

# GUILFORD'S GUIDE TO BOOK PUBLICITY

Everyone at Guilford works hard to ensure the success of your book(s), but there are many ways in which you as the author can help increase visibility and awareness of your titles.

Here are our top five tips for publicity and self-promotion.

## 1. Harness the power of online booksellers

People buy more books online than anywhere else. Here's how to help your book stand out onscreen:

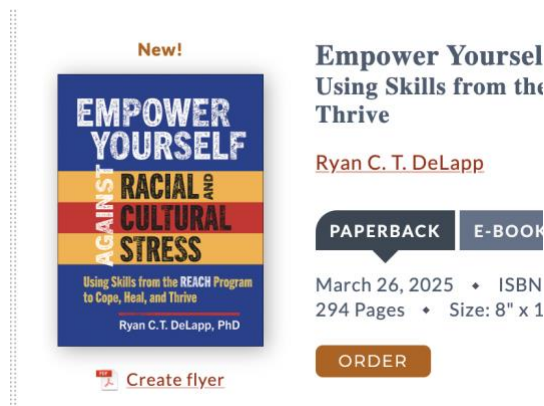
- Solicit customer reviews. We simply can't stress this enough. Reviews and starred ratings are incredibly important (especially on Amazon). Once your book is available for purchase, send an email to friends and colleagues asking them to post brief, positive reviews. For reference, here are [Amazon's Community Guidelines](#).
- Join Amazon Author Central. Create an Author Page to share information including your bio, author photo, links to your website, blog, or social media, and video content. *Be sure to sign up with your name exactly as it appears on your books!* Here are some examples: [Norman Rosenthal](#), [Ellen Kirshman](#), [Mark Williams](#).
- Always link to your book! Be sure to include a link to your book (on Amazon or B&N as well as Guilford) wherever you mention it—in your email auto signature, a blog post, article byline, etc.

## 2. Share news on social media

- If you are on Facebook, Instagram, Twitter, or LinkedIn, share news about your book. Great things to post include the cover design, advance praise, and sample chapter (all of which can be found on your book's page at [Guilford.com](#)). *Don't forget to include a link to Guilford and to tag us in the post, so we can reshare and maximize visibility.*
- If your university or place of employment is on social media, ask if they will share news of your book as well.

## 3. Make the most of conferences and utilize Guilford's self-service flyers

- Your next conference is a great place to promote your book. Be sure to mention the title in any presentations, and bring a copy or two to display.
- It's easy to assemble a simple flyer for your book that includes basic information, endorsements and reviews, and order information, along with an optional 20% discount. To create a flyer, visit Guilford's page for your book and click the "create flyer" icon in the top right corner. (See image below for an example.)



#### 4. Connect with your university and other professional affiliates

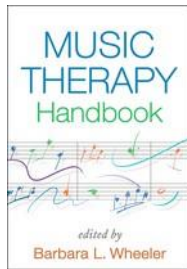
- Most universities, as well as hospitals and group practices have websites with sections dedicated to staff bios and publications. Make sure that your bio mentions your book and includes a link to Guilford. If possible, it's even better to include a picture of the cover.
- If your university/place of employment has a public relations department, reach out and ask if they would be willing to feature the book in an upcoming newsletter or other publication. (If you would prefer, [Lucy Baker](mailto:Lucy.Baker@guilford.com) (Lucy.Baker@guilford.com), Guilford's Publicist, can do this on your behalf.)
- 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. (See image below for an example.)



#### 5. Create an email signature that highlights your book

- This is a great "set-it-and-forget-it" tip. Add a link to your book (and a cover image!) to your email auto signature. Here is an easy tutorial for [how to set up an auto signature with an image in Gmail](#).
- Here is an example of what a terrific auto signature might look like:

Barbara L. Wheeler, PhD, MT-BC



[Music Therapy Handbook](#)

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