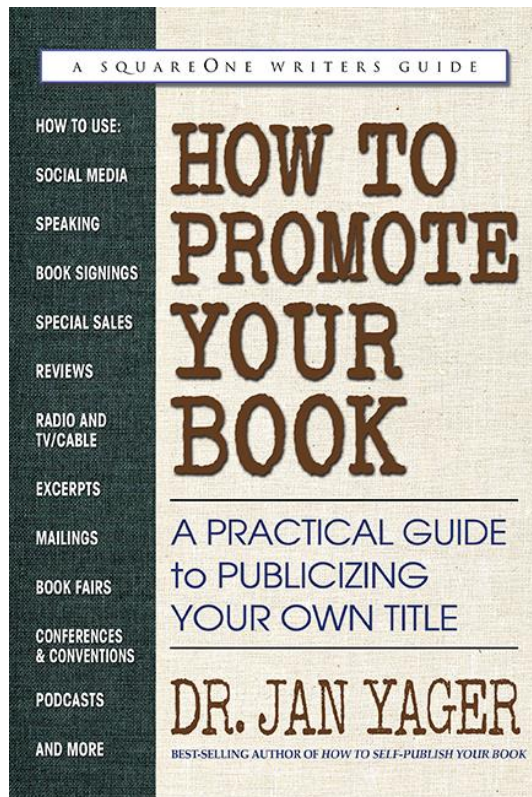


## FEATURED TITLE



### HOW TO PROMOTE YOUR BOOK A Practical Guide to Publicizing your Own Title

Square One Publishers (February 2023)  
Available from Amazon.com, Barnes & Noble, IndieBound.org, and other online and brick-and-mortar retail outlets

*How to Promote Your Book* (\$17.95 USD, ISBN: [9780757004742](#)), the follow-up to the bestseller *How to Self-Publish Your Book* (\$19.95 USD, ISBN: [9780757004650](#)) by book publishing veteran **Dr. Jan Yager**, has received a glowing notice from the American Library Association (ALA) flagship journal and trade publication *Booklist*. Appearing in the January 2023 print issue, below is an excerpt from the *Booklist* review:

"Yager brings her extensive experience to this comprehensive guide to book promotion. A coach, speaker, and author of more than 50 books in many different disciplines, Yager writes clearly and authoritatively, providing sound advice. The material is

targeted to all authors, whether indie/self published, hybrid, or traditionally published, including aspiring authors. The information on library signings is particularly helpful, as Yager is accurate and respectful towards librarians and library workers . . . The book is best used as a reference tool so readers can choose what they need. Recommended for libraries suburban to urban and those with strong local-author communities."

—*Booklist*(ALA)

This is the second trade publication review that *How to Promote Your Book* has received—last month, *Publishers Weekly* had this to say about Dr. Yager's newest work:

"Provides guidance on how authors can get the word out about their titles . . . explain[s] the basics of the bookselling world, how to prepare for publication, and what to do afterward . . . [will] appeal both to independent authors and to those signed with major publishers." —*Publishers Weekly*

### Summary

Whether your book is being released through a commercial publisher or an academic press, or you are self-publishing it, as the author, you can, and *should*, play a crucial role in getting your title seen, talked about, and sold. And while you may watch dozens of authors pitch their books on TV, in social media, and in bookstores, they represent only a fraction of the writers who come out with new books each year. What do they know that you don't? They know what to do to get attention for themselves and, more importantly, for their books—and as you will discover in book publishing veteran Jan Yager's new release, *How to Promote Your Book*, you can, too.

The book is divided into three sections. Part One begins with a look at promotion basics. These include

knowing what your book's marketplaces are, who your audience is, how the media is divided, the elements involved in publicity, and how to create an effective promotional timeline.

Once you understand the basics, Part Two focuses on the ways to package and market yourself to the various book and media outlets. It discusses putting together professional looking press releases and media kits. It also explains how to obtain endorsements and reviews, as well as how to generate speaking engagements and interviews with journalists; bloggers, and radio, TV, and podcast hosts.

Part Three provides a plan that covers those all-important first three months of an author's publicity program—from the day the book is formally released through all the media events that have been lined up.

Throughout the book, you will find insets that answer important questions such as, "What are the real costs involved?" and "Should I promote myself or hire a publicist?" Just as critical, the author includes a valuable resource guide that provides the names and links to many of the key places covered in the book.

### **Here is praise from advance readers:**

"Writing a great book is the easy part. Getting people to buy the book is wicked hard. Jan's book shows you what promotion to do so you increase the possibility that your book becomes a bestseller."

—**Jeffrey Fox**, bestselling author, *How to Become a Rainmaker*

"Being an author is 50% creative and 50% promotion. Jan Yager's comprehensive and practical book, *How to Promote Your Book*, tells authors exactly what they need to know and do to promote their book. I'm recommending it to all the authors I know including those whose books I share through my Bedside Reading program."

—**Jane Ubell-Meyer**, CEO, Bedside Reading, former TV producer, *Good Morning America*, *Entertainment Tonight*, *WSJ-TV*

### **About the Author**



*Photo credit: Fred Yager*

**Jan Yager** (the former J.L. Janet Lee Barkas) has worked in publishing since her mid-twenties – first at Macmillan, and then at Grove Press. She has also had her own writing published by such major houses as Simon & Schuster, Scribner, Doubleday, Penguin Random House, HarperCollins India, Wiley, and others. Jan learned publicity by doing it at Grove Press, and from the cross-country and international tours she has been on herself, and she has been doing it for herself as well as for selected clients and for her own small press, Hannacroix Creek Books, Inc., which she founded more than 25 years ago. She has been interviewed by many of the top shows on TV and radio including *The View*, *Today*, *The Oprah Winfrey Show*, *CBS Sunday Morning*, *CBS This Morning*, *Good Morning America*, *Good Day New York*, and others. In *How to Promote Your Book*, Jan shares what she has done—both for herself and for her authors—to open the door to effective publicity.

In addition to her publishing and writing activities, Jan, who has a Ph.D. in Sociology from CUNY Graduate Center, is an Adjunct Associate Professor in the Sociology Department at John Jay College of Criminal Justice and Baruch College.

For more on Jan and her 50+ award-winning books, translated into 35 languages, as well as her articles, books, and more, go to: <https://www.drjanyager.com> @drjanyager (Twitter)