

THE ART OF
TALKING ABOUT
YOURSELF
AND YOUR
BOOK



Presented by
Jonathan Hall
Sarah Noell

Special thanks to **Yael Levitte, Lori Sonken, and Gabriela Elizabeth Vargas**

TALKING ABOUT
YOUR BOOK AND
PROMOTING IT
ARE NEARLY
AS IMPORTANT AS
WRITING THE BOOK
ITSELF.



THE KEY TO SUCCESSFUL MESSAGING IS SIMPLICITY.

Develop your elevator pitch.

How would you describe your book
to an eighth-grader or
a friendly grandparent?

Simplify the key elements of your
book into easily understood
and short soundbites.



YOUR BOOK'S WORD COUNT IS OVER 60,000 WORDS. EDIT IT TO 250.

Distill the essence of your book.

In no more than 250 words, describe what your book is about. Practice saying it out loud and time it. A minute/minute and a half is ideal, but don't go over two.

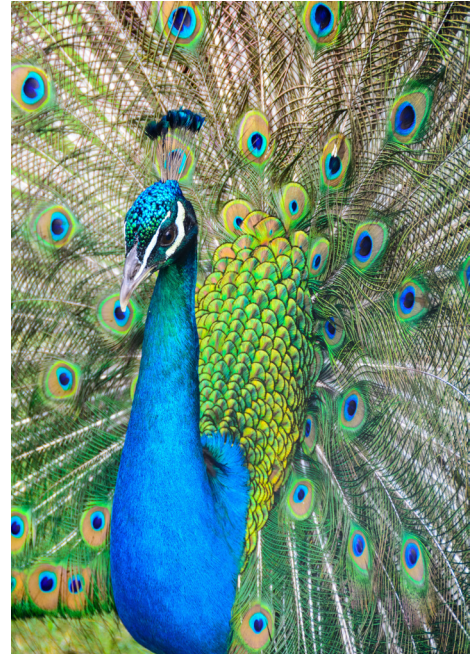


Refine, refine, refine...

CRAFT THREE “HOOKS” TO GET PEOPLE’S ATTENTION.


Determine what parts of your book will elicit a genuine response of, “Wow, that’s really interesting. Tell me more.”

What topics, stories, features, events, or arguments make your book attractive?

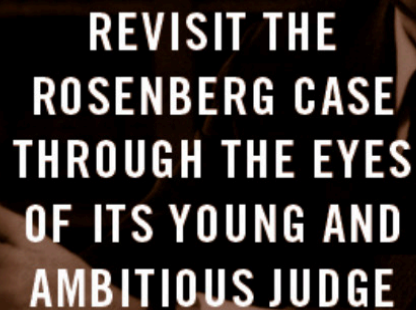


EXAMPLE HOOKS FROM AN AUTHOR

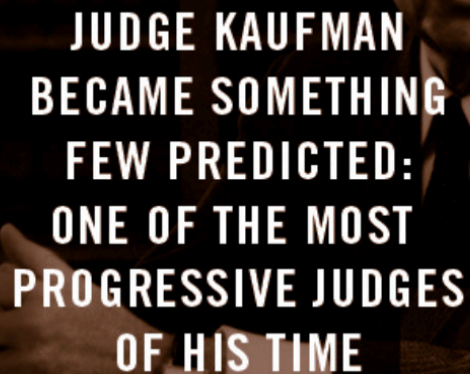
- 1) The ongoing crisis in Ukraine-Russia is producing another moment of heightened migration where global North countries in particular are embracing refugee integration. My book points to the ways that race, xenophobia, and anti-migrant sentiment influence refugee policy.
- 2) Inflation and housing costs are at the forefront of people's minds. At the same time, countries like Canada have committed to more immigration. This book tackles issues of housing and employment in the context of diminishing state welfare.
- 3) Refugee camps various countries in the global South are continually in the news. In particular, camps in Jordan, Greece, Ethiopia, Libya, Turkey, and Bangladesh are reported by Amnesty International and other sources as treating refugees poorly with evidence of forced labour, racism, detention, and genderbased violence amidst an overarching infrastructure of exclusion. My book thus also looks at the violence in these camps and the lived experiences of refugees from the camp to the city.



