**My proposal has been accepted! What’s next?**

Believe it or not, it’s never too early to start thinking about ways you can assist us in the marketing of your book. This is a partnership and there are several steps you can take now to ensure an effective launch later. First, some important advice: You should never be afraid of self-promotion. You have an important message to deliver, and you’re our most important asset.

***Future conferences and publications***

Many professional associations and publications request conference proposals or articles as far as a year in advance. Carefully consider your book’s publication date and schedule your efforts around it. One of the best ways to get the word out is if you’re presenting or publishing on the very same topic once your book is available. Reach out to your Acquisitions Editor, who can introduce you to your Marketing Manager if you need help identifying the very best organizations and publications to target.

***Network, network, network!***

If you’re on the road consulting or speaking between now and publication, share the news about your upcoming book. If not, attempt to do so. Many of the connections you make now will assist us later. And track your efforts! Your contacts and email lists will be the very first prospects Sales & Marketing will approach. In fact, start compiling your own personal mailing list—clients, colleagues, friends—and plan to immediately follow up with an email announcement when your book publishes.

***Think social media***

The online environment has opened up entirely new communication channels, and one of the most exciting is social media. This is an opportunity for you to share your message with future colleagues and customers. We urge you to explore:

* **An author website:** Consider launching a website and blog. One of the best ways to drive interest is by writing posts that align with your book’s topic. Later on, we can link to your blog from our own website.
* **Facebook:** If you aren’t already on Facebook, you should set up a professional account and start networking now. Facebook’s reach is vast, and it’s is the easiest way to build your profile as you reach out to new colleagues and networks. Later, as publication nears, you can post YouTube recordings of your speaking events. And don’t forget to “friend” Corwin.
* **LinkedIn:** Again, you’ll find here important future colleagues and networks to tap in anticipation of your book’s publication. Join those groups that best match your future readership and be sure to contribute regularly.
* **Twitter:** Join Twitter, follow other leaders in the field, and attempt to attract followers of your own. And don’t forget to follow Corwin on Twitter. When the time comes that your book publishes, you’ll want to update us on any noteworthy events: speaking engagements, book signings, and other promotional activities.
* **Related online discussion lists, groups, and forums:** Are you aware of any online discussion groups or forums related to you book’s topic? By all means, join them.

One word of warning despite our urgings that you self-promote: don’t overwhelm your colleagues with sales messages. The best way to attract followers is to engage them through your special insight and expertise. Sales will soon follow.

***Endorsements***

Once you have drafted your manuscript, start thinking about whom you can approach as possible endorsers or a foreword writer. As soon as we have a first or second draft, your Editorial Assistant can send on your manuscript. Think big! Keep in mind that an endorsement from your colleague down the hall carries a lot less weight than that of an immediately recognizable authority from your field. If you know a major thought leader personally, by all means reach out. If you have a friend of a friend in common, ask for an introduction. At the same time, be realistic.

**My final manuscript is written and off to production! What’s next?**

Now the fun part starts as you work directly with Marketing to ensure your book reaches the widest-possible readership. Before we describe the strategy-building process, we’d like to introduce you to the group. With Executive Director of Sales & Marketing Elena Nikitina at the helm, we have almost a dozen marketers on staff. You’ll work most closely with your Marketing Manager**.** Well before you were issued a contract, you were assigned a Marketing Manager, who reviewed your original proposal and has carefully tracked your book’s development. She (we’re mostly women) will reach out to you as soon as your book enters production—if not earlier—before she begins work on your marketing plan.

***Web***

Your book will receive its own URL on the Corwin and SAGE websites ([www.corwin.com](http://www.corwin.com), [www.sagepub.com](http://www.sagepub.com), and [www.sagepub.co.uk](http://www.sagepub.co.uk)). These sites will include the copy that you, your editor, and your Marketing Manager will approve; table of contents; reviewer quotes (if available); a cover image; purchasing information; key features; and supplemental materials (if any). Our sites are searchable by discipline, author, key words, and so on, making it easy for potential purchasers to locate your book! To aid with the searchability of your book, please include the book product URL in any of your own promotions—on your website, tweets, Facebook posts, etc. The more outside sites link back to your book product page will increase your book’s discoverability, aiding search engine optimization (SEO).

***Amazon***

Online booksellers such as Amazon are also supplied with the product information. However, we cannot provide them with your bio. We highly recommend you create an author bio page in Amazon, as it also helps with search engine optimization (SEO).

