

## **Author's Guide to Online Marketing, Publicity, and Social Media** — *What you can do to help promote your book on the Web* —

### **1. Author Websites**

Now more than ever, a personal website is a crucial tool for promoting your books. Websites make it easy for the media and potential readers to find you, and they provide a venue for you to broadcast new information. Through your website, you can publicize your areas of expertise, upcoming speaking engagements and workshops, in addition to any publicity about you or your books—such as reviews or an article in which you are quoted.

Here are several examples of websites of Guilford authors:

[www.normanrosenthal.com](http://www.normanrosenthal.com)

[www.drdansiegel.com](http://www.drdansiegel.com)

[www.mindfulselfcompassion.org](http://www.mindfulselfcompassion.org)

[www.jodigoldmd.com](http://www.jodigoldmd.com)

Building and maintaining a website need not be expensive or time-consuming. A good way to find a professional web designer is to visit the sites of colleagues and friends. Usually, they will link to the designer at the bottom of the homepage. If you are affiliated with a university, another good option is to hire a student to help. If you have trouble finding a web designer, we can recommend one.

Your website should always include a picture of your book's jacket and a link to purchase your book on Guilford's website. It is also important to include links to purchase the e-book version. Since some sellers only offer e-books that are compatible with one device (for example, Amazon only sells e-books for Kindle) it's best to provide a few options. In addition to linking to Guilford, you can link to these resellers: [Apple](#), [Amazon](#), [Barnes & Noble](#), [Kobo](#), [Google Play Books](#), and [eBooks.com](#). We are adding new resellers all the time. Here is an easy line to add, which you can add links to and customize as needed:

"Order direct from the publisher, Guilford Press (print and e-book), or at your favorite online bookseller, including Apple, Amazon, Barnes & Noble, eBooks.com, and Google Play Books."

You should also consider adding a Share This button to your book on your website. This tool will allow visitors to share information about your book via their own social media platforms, including Facebook, Twitter, LinkedIn, Pinterest, and many others. For more information visit <http://www.sharethis.com> or email [dazzia@guilford.com](mailto:dazzia@guilford.com).

For any questions about setting up your website or establishing links to or from the Guilford website, please contact our Website Content Coordinator, Dazzia Szczepaniak, at [dazzia@guilford.com](mailto:dazzia@guilford.com).

### **2. University Departmental Websites**

Ask your department library and main institution library to order copies of your book. An easy way for you to do this online is use the "Share" feature on your book's product page on the Guilford website.

Most universities encourage faculty to post a brief bio or CV on their departmental website. Make sure your bio mentions your book and includes a link to your book's page on Guilford's website. Guilford's Website Coordinator can supply the appropriate URL. Contact her at: [dazzia@guilford.com](mailto:dazzia@guilford.com).

If your department or institution has a monthly newsletter or e-newsletter, include an announcement about your book with a link to the book's page on Guilford's website.

### 3. Blogs

If you are willing to write about your subject regularly (at least twice a week) a blog can be a terrific way to build an audience for your book. Consider approaching established media outlets in your field about blogging opportunities on their websites. For example, [psychologytoday.com](http://psychologytoday.com) and [psychcentral.com](http://psychcentral.com) have extensive networks of psychologists who blog for their sites. As an added benefit, your blog would have a built-in audience.

**4. Facebook:** With over a billion users, Facebook is a user-friendly and cost-effective way to spread the word about your book.

**Trade Authors:** We recommend creating a Facebook author page, which can include photos, a forum for discussion, video clips, a calendar of upcoming events, and more.

Here is an example of a Guilford author's Facebook page:  
<http://www.facebook.com/normanrosenthal>

Some helpful Facebook tips:

- Build an information-rich page. Tell visitors what you're working on. Readers are very interested in the process of writing a book!
- Use your author photo for your profile picture. If you need a jpeg, email Guilford's publicist ([lucy.baker@guilford.com](mailto:lucy.baker@guilford.com))
- Ask Guilford's publicist for permission to post an excerpt from your book ([lucy.baker@guilford.com](mailto:lucy.baker@guilford.com)).
- Consider "liking" Facebook pages that relate to your book topic (click the "like" button that appears next to the page's name). For example, if your book is about autism spectrum disorders, "like" the Autism Awareness Facebook page. This will increase traffic to your own page.
- If you are comfortable doing so, comment on the posts of these organizations. It will put you on the radar, so to speak, and increase traffic to your own page.
- "Like" Guilford's Facebook page. This is a great way to connect with other authors and keep up with the news.
- Don't just advertise your book; post thoughtful, related content instead. A recent article related to your subject matter, or a link to a conference you are attending are two great examples. Facebook readers want to hear from a person, not a machine.
- Add hashtags your posts, such as #motivationalinterviewing or #executiveskills. When other users do a search using those terms, your post will appear in their feed.
- Always post any media you do (articles you are interviewed for or mentioned in, news appearances, etc.) and tag the source (@New York Times, @Huffington Post, etc.).
- If you have a website, make sure to include a Facebook button in a prominent location. I would suggest in the upper right corner, just beneath your name.