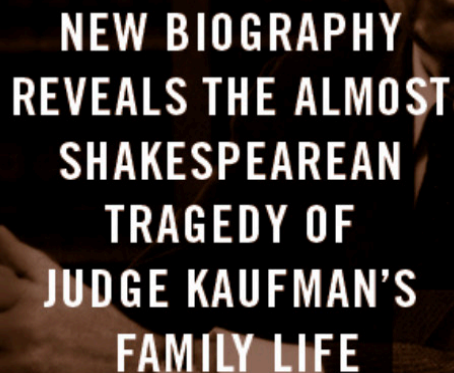
The Compelling Biography
— of —
**JUDGE
IRVING
KAUFMAN**



**REVISIT THE
ROSENBERG CASE
THROUGH THE EYES
OF ITS YOUNG AND
AMBITIOUS JUDGE**



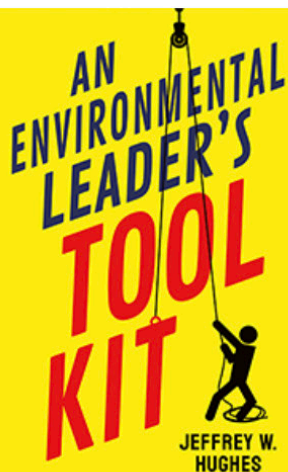
**JUDGE KAUFMAN
BECAME SOMETHING
FEW PREDICTED:
ONE OF THE MOST
PROGRESSIVE JUDGES
OF HIS TIME**



**NEW BIOGRAPHY
REVEALS THE ALMOST
SHAKESPEAREAN
TRAGEDY OF
JUDGE KAUFMAN'S
FAMILY LIFE**

“You’ll enjoy reading this book—and do more good for nature while you’re at it.”

MIKE TETREULT,
CHIEF PEOPLE OFFICER,
THE NATURE CONSERVANCY



“Hughes gives you the tools you need to solve environmental problems.”

DOUG BECHTEL,
PRESIDENT,
NEW HAMPSHIRE AUDUBON

Offers practical, on-the-ground advice for planning and executing environmental action

Provides bulleted “quick guide” lists and concrete examples of organizational documentation

Written in a highly accessible manner with humorous anecdotes drawn from the author’s experience

“If you want to know how you can make a difference, you have come to the right place.”

—Brett Walter, creator of the Climate Action Now app



“Krasny gives all of us confidence in embarking on the journey of doing things differently.”

—Thomas Elmqvist, Stockholm Resilience Center

Learn the most impactful things you can do to reduce emissions and fight climate change.

Scale up your positive impact by inviting friends and family to take action alongside you.

Discover how becoming more climate-friendly can add meaning and happiness to one's life.

STAY ON MESSAGE WITH YOUR TALKING POINTS & CONQUER THE WORLD.

You now have the best of both worlds - a brief overview and key points to your book **PLUS** the wealth of knowledge that you have from writing the book.

Use your talking points as building blocks for anything you write or say about your book.



**“STRATEGY AND TIMING ARE THE
HIMALAYAS OF MARKETING.
EVERYTHING ELSE IS THE CATSKILLS.”
— AL RIES**



OPTIMIZE YOUR TIMING

Nearly 80% of all sales of your book will happen in the first year.

Work together with your press's marketing department early to make to make sure your book gets maximum attention in this time frame.



YOUR BOOK IS ABOUT TO COME OUT. HERE'S WHAT YOU CAN DO.





tell everyone

- Tell everyone you know about your new book.
- Send emails to your contact list with a link to the book on the publisher's website.
- Share your book cover via email, on your website, and in your social media feeds.



add a link

- Put a link to the publisher's web page for your book in your email signature.
- Add a link to the publisher's web page for your book to your own organizational web page or personal website.
- Make sure your book is listed in your author bio so readers can keep an eye out for it.

use social media

Don't know what to post? Try these ideas.

