



McHugh's Book Marketing/Promotion Checklist: 22 Ways to Promote and Sell Books

By **John B. McHugh** *Publishing Management Consultant*

B-10 © 2009 by John B. McHugh

This *McHugh 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. Also, this checklist will remind you to evaluate your books' sales potential in each channel of distribution in order to maximize sales.

TOOLS AND TECHNIQUES OF BOOK PUBLICITY

- News Releases — Send to related 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 books 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

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.

McHugh's Book Marketing/Promotion Checklist:

22 Ways to Promote and Sell Books page 2 of 2

© 2009 by John B. McHugh

ALSO OF INTEREST

Be sure to visit McHugh's Web site, www.johnbmchugh.com, for other free publications of interest to publishing professionals. Of particular interest to book publishers:

- B-12, *How to Evaluate the Book Acquisitions Function: 29 Questions to Ask*, 2009, 7 pages
- B-13, *Starting an Association Publishing Program: 20 Questions to Ask*, 2007, 3 pages
- B-14, *College Publishing Glossary*, 2009, 4 pages
- B-16, *Book Publishing Co-Publishing Basics and a Checklist of Questions*, 2006, 3 pages
- B-17, *How to Think about Author Advances: Six Tips*, 2006, 2 pages
- B-18, *Attributes and Traits of Successful Acquisitions Editor*, 2006, 3 pages
- B-19, *Editorial Strategic Planning for Book Publishers*, 2009, 2 pages
- B-20, *Tracking Book Author Prospects*, 2009, 2 pages
- B-21, *Book Publishing Classics*, 2006, 2 pages

NEED PRACTICAL INFORMATION ON PUBLISHING MANAGEMENT?

Visit McHugh's Web site, www.johnbmchugh.com, to print out free information on proven techniques of publishing management. At www.johnbmchugh.com you will find 46 papers, written on these topics:

- Association and Periodical Publishing
- Book Publishing Management
- Executive Recruiting
- Product Development
- Copyright and Rights Management

Feel free to share these *McHugh Publications* with your colleagues. Call **414-351-3056** or e-mail jack@johnbmchugh.com to suggest other topics of interest to you or to ask a question on anything I have written.

Jack McHugh