

Book Marketing/Promotion Checklist 22 Ways to Promote and Sell Books

**By
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The following Checklist is designed to help you to quickly review your organization's methods of marketing and promoting books. In order to fully exploit each book's full potential, you should be using each tool and technique listed below. You should also be checking your books' sales potential in each channel of distribution.

Tools and Techniques of Book Publicity

- News Releases- Send to related to trade/professional news and events publications
- Review Copies- Send to trade/professional primary/review journal/magazines with book reviews
- Review Copies- Follow-up- letter and phone calls can pay off with reviews
- Publish excerpts from forthcoming book in your organization's periodicals
- Free Book Listings-including *Books in Print* and *Gale's Directories*
- Author Tours and Press Conferences
- Exhibit at All of your Organization's Conferences- Bookstore with author appearances
- Books Shows and Exhibits -Book Expo America Specialty Shows and related academic conferences and exhibits
- Library Conferences-American Library Association, Special Library Association, etc.
- Cooperative Exhibit Services-these services often display titles from multiple publishers as an option for publishers who can't budget to individually attend all relevant conferences

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Direct Mail Promotion

- ❑ Catalogs- entire product line, specialty or seasonal
- ❑ Brochures-usually on specialty product line or devoted to a new publication, always show related backlist titles
- ❑ Postcard Prepublication Announcements
- ❑ In other association materials where/if appropriate

Book Marketing Channels of Distribution

- ❑ Wholesalers and distributors
- ❑ Retail Stores-generally through wholesalers also
- ❑ Institutional Sales –classroom adoptions
- ❑ Libraries (usually through wholesalers)
- ❑ Some direct/individual sales

Miscellaneous

- ❑ Space Advertising in Magazine-in relevant trade publications
- ❑ “House Ad” in your organization’s periodicals
- ❑ Licensing E-Publishers-generally handled as book subsidiary rights sales
- ❑ Online Bookstores—your own & the Amazon, Barnes & Noble, etc.

Other McHugh Publications On Book Publishing Management

- *McHugh Book Publishing Management Basics—3 Publications, See Below, \$12.00, Publication Number B-2*
 1. *Introduction to Book Publishing as a Business: The Realities of and A Framework for Success*, 4 Pages, 4 pages, (B-2-1)

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2. *How to Forecast the Sales of Books, Pages, (B-2-2)*
 3. *How to Figure the First Printing of a New Book, 4 Pages, (B-2-3)*
- *Book Publishing by Associations, Institutions, and Companies: An Overview of the Various Aspects Essential for Success, 14 Pages, \$14.00, Publication Number B-4*
 - *How to Organize a Book Company: 15 Essential Organizational, Strategic, and Financial Elements, 6 Pages, Publication Number \$6.00. B-5*
 - *How to Sell to the College Market: Six Ways to Promote and Sell Your Books for Classroom Adoption, 12 pages, \$12.00, Publication Number B-7*
 - *Book Inventory Management and Control: Overview and Suggested Guidelines, 10 Pages, \$10.00, Publication Number B-9*
 - *Managing Book Acquisitions: An Introduction, 100 Pages, \$70.00, Publication Number M-12*
 - *College Publishing Market: Third Edition, 99 Pages, \$70.00, Publication Number M-11*
 - *Book Publishing Contracts: An Introduction, 68 Pages, \$70.00, Publication Number M-13*

About John B. McHugh, Publishing Consultant

McHugh, a 30-year veteran of the publishing business, is a successful publishing consultant. He is the author of the **McHugh Publishing Management Series**—50 practical publications on all aspects of publications management.

McHugh is an experienced association-publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality, a 120,000 member professional association based in Milwaukee, WI. For a two-year period, McHugh served as the Interim Publisher at the Project Management Institute, a Newtown Square, PA. based, 100,000 member professional association.

In the private sector, McHugh has worked for Houghton Mifflin and Wadsworth. For a four-year period, McHugh owned and operated his own book publishing company.

McHugh Specialties

● Association Publishing	● Journals/Periodicals
● Book Publishing	● Organization Design/Structure
● Copyrights and Permissions	● RFP (Request for Proposal) Preparation

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• Contracts/Publishing Agreements	• Publishing Management Audits
• Executive Recruiting	• Start Ups: Books, Journals, Magazines

In addition to providing management consulting services, McHugh can provide custom developed, in-house training seminars to meet your specific needs. He is fully qualified to serve your organization as an interim publishing executive.

Call John B. McHugh now at 414-351-3056 or e-mail j.b.mchugh@att.net to ask any questions or discuss your consulting needs. Visit www.johnbmchugh.com to review a large number of his free publications.

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