

How you can help to market your book

Your Calendar

Please do inform us of any related exhibitions / cultural programming, around which we can promote your book. Please also inform us of speaking engagements, panel discussions, or conference sessions in which you're involved.

Email

If possible, please do add an announcement and link to your book in your email signature.

Website

If you have a website, please do add a link to the book webpage and an image of the book cover. Let us know if you would like us to provide info/images.

Social Media

If you use social media, please do post a photo of the book to announce its arrival. For example, upon receiving and opening your advance copy, as a 'behind the scenes' insight. Please tag @lhartbooks and we will share this.

Also, where possible (on Twitter/Facebook/LinkedIn) please pin a post about the book to the top of your account.

Academic Department

Does your institution/academic department have a PR or communications department with who might help promote your book? Sometimes Development Officers will post about Alumni books, or if you have an online bio on your institution's website, you may be able to add a picture of the book and link to the book webpage.

Similarly, if you belong to an academic (or other kind of) list-serv, please do post about your book (if this falls within the rules of the group).

Blogpost

We have a blog on our website where we feature posts to celebrate the launch of our books. Blogposts vary in format: giving insight into how your book came about; celebrating key anniversaries/figures; discussing current affairs linked to the topics of the book; using extra material not included in the book. Please let us know if you would be willing to write a short article for the blog and if you have thoughts on the format. Examples can be seen here: www.lundhumphries.com/blogs/features/

Bookshops

A lot of authors are keen to see their books in their local shop, and though our trade representatives will regularly visit bookshops, we cannot guarantee a buyer will stock the book. An author approach can sometimes be the personal touch a book buyer needs to decide to stock your book! So do feel free to approach your local bookshop about stocking your book, if relevant, as many bookshops have a 'local authors' section and would be keen to have you input.