***Pre-publication***

Your book will be available for purchase at a 15% discount before publication to individual customers. We encourage you to promote this discounted price, especially at your speaking engagements.

***Catalogs***

Based on the publication date, your book will be included in either our Spring and/or Fall comprehensive catalog, which is sent to educators all over North America.

***Email campaigns***

Your book will be included any or all of the following email campaigns:

* Pre-publication and “just published” emails to existing Corwin customers and to press contacts
* Sales email campaigns
* Adoption email campaigns

Depending on the responses we receive from these campaigns, we may add additional campaigns as relevant throughout the year.

We also have a Public Relations Manager with contacts of her own, and by the time your book publishes, she will alert all relevant journals, media, and thought leaders about its publication. When appropriate, we’ll send press releases and books. We’ll tell you more about this piece shortly.

Working fast and furiously behind the scenes is our Sales group, which includes:

* **Dedicated Sales Managers:** Each manager is responsible for a specific territory across the U.S. and Canada. Working closely with the marketing group, he/she will identify and respond to any state and regional opportunities in an effort to secure bulk and districtwide purchases. This is where that contact list you’ve been compiling is so critical.
* **Distributor Sales Manager**: This manager works behind the scenes with independent distributors and resellers to help ensure your book is available at smaller state and regional conferences.
* **Channel Sales Manager:** Well in advance of pub, our Channel Sales Manager reaches out and promotes your book to wholesalers such as Amazon, Barnes & Noble, and Baker & Taylor to ensure that it’s adequately stocked and represented at the time of book publication.
* **College Sales Group:** If your book has higher education potential, your Marketing Manager will work with our college group to ensure your book is aggressively promoted. We also do considerable outreach to the Career College market.
* **International Sales Representatives**: We have an international sales force as well, representing Europe, Asia, North America, and South America, with corporate offices in London, Singapore, and India.

***Strategy-building***

Again, once your book enters production, you’ll immediately hear from your Marketing Manager, who will work in partnership with you as she crafts and ultimately implements your marketing plan. Your input is critical! She’ll ask that you complete this [Author Questionnaire](file:///\\SAGESPECNAS\Departments\Corwin\Editorial\Author%20Guide%20--%20In%20process\03%20-%20Marketing\Sample\Author%20Questionnaire.docx). This is your chance early on to weigh in on your book’s positioning and promotion as well as any unique opportunities you may see.

After reading your manuscript, reviewing your Author Questionnaire, conferring with your Acquisitions Editor, meeting with key representatives across the department, and conducting some market research, your Marketing Manager will begin to formulate a customized plan for your book. Two or three months later—and still several months ahead of publication—your plan is in place!

***Where You Fit In***

Don’t forget, this is a partnership and we’re counting on your assistance. If you haven’t already set up your social media accounts, you should so immediately. You should also consider:

* **Amazon Author Central:** To increase your visibility and drive Amazon traffic, set up an Amazon author page. This is a way for future customers to learn more about you and your book. You can feature a photo, biography, bibliographies, and even a link to your website and blog posts. See here for an example: [Jim Burke's Amazon Author Page](http://www.amazon.com/Jim-Burke/e/B001ILKC9E/ref=ntt_athr_dp_pel_pop_1)
* **Email Signature:** Plan to promote your book with every email sent. Beneath your signature, you should add a book cover and one-line description with a direct link to your Corwin homepage.
* **Continue networking, networking, networking!**

**My book has published! What’s next?**

***Your Marketing Plan***

Your Marketing Manager will have considered many factors as she created your marketing plan, especially:

* Market size and dynamics
* Comparable sales
* Intended audience vs. decision maker
* Best channels to exploit
* Funding streams
* National, regional, and state initiatives
* Competition
* Special sales opportunities

. . . while drawing on her understanding that effective marketing is all about determining ***where we’ll see our greatest return on investment.***

The educational book publishing market has shifted dramatically over the past ten years and so, too, have the ways that we market our books. Primary among them:

1. **E-marketing:** Now that the education market—as well as the world at large—has migrated to the Web, most of our promotions are electronic. We have a state-of-the-art customer management system that enables us to mine leads and target campaigns in a way few other publishers can. With this new system, we’re reaching out to our very best prospects in higher quantities, more frequently, and in smarter, more cost-effective ways than we ever have before.
2. **Integrated sales campaigns:** We have a seasoned sales team in place, all of whom will have been introduced to your book at its Sales Launch Meeting. At that time, we will have discussed your book’s key-selling features as well as special sales opportunities, including related regional and state initiatives and funding pockets. When we spot a good match, we’ll put customized campaigns in place to drive bulk and districtwide purchases.

