

Set Your Book Up for Success: Important Things Every Author Needs to Know

Welcome: We are looking forward to working with you on your Harvard Education Press (HEP) book. This guide provides the information you will need specific to sales, marketing, and publicity. Below is a list of the key contacts at HEP to help support the successful launch of your title. Please feel free to contact us if you have any questions along the way.

Rose Ann Miller, Publicist, Rose Ann leads all media efforts, including book reviews at a range of publications. Roseann.Miller@gse.harvard.edu

Michael Higgins, Associate Director of Marketing, Michael is your main contact for any questions you have about marketing. Michael.Higgins@gse.harvard.edu

Victoria Lynn, Digital Marketing and Sales Associate, Victoria can assist with sales numbers, discount codes, events or special orders. Victoria.lynn@gse.harvard.edu

Customer Service: Please contact our distributor Publishers Storage and Shipping (PSSC) to order copies of your book using your 40% author discount. Phone (888) 437-1437 or Email orders@pssc.com

Things to Know Before You Start: Authors play a significant role in the marketing of their books. The most successful books Harvard Education Press (HEP) has published are those where the author and the Press have partnered together to reach the broadest audience possible. Authors will be contacted by HEP staff several months prior to pub date to discuss the marketing of their book.

HEP has many avenues for promotion and as authors you are uniquely situated to advance and reinforce our efforts. As an example, an author's institution, school, or affiliated foundation can work in concert with the author to help spread the word about a new book.

Before we start, there are **two important points regarding promotional use of book material**. HEP is always mindful that: first and foremost, the copyright holder is The President and Fellows of Harvard College; any use of book content beyond "fair use" (400 words) must be approved by HEP. Second, in our experience, excerpts (beyond the introduction or first chapter) can actively work against book sales. If you have ideas for a promotional use of your book's content, please contact us to discuss how to take advantage of the opportunity most effectively.

Key dates in this process are Warehouse Date and Publication Date. The warehouse date is when it shows up at the warehouse and is officially available to ship. The pub date is the official date for the book's publication as far as media and retailers such as Amazon are concerned. The pub date is scheduled roughly 4 weeks after the warehouse date to ensure that the book is available when marketing efforts begin.

Getting Started: Here are some proven strategies successful authors have used to promote their titles. These activities outline optimal timing, but most can be done at any point in the process. Books that start out strong have a much better chance of success so begin the process early to get the best results.

9 Months Prior to Publication. Or after submission of manuscript

Complete the Author Questionnaire (AQ). This is the document that gets the marketing ball rolling. We learn about your speaking engagements, supporters, contacts, and more. Please **fill the AQ** out as completely as you can and return it by the deadline. Below are the elements included in the AQ.

Publicity. The AQ includes a section for you to identify any media contacts that you might have, including book reviewers, journalists, and producers. We will take all your suggestions into consideration when we create the media outreach strategy; Rose Ann is your go-to person for all media interest.

Advance Praise. The AQ also asks you to recommend "blurbers" for your book. These blurbers will provide quotes for the back cover copy and—if time allows—the catalog. The best recommendations are individuals with whom you are already connected. HEP will reach out to these contacts once the copyedited manuscript pages are available.

Influencers. We will ask you to provide us with contacts ("influentials in the field") who are likely to place bulk orders for your book. These contacts may include professional associations that you're affiliated with or university departments that are candidates for course adoptions.

Cover. Our practice is to have covers professionally designed in consultation with marketing and editorial. We show the final cover to authors as a matter of course. However, there is space on the AQ to include any ideas that you may have regarding imagery, tone, etc.

Title. The title of your book is the single most important decision that will impact sales. HEP ultimately has final say on the title but we work collaboratively with authors. When thinking about your title be sure to avoid things with punctuation, symbols and other attributes that are likely to impact searches for your book.

HEP Marketing and Sales Support Pre-Publication

Website (hep.gse.harvard.edu). We will create a catalog page for your book and will send you the link as soon as it is available. Please feel free to share that link with your network and/or include it in your email signature.

Promotion materials. We will provide materials such as a sales flyer, social media image, and QR codes to you prior to the book's publication date. We will email these to you.

Copies of your book. When the physical book arrives in our warehouse it becomes available for sale through our customer service department at the warehouse (PSSC). As soon as the books reach the warehouse, we will automatically send you free copies as per your author contract. **You're also welcome to purchase additional copies anytime with a 40% author/editor discount by contacting PSSC directly by phone (888-437-1437) or orders@pssc.com.**

Reviewer mailing. We send publicity copies of the book to key media contacts. The media contacts/affiliations listed on your AQ are integrated into all our outreach efforts.