Share news about your book, as well as podcasts, blogs, and articles that you find interesting and that are relevant to your field.

Engage in social media activity and with social accounts that boost your professional image, and establish you as a thought leader or creative influence in your current position and field of interest.

Keep it real. It's ok to be authentic and post about your personal interests or share things that you relate to in a more personal way. Speak in the first person. Use your own voice. Bring your own personality to the forefront.

use social media

Where to start

Twitter is a low-touch way to get involved in social media.

Profile photo, bio and links

Retweeting & liking

Follow colleagues, peers, journals, publishers and news sites

Tweeting

Facebook/Instagram/Mastadon/TikTok

If you're not already on these sites, it may not be worth your time to start.

social media best practices

Do's

Be consistent with posting and post on a regular basis.

Add relevant #hashtags on Twitter to expand reach.

Use visuals to make your posts eye-catching.

Don'ts

Don't post negative tweets.

Don't repost anything without doing your research first.



Erin Hill

1,023 Tweets



Follow

Erin Hill

@weedsciencenerd

Weed Science Diagnostician (she/her/hers) 🌿👓 @msudiagnostics Growing the finest weeds so I can then try to kill them, among several other odd specialties

📍 East Lansing, MI 🌐 pestid.msu.edu 📅 Joined March 2016

495 Following 787 Followers

Tweets

Tweets & replies

Media

Likes

↻ Erin Hill Retweeted



MIPN @MIPN_InvPlants · 8h

Sign up for the first three webinars of our new Emerging Midwest Invasives series. Visit mipn.org/presentations/ to register for these FREE events and to stay updated on other upcoming webinars.

NEW MIPN WEBINAR SERIES!



Erin Hill @weedsciencenerd · Mar 1

Everyday in diagnostics is different, today I received soil for a germination bioassay...I think some drying is in order first 😊



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Erin Hill @weedsciencenerd · Feb 28

Like many I've been testing the capabilities of Chat GPT...did you know it can help you flatter your equally nerdy spouse? 😊 I did have to work with it a bit, but not too bad 😊 @RoLoPhD

Give me a pickup line about LED greenhouse lights

Great suggestion! Here's another version of the pickup line that incorporates tea:

Here's a pickup line about LED greenhouse lights:

Are you an LED greenhouse light? Because you're illuminating my life, my love for you is growing stronger

"Are you an LED greenhouse light? Because you're illuminating my life and

Annie Pfeifer

682 Tweets



Follow

Annie Pfeifer

@anniepfeifer

assistant prof @columbia, #fairytales & Frankfurt school, modernism, tab hoarder, "To the #Collector Belong the Spoils" @CornellPress 2023, views my own

📍 New York 🔗 germanic.columbia.edu/content/annie-... 📅 Joined July 2021

999 Following 960 Followers

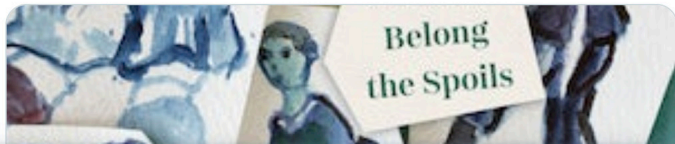
Tweets Tweets & replies Media Likes

📌 Pinned Tweet



Annie Pfeifer @anniepfeifer · Jan 9

My new book "To the Collector Belong the Spoils" from @CornellPress is now available early, special thanks to @MSK_CornellUP and @BethanyWasik for making it all happen!