That said, our marketing efforts will take many forms—some that will be visible to you, others that will be less so. Your specific marketing plan will feature many or all elements of the following:

* **Prepublication campaigns:** Two months in advance of publication, we’ll approach internal customers as well as wholesalers and potential reviewers by email with new book announcements.Up until publication, your book will be available for purchase at a 15% discount.
* **Catalog inclusion:** Twice a year, we produce our general catalog, which advertises new and best-selling titles along with our Professional Learning services. Your book will first appear the season it is scheduled to release. We also email school and district personnel links to our electronic catalogs, which are posted on our website for easy access.
* **Discipline-specific campaigns:** We create several discipline- and audience-specific catalogs and brochures grouping like titles for more targeted campaigns. Increasingly, they’re taking electronic form, which enables us to more deeply penetrate the market.
* **Electronic newsletters:** As more and more customers are looking to the Web for content, we’ve begun to launch discipline- and audience-specific electronic newsletters. They combine free resources with noteworthy news items and related Corwin books.
* **Individual campaigns:** Although we see higher responses when we group titles, we launch several individual book campaigns, too. Many times, they’re emails, but we produce brochures and postcards as well.
* **Channel campaigns:** If your book has higher-ed potential, we’ll feature it in the Sage College Catalog, email professors of those courses, make review copies available, and follow up. If it has cross-appeal in the trade market, we’ll aggressively promote your book to our wholesalers. If it will interest overseas educators, we’ll reach out to our international offices.
* **Space, program & Web advertising:** It’s no news to you that print circulations are down. Accordingly, so is our level of print advertising. Where we’re getting a lot more aggressive is Web advertising, promoting the Corwin brand at large.
* **Corwin’s website:** Your book will appear, with its own URL, on both the Corwin and Sage websites six months prior to publication. Over the subsequent months—even years—we’ll continue to supplement content: final description, cover, sample chapters, endorsements, full table of contents, and video and podcasts if available. Be sure to include the URL in any of your own promotions (your website, tweets, Facebook posts, etc.). This will only increase your book’s discoverability on the Web.
* **Review copy mailings:** We’ll combine your best prospects with our own, and send complimentary copies of your book to generate word of mouth.
* **Social media:** We post on Facebook and Twitter as frequently as two to three times a day. Your book will be actively promoted here as well as any related events you can send our way.

***Conferences & Speaking Engagements***

Each year, we exhibit at the most high-profile national conferences. But there are another several hundred—if not more—much smaller conferences that are simply unfeasible. If we’re to support your speaking engagements, it’s essential that you keep us informed of all upcoming events. If neither we nor one of our distributors is exhibiting, we can provide flyers and facilitate your book purchases at a 40 percent discount.

***Public Relations & Book Reviews***

Your public relations plan will include new book announcements to all relevant media, and when appropriate, press releases and review copies. Remember all those articles we urged you to write back when your book was first proposed? These publications are our very best prospects for book reviews. Don’t forget to include bylines directly citing your book title.

One big caveat here: It’s important that you keep your expectations realistic. Better that we work from the bottom up and approach those educational journals and media outlets with a direct interest in your book’s topic. Oprah and Anderson Cooper are long-shots!

***Where You Fit In***

At this point, the most important thing you can do is to keep on networking, spreading the word about your book as wide and as far as possible.

1. When you speak at a conference, be sure to have extra copies of your book on hand. Many associations forbid authors from book promotion. One clever way around this is to feature in your PowerPoint presentation actual book excerpts, with a clearly visible copyright line. Also, read a piece from your book, making sure the cover is viewable by the audience.
2. Continue to submit proposals and articles on your book’s topic to major associations and publications.
3. Continue your regular postings via social media.
4. Email that personal contact list you’ve compiled about your book’s publication, with a link to the Corwin website.
5. Send review copies with personalized letters to well-placed colleagues and major thought leaders. Never underestimate word of mouth!
6. Update your Amazon author page and urge your friends to review your book.
7. Review other books on like topics, citing your authorship, to get your name out there.
8. **Most of all, keep us updated on any special opportunities so we can support your efforts!**