Author Preparation Activities Pre- Publication: The months prior to the launch of your book are critical to its success.

___ Build your network.

- Build your email/contact lists of those who you think will want to know about your book.
- Contact your current institution's communications office and your alma mater's alumni office about announcing the publication of your book in their newsletter, magazine, and/or on their website.
- Alert the appropriate professional associations and/or organizations, as well as any foundations that have funded any research, about your forthcoming HEP book.
- Start a list of any media contacts that might be interested in the work.
- Submit proposals to in-person or virtual conferences and events to speak about the content of the book.

___ Send out an announcement email to your contacts. Include the following:

- Be sure to include the title, cover, and link to the book's HEP webpage in your email and also add to your email signature.
- Share your book's webpage from the HEP website.
- Share info on bulk order discounts with your contacts.

___ Engage in digital opportunities specifically social and Amazon.

- Create an author profile on Amazon through [Author Central](#). This is where you can upload an extended biography, headshot, and link to your related books. You will also want to reach out to your network and ask them to review the book.
- Add the book title and/or a link to the book's HEP webpage to your social media bios.
- Share with your network via social media.
- Follow HEP on all social media platforms and like or repost content
- Add the book to your Wikipedia page (or create one).

As Pub Date Approaches and Post Launch

HEP Marketing and Sales Support Launch and Beyond

The marketing strategy for all books is to start by spreading the news of the title across the industry on all available platforms. Launch activities include the following:

- **HEP E-news.** HEP will feature your book in our free biweekly email newsletter with 10K+ subscribers. Sign up for the newsletter [here](#).
- **Social media.** HEP's has a robust social media presence which includes Twitter, Linked In, Facebook, You Tube and Instagram. HEP will announce your book on all social channels around the pub date. Please like and/or repost our announcements as you see them.
- **Conferences.** HEP often has a booth presence at the AERA annual conference. Please let us know if you are a scheduled speaker and we will promote your sessions on social media.
- **Course adoptions.** If you have colleagues who are interested in adopting your book for a course, guidelines for requesting examination and desk copies are outlined on [our website](#). All requests should be submitted [online](#).
- **International sales.** We partner with [Eurospan](#) for book sales and marketing worldwide. Please contact us if you are aware of opportunities for international sales.

Author Activities Post Publication

___ Share with your network. Did you know that the more people search for your book, the more it will show up in future searches. Amazon plays a significant role in a book's success so be sure to engage your network in writing reviews.

- Share your HEP sales flyer with your network via email, social media, or conferences.
- Order copies of your book to distribute to colleagues or influencers. (To order books with an author discount, contact customer service at orders@pssc.com or 888-437-1437.)
- Share on social every opportunity you can including but not limited to the following:
 - Share HEP social media posts about the book.
 - Tag the social media profiles of relevant organizations and share the book news (e.g., alma mater, university affiliate, research and professional organizations).
 - Share the book cover and link on social media upon publication day/week.
 - Share on social media when the book appears in the HEP e-newsletter.
 - Share media mentions of the book across your social platforms (e.g., podcast, op-ed, review, etc.).
- Display the book in the background of Zoom calls (or create a virtual Zoom background that shows the book).
- Ask friends and colleagues to review the book on Amazon.

___ Stay engaged and reach more people.

- Write an opinion/editorial piece for possible inclusion in an education publication such as *Ed Week*, *Kappan*, *Ed Leadership*, *School Administrator*, *Inside Higher Education*, or *Chronicle of Higher Education*. Email our publicist, Rose Ann Miller, for details. (roseann_miller@gse.harvard.edu).
- Ask your local library and/or college/university library to stock the book.
- Add the book to reading lists for your students.
- Start a blog or podcast to promote the book.
- Share your speaking engagements. Let us know and we will promote it through our social channels. Let us know as early as you can by completing this [online form](#).
- Need books for an event or conference? If the event coordinator is interested in ordering books, please provide them with the [book online request form](#). Book orders for author events may be eligible for a one-time special discount of 40%. We will approve the order discount on a case-by-case basis and facilitate sales/delivery.

___ Update us on your promotional activity.

- If you are presenting about the book and would like us to promote the event to our 11K+ Twitter followers, please complete our [Twitter promotion request form](#).
- If you are presenting at a conference/event/book talk and the event coordinator is interested in purchasing books for the event, please ask them to complete this [online author event form](#). From there, our customer service team can assist them with their order. (They may be eligible for a 40% author event discount.)

If you are interested in undertaking any of these activities but need help getting started, please contact anyone listed at the start of this document and they will be happy to help.