



Marketing Ideas for Authors

- Create a card or small flyer that announces your availability for presentations or workshops at libraries and schools. Your presentation should be free if possible. If not, be sure to list a reasonable fee.
- Copy a short section from your book that serves as a sample of your writing and the contents. Use an image similar to the book's cover at the top or on the front. Be sure to include your contact and sales information.
- Use something from your book as the basis for a freebie. For example, a children's book can copy one of the illustrations as a coloring sheet. A cookbook might reproduce one or two recipes. A tourist guide could list the top ten attractions. Copy these in quantity and give away.
- Create a postcard from an image and content in your book. Maybe this is an inspirational quote or a piece of advice. Copy this in bulk and give away, along with 23 cent stamps.
- Make one or more bookmarks with variations on images and words from your book. Copy on light cardstock in bright colors.
- If your book has a special theme or hook, use this in promotion. For example, for a health book, you could staple a short message about your book to a single bandage and give these away by the handful. A love story might draw attention if you tape candy kisses to a promotional card.
- Keep a bowl of candy, raisins, wrapped crackers or other treats so passersby stop to munch and talk.

Remember, your goal for many events like this is to make contacts, not necessarily immediate sales. A smile, an offer of candy, a question or comment can establish an initial connection. Then capture names and contact information for your permanent mailing list!



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