**Professional Authors:** You may not wish to create an author page. If you already have a Facebook presence, consider announcing your book upon its publication. Include a link to Guilford's page for the book, as well as a picture of the jacket.

**5. LinkedIn:** This site allows you to connect with professional contacts. Building a profile is free and typically takes fewer than 30 minutes. Once you have established a profile, you can "link" to people you already know and join relevant groups ("United States Mental Health Professionals," "Books and Writers," etc.). From there, you can share information about your own book, website, etc.

### 6. Email

**Auto Signature:** If you are comfortable doing so, add information about your book to your email auto signature. Be sure to include the title, on-sale date, Guilford's page for the book, and--if applicable--a link to your website or blog.

Here is an example:

Your Name  
Phone Number  
Address  
Author of \_\_\_\_\_  
[www.guilford.com/p/ISBN](http://www.guilford.com/p/ISBN)

**Leverage Your Professional Contacts:** If you are comfortable doing so, send an email to your colleagues and other professional contacts announcing the publication of your book. You might also ask them to consider posting a review on major bookselling sites like Amazon and barnesandnoble.com. Ideally, your book should have at least four positive reviews on each site.

**7. Self-Service Flyers:** Through Guilford's website, it is possible to assemble a simple flyer for your book that includes basic information, endorsements and reviews, and an order form, along with an optional 20% discount. To create your flyer, go to Guilford's page for your book and click the "create flyer" icon in the top right corner.

## 8. Wikipedia

**Wikipedia:** If you have made significant contributions to your field, you may already have a Wikipedia entry, or you may wish to work on creating one (featuring a bio, list of published works, areas of expertise, awards, and links to relevant websites). Wikipedia also has many topical pages that may relate to major themes of your work. Such pages usually include a Bibliography and/or Further Reading suggestions, as well as links to external websites. You can easily add your book(s) and research website, if applicable. Information on how to create and edit Wikipedia pages, including the importance of objectivity, can be found here: [http://en.wikipedia.org/wiki/Wikipedia:Your\\_first\\_article](http://en.wikipedia.org/wiki/Wikipedia:Your_first_article).

Below are some examples of Guilford author Wiki pages. We think it's effective if you create a bio box (see Aaron Beck's wikipedia link below). Adding a picture in the box is a nice touch.

Aaron T. Beck - [http://en.wikipedia.org/wiki/Aaron\\_Beck](http://en.wikipedia.org/wiki/Aaron_Beck)  
Stephen Rollnick - [http://en.wikipedia.org/wiki/Stephen\\_Rollnick](http://en.wikipedia.org/wiki/Stephen_Rollnick)  
Norman Rosenthal - [http://en.wikipedia.org/wiki/Norman\\_E.\\_Rosenthal](http://en.wikipedia.org/wiki/Norman_E._Rosenthal)

## 9. Amazon

**Amazon Author Central** is a free service allowing you to help promote your works via an Author Page. With minimal maintenance, your Page can be a good way to connect with readers and potential customers. It's also a critical tool for increasing the visibility of your books within Amazon searches. To set up your Author Central account visit: <https://authorcentral.amazon.com>. Procedural Note: be sure to set up your name exactly how it appears on your books.

Some helpful Author Central tips:

- Make sure all your books are listed and keep your bio up to date
- Include an author photo
- If you have a website or blog, link it to your Author Page
- Include video. Short media clips and interviews are a great way to enhance your Author Central page. Just be sure that you have permission to use the material

Here are some examples of Amazon Author Central Pages of Guilford authors: [Norman Rosenthal](#), [Ellen Kirschman](#), [Mark Williams](#).

**Promote and Manage Reviews:** Positive customer reviews on Amazon are critical to your book's success. They help turn people who are just browsing into buyers. Reach out to your contacts and ask them to post positive comments on your book's product page. Manage your reviews by clicking on "Was this review helpful?" This tool can move a bad review to the bottom and a good one to the top. You can also comment on reviews using the "Comment" link at the bottom of each review.

*Contact Lucy Baker in Guilford's Publicity Department with any additional questions about Web-based promotional activities. She can supply you with images of your book's cover, promotional copy, and endorsements. You can reach her at [lucy.baker@guilford.com](mailto:lucy.baker@guilford.com), (212) 431-9800 ext.257. For a link to your book's page on Guilford's website, contact [dazzia@guilford.com](mailto:dazzia@guilford.com).*