6 Simple Book Publicity Tips

Teena Hughes shares six simple things you can do to help your book by getting some publicity — they don't take long to do, and are either no-cost or low-cost.

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Twitter Hashtag

Use the VERY popular hashtag #coverreveal when you're revealing your book cover on Twitter.

Announce the Title

A book's "Title" announcement is a major milestone! Remember to share a few essential details about your career, an interesting sound bite about the book, how the title ties in with events, or characters in your book





Sound Bites

Create an audio file/sound bite for the first exciting sentence of each chapter. add your site/blog links (and a Call to Action — e.g. "sign up for more!").

Create a blog post for each, and share on all the social media locations you use.







Word Count

Blog/tweet etc about how many pages/words you've written, the Titles you're considering, even a short excerpt.

Do this as you progress --10% done, 25%, 50%, 75% etc to build excitement & anticipation.



Press Release
When you're ready to tell
the world you're about to
write a book, write a Press
Release and distribute it all
over the internet.
Turn it into a video and an
audio and publish those
everywhere too.



Announce you've finished writing!

Share the excitement, share photos, snippets, turn this event into a STORY.

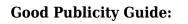
Take 1-2 min videos of you actually writing, and talking about the book.

Share everywhere.

Pat yourself on the back!

Good Publicity Guide

AW Chickering



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