

TEN THINGS YOU CAN DO TO PROMOTE YOUR BOOK

1. You are the best person to promote your book. Be proud of it and tell everyone you know--even your dentist! Carry flyers with you everywhere!
2. Carry a box of books and order forms in the trunk of your car. You never know when you might run into someone who is in a position to review or buy your book. All retail customers should be referred to Mountain Press so that you don't compete with our sales reps.
3. Contact all local media to schedule interviews. Keep Mountain Press informed of your progress.
4. Be prepared for interviews. Have three to five main points you would like to get across about your book, and have them memorized. You should be ready to talk about your book at a moment's notice. You should also memorize Mountain Press's 800 number and Web address so that when the interviewer asks where people can buy your book, you can respond: "At your local bookstore, or by calling Mountain Press at 800-234-5308, or online at www.mountain-press.com."
5. Arrange booksignings at professional events you may be attending, such as conferences. While you are there, contact the local newspaper and radio stations and let them know about your book.
6. Be aware that even if no one buys a book at your book signing, it was still worthwhile. People saw your book who wouldn't have otherwise. They may buy it later or recommend it to friends. Also, you can make a good impression on the bookstore staff, who will be more likely to hand-sell your book long after you've gone.
7. If you are traveling, stop by the local bookstore and offer to sign copies of your book if they have it on their shelves. Signed copies make nice gifts and sell faster. If the store does not have your book, ask to leave a flyer with the manager and refer the store name, address, phone number, and manager's name to Mountain Press.
8. Be nice to booksellers. They are in the best position to recommend your book to their customers. Word of mouth is a very influential factor in book sales.
9. Introduce yourself to your local public and college librarians, and leave them a flyer about your book.
10. Be patient. It can take anywhere from three months to year or more to get reviews.