



UNIVERSITY OF CALIFORNIA PRESS

The Scholar's Guide to Book Promotions

Our marketing and publicity team is here to help make sure your book reaches the right audience. We find that books are most successful when authors actively help promote their book.

Here's a quick overview of our promotions process and some steps you can take to promote your book and develop your public platform. This timeline may vary depending on the project.

UC Press	Author Checklist
<p>6-7 mos Promotions Planning</p> <p>Our marketing staff will be in touch with the first items we need to start working on your book: the APQ.</p>	<ul style="list-style-type: none"> ● Fill out your Author Promotions Questionnaire (APQ) ● Start planning submissions for important conferences
<p>4-6 mos Pre-orders Available!</p> <p>Our staff creates your book page on our website, coordinates with distributors, and makes pre-orders available.</p> <p>We'll also list your book in our seasonal catalog.</p>	<ul style="list-style-type: none"> ● Start announcing your book to your networks: <ul style="list-style-type: none"> ○ Update your email signature ○ Update your social profiles (in your bio, profile banner, pinned tweet) ○ Update your personal/professional websites to feature your book ○ Send email announcement that book is available for pre-ordering ● Check-in with department and university media team to see how they can support you ● Create your Amazon author page ● Launch your website (if relevant) ● Subscribe to relevant listservs and blogs ● Start planning speaking opportunities
<p>1 mo Ramping up Promotions</p> <p>Our publicity team will reach out with a finalized list of outlets that we will send review copies.</p> <p>Close to your pub date, our marketing team will send out email promotions for your book.</p>	<ul style="list-style-type: none"> ● Consider pitching op-eds and articles for blogs or media on topics related to your book ● Ramp up your social media presence and consider doing a "sneak preview" social campaign ● Plan a book launch event with your institution ● Plan an announcement to your networks (colleagues, research centers, academic societies and other listservs that you belong to) ● Reach out to colleagues about Zoom events, colloquia, or guest lecture opportunities

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<p>Pub Congrats - You’re Published!</p> <p>Marketing and Publicity will be in touch as we send out promotions or hear back on reviews. Please send along any news or updates so that we can help cross-promote.</p>	<ul style="list-style-type: none"> • Announce your book to your networks via email, listservs, group memberships, online forums, and social channels • Distribute your book flyer at conferences and speaking engagements • Write a blog for the UC Press website • Consider pitching op-eds, writing articles, fielding interviews • Ask colleagues to post a review on social channels • Share reviews and event information on your social media and on your website (if relevant)
<p>3-6 mos post Sharing Exciting Updates</p> <p>Our marketing team will help cross-promote speaking engagements and media hits, and will keep you informed of ongoing promotions. Our publicity team can help field additional review copy requests.</p> <p>Our Awards Manager will also coordinate submissions for the awards you noted as the deadlines approach.</p>	<ul style="list-style-type: none"> • Continue to post reviews and event information to your social media profiles and on your website • Send any additional review copy requests to your publicity manager • Keep us informed of any exciting announcements around events, reviews, and awards • Participate in academic conferences, and alert us if you’re speaking • Continue to distribute your book flyer at conferences and speaking engagements
<p>12 mos post Author Experience Survey</p> <p>We’ll be in touch to ask how your publishing experience was.</p>	<ul style="list-style-type: none"> • Complete our author experience survey • Share news of any awards or positive reviews of your book • If relevant, partner with marketing team on instructor resources or content to promote your book for course adoption • Post about your “book-aversary” on social media



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How to Promote Your Book

Wondering how to promote your newly published scholarly book? Here are some tips to support your promotion efforts. Focus on the action steps that make the most sense for your publishing goal and target audience.

- **Announce the book to your networks.** Announce your book to colleagues, professional/academic societies, institution, and friends and family. On your UC Press book webpage, you'll find a promotional book flier that you can include in the announcement (click the "create a flier for this title" link). Consider sending out a few emails to different groups and posting to relevant academic forums or societies. Ask folks to consider posting on social, and inviting you for speaking engagements.
- **Add your book to your online profiles, email, and social.** Make sure you include the link to your book page on your email signature, websites, and social media profiles. Don't forget sites like Academia, Google Scholar etc. For Twitter, consider adding a pinned tweet and a Twitter banner featuring the book.
- **Connect with your university communications team.** Reach out to the media relations team at your school to see how they can support (interview, press release, social media). Contact relevant alumni magazines to coordinate an announcement.
- **Reach out about virtual speaking engagements.** Reach out to your networks to see if anyone is interested in having you do a virtual talk. As you have upcoming events, tag @ucpress on social or reach out to UC Press so that we can help you cross-promote.
- **Consider blogging or submitting an op-ed.** Write a guest post for the UC Press blog, or submit to another outlet within your field (See the OpEd Project for submission guidelines for a range of outlets). Many scholars have luck submitting to sites like The Conversation, which focuses on academic work and sometimes gets picked up by larger news outlets.
- **Engage in relevant conversations on social.** If you're willing and able to consistently post on social media, engage in conversations relevant to your book and subject area to build your platform. This is especially worthwhile if you're working on expanding your public profile and hope to reach a broader audience outside of the academy. We usually recommend starting on Twitter, because it tends to be the most relevant for scholars. You can find tips on how to build your presence on social media [here](#). As you share content, make sure to tag @ucpress so that we can help amplify your efforts!
- **Build a personal website.** While not necessary for promoting academic work, a personal website can help expand your public, digital profile. Please reach out to the Author Marketing Communications Manager if you'd like feedback, examples, and tips for building your personal website.
- **Complete your Amazon author page.** Work on filling out your Amazon Author Central page. Having an extended bio, a photo, and a page that links to all your works helps with searchability on Amazon. We have a guide on how to do this [here](#).

Questions? Contact Teresa Iafolla (tiafolla@ucpress.edu), Author Marketing Communications Manager.