

 WILEY Author's Guide to
ONLINE
Marketing & Publicity



Author checklist

The basics

- Make sure that there are three positive user reviews for your book at key online retailers.
- Beginning four months pre-publication, check the product page for your book at key online retailers and make sure the information is complete.
- Develop an list of your contacts' email addresses and send them all an email letting them know that your book has published and ask them to spread the word.
- If you're already on Facebook, Twitter, or LinkedIn, reach out to your friends, followers, and contacts to let them know about your book and ask them to let their contacts know about it.
- Complete the Wiley author questionnaire and submit to your editor. Pay particular attention to the section on media contacts.
- Add your buy the book page (www.wiley.com/buy/isbn) and publication date to your email signature.
- Add "author of" to the byline of any articles that you publish

More effort, but worth the work

- Use the tools that the online booksellers offer
- Try *at least one* of the social networking tools below. If it's helping to build your community, try another!
 - Develop your profile on LinkedIn and find connections who are also a part of that network
 - Develop a Facebook fan page
 - Send an email to your list of contacts asking them to become "fans"
 - Include a link to your fan page in your email auto signature
 - Send your editor a link to your fan page
 - Join Twitter and begin to develop a following
 - Let your contacts know that they can follow you on Twitter
 - Include your handle in your email auto signature
 - Send your editor your Twitter handle
 - Use blogs to develop community
 - Start reading blogs that are related to the subject area of your book
 - Become involved by commenting and, where appropriate, linking back to your own site

Author checklist

- Leverage professional and academic connections
 - Article or mention in alumni magazines
 - Feature on professional websites
 - Bulk sales of title from a society

Taking it to the next level

- Develop a website or blog
 - Share your URL with your editor
 - Include a link to your website or blog in your email auto signature
- Create an author profile on Goodreads and start having a conversation with your readers.
- Create an original article based on the book around news topics of the day and share with your editor.
Publicity may then be able to use this as a hook
- Be sure to mention your book wherever speaking, writing, or when being interviewed
- If you hire a publicist, make sure Wiley is aware, so that we can coordinate activities
- Video
 - Create a 1-3 minute promotional video
 - Post to your blog and/or website
 - Post to YouTube
 - Send your editor the link to the video on YouTube so that they can share with the online booksellers
- Host an online book signing with Kindlegraph or Autograpghy