



AUTHOR

WHAT CAN YOU DO?

Pre-Publication

- Attend other author events way in advance of your book publishing to become familiar with them.
- Become a customer of some of your local stores if you aren't already.
- Start talking about your book! Tell your friends, colleagues, and anyone else you encounter.
- Build an audience via social media, personal blogs, and personal/professional contacts
- Respond promptly to media requests
- Inform your publicist of any events or media requests you receive. Your publicist will be excited for you and can make sure review copies, press releases and promotional materials are sent.
- Compile email lists for email blasts. Think of both professional and personal contacts who would be interested in your book.
- Claim your Amazon Author Central page
- Have an author photo taken

Post-Publication

- Continue posting about your book
- Attend festivals and conferences
- Keep an eye on local retailers who may host local author events