Annie Pfeifer @anniepfeifer · 7h

Come join my salon on digital hoarding! I'll be discussing part of my new book on collecting and hoarding, published by @CornellPress

🌟 Interintellect @interintellect_ · Mar 1

How many tabs do you have open right now? How many unread emails or drafts of your latest document? Join Columbia Professor and professional tab hoarder Annie Pfeifer to explore hoarding and clutterphobia as timely afflictions of the information age.

interintellect.com/salon/hoarding...

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Annie Pfeifer @anniepfeifer · Feb 24

Published by @nyrbclassics

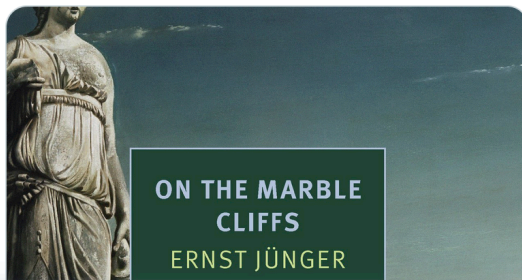
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Show this thread



Annie Pfeifer @anniepfeifer · Feb 24

Looking forward to teaching this important new translation of Ernst Jünger by @tesslewis94 with an introduction by @JezewskaJ



media outreach

Book Reviews/Media Coverage

Generate a list of scholarly and trade media publications that might be interested in reviewing your book.

Include relevant journalists, scholars and peers.

Email is the primary way to send books for consideration, physical review copies to follow.

Work with your publisher to arrange for digital/physical media copies.

media outreach

Podcasts/Interviews

They're a great way to connect with generalists or niche audiences.

Find the relevant podcasts in your field and work with your publisher to pitch your book.

New Books Network is a great place for scholars to start.

write a blog or op-ed

It is always good to try and make the content relevant and newsworthy, so connecting the blog post with some current event, or to a specific historical date or international celebration, etc., is a good idea.

Length: No longer than 800 words

Include a short title.

Include your short bio (no more than 2-3 lines). Add any social media handles that you may have, for readers to follow you if they'd like to learn more about you.



tell your institution

- Tell the media department at your university or organization about your new book.
- Provide them with the link to your book web page.
- Put them in contact with your publicist and/or the Marketing and Sales Director.



events

- **Set up talks about your subject matter at universities, relevant organizations, and annual conferences/meetings.**
- **Offer to do a virtual talk or presentation to a class.**

A wooden-framed letterboard with a black background and white letter tiles. The text on the board reads "REMEMBER WHY YOU STARTED." in all caps. The board is placed on a white desk. To the left of the board is a black camera with a lens cap. In the foreground, there is a license plate with the letters "KZG" and a green tree graphic. A globe is partially visible in the background on the left.

REMEMBER
WHY YOU
STARTED.

be bold and brave

We know it's uncomfortable to put yourself in the spotlight, but you can have self-promotion without shame.

You've spent countless hours in school, getting a degree, teaching, and enduring the extremely difficult work of writing a book.

All of these decisions have up led up to this point, this present moment where you now have an opportunity to share with the world your discovery, your insights, and your research. You've created this moment.

So take a deep breath, and walk out onto the stage. Share your wisdom and knowledge, and proudly bring your new ideas into this world.

questions

Any info for how to make a successful book launch virtual event would be very useful.

How to sell a hybrid book manuscript--combining history, memoir, ethnography, travel?

What to do to help make a popular science book a success?

What is a reasonable timeline and list of tasks for the author? I feel as if I could spend full time marketing my book, but I have to balance against ongoing responsibilities.

questions

With Zoom, I feel as if I could give book talks in multiple places by asking contacts if they would host me. Not sure how to make the ask.

How are people dealing with Twitter currently? I don't do much on Twitter and have mixed feelings about it.

It is pretty confusing to work with CUP because there are so many people that are responsible for different marketing aspects. Not sure if there is a guide to doing that. For me a Google doc where we could all update what we are doing in different categories might be helpful.

questions

What are the conditions for the reproduction of hi-resolution color images of artwork?

How do you bring up prestigious education (if relevant to the conversation) without seeming conceited?