation** to peers. Please also let us know in good time if you are attending any future **conferences** so that we can try to send you some 20% discount flyers for the delegates and a display copy of your book.
4. If you are writing an **article** for a newspaper, magazine or journal, which relates to your book, let us know and we will do our best to set up **reader offers** and ensure that your book is mentioned.
5. Anthem will send you a **PDF flyer** for your book, just before publication, which you can circulate to your friends and colleagues, your university librarian and campus bookshop. If time is of the essence, you can also download a print-friendly information sheet for your book from your book's webpage.
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8. If you are a **blogger**, don't forget to mention your book. We can help you create a link to the Anthem webpage. Do you read any one else's blog? Could you initiate a discussion about your book or encourage one of your colleagues to write about your book on their blog?
9. Are you a member of a group which uses **email newsletters, online discussions or website forums**? Your book could feature in these; why not ask the moderator of the group to mention your book? These forums are usually non-commercial so they would prefer to hear from you, rather than a publisher.
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