

21 Ways to Shine a Spotlight on Your Beautiful Book

1. Hashtag! On Facebook, Twitter and Instagram - with your book title, the book subject, your name and any other related topics, themes, contributors, etc.
2. Post inspiring quotes on your blog, Facebook and other social media outlets related to the topic and theme of your book. You might even want to create a page just for your book.
3. If your book is a how-to or tutorial, become an expert in your field - post, share and write articles, quotes and videos related to the topic of your book. Did you write a book about the history of the pineapple? Share posts and links to pineapple recipes, create a pineapple Pinterest page, interview a pineapple importer, interview a nutritionist and talk about the nutritional value of pineapples.
4. Is your book about how to get and stay organized? Is it a photographic celebration of strawberries? Is it a novel centered around the advent of the bicycle? Head to the websites of the National Association of Professional Organizers, The North American Strawberry Growers Association and the Pedaling History Bicycle Museum. Tell them about your book and see if they'd like you to write a guest post, promote your book and/or invite you to speak at their next conference.
5. Organize an online book tour (we'll talk more about this in Chapter 27)
6. Ask writers you admire to review your book or write a book blurb to be included on the book itself. Book blurbs are those little quotes of praise found on the back cover and/or first few pages of new books. Be brave! If they say no, what have you lost? Nothing!
7. Send a Press Release to your local paper, TV news station and morning talk show, if available.
8. Offer Give-Aways to those who "share" your book announcements on their Facebook page.
9. Host private book readings, discussions and signings at the homes of your friends (and their friends!) Go on a road trip book tour in your city, state or across the country!
10. Create a Pinterest board inspired by your book.

11. Explore the possibility of launching your book at a conference or other gathering (especially if it is related to your book topic.) Make the release of your book a big event!
12. Do you know anyone who works at a hotel, owns a bookstore or works in an inspiring gift shop? Offer to host an event at their space. (My *Desire to Inspire* book launch was held at a hotel where one of my contributors worked, and it was a beautiful event!)
13. If you self-published your book, send a copy to an editor, agent or publisher you are interested in working with in an exquisitely wrapped package.
14. Does your book have artwork, photography or a lot of inspiring quotes? Create an inspiring line of goodies from your book - prints, journals, you name it! Make them yourself or head to Society6 and they'll make them for you!
15. Research and connect with book review websites such as www.goodreads.com.
16. What magazines would you love your book to be reviewed and/or featured in? Visit their website and find out how to submit your book for their review.
17. Look into your past - reach out to your high school classmates and college alumni. Many universities have alumni magazines that feature books published by their alumni.
18. Create a book trailer. (I've heard [Animyst](#) is pretty good at that sort of thing.)
19. Offer to sell your books at cost/wholesale to a select few of your peeps, making it easier for them to buy and share multiple copies.
20. Do you know anyone else with a book coming out? Host a book event together (either online or live) and expose your communities to one another!
21. Create business cards and/or postcards for your book and carry them with you everywhere! