

### **Eight Marketing Tips for Authors**

*Berghahn Books is an independent scholarly publisher geared towards the academic library market and course adoption. We are very pleased that you have chosen to publish with us. Our marketing endeavors will focus on increasing the awareness of your book to the scholarly community, academic librarians, and when appropriate, the informed general reader. What follows are eight things that you can do as an author to help us achieve our goals together – improved sales for your book, and sharing your ideas and research with the widest possible audience.*

**1) Return your Author Promotion Form (APF).**

–The APF is the marketing department’s primary resource in devising a sensible strategy for your book

**2) Add a link about your book to your email signature.**

–This should be done three months before your book’s publication. On the Berghahn Books website you can find a link to your book. We will update this page with review quotes, endorsements, and relevant information about your book.

**3) Activate your Amazon’s Author Central Page.**

–This can be done from this website: <https://authorcentral.amazon.com/> It will require having an Amazon account. Let us know when you do this, and we will approve the request, which goes through the publisher. Once you have access to this page, it will group all your work together, and you can customize your bio, add an author photo, and more.

**4) Send an email to your friends, family, colleagues upon the book’s release.**

–We will also send an email newsletter announcing your work.

**5) Write a blog post/op-ed for Berghahn Books blog.**

–Berghahn maintains an active blog and social media presence with accounts on Facebook, Twitter, and Tumblr and a Word Press blog hosted on our website. You are invited to write a short post on the topic of your book – what inspired you, a description of particularly interesting areas of research, or perhaps how your research is applicable to current events. If you have additional questions, please let us know.

**6) Post a notice about the book in your field’s list serve.**

–All the academic fields in which Berghahn publishes have active and vibrant list serves, many of whose members will be interested in hearing about your book. If you would like guidance on which list serve to approach, please let us know.

**7) If you are a member of any societies, institutions, or organizations, we encourage you to reach out to them directly with an announcement of the publication.**

– Our research has shown that word of mouth is one of the most common ways for academics to find out about new books in their field, especially if it’s coming from a fellow academic.

**8) Engage your followers, friends and community on social media**

–Please let us know if you are a participant in the social media world, and follow us on Facebook and Twitter. Our social media coordinator will be able to amplify your posts announcing your book across our platforms. Our Twitter accounts include (@BerghahnBooks, @BerghahnAnthro, @BerghahnHistory, @BerghahnFilm, @GirlhoodStudies) and we can also be found on Facebook and Tumblr under Berghahn Books.

Many thanks again, and we look forward to working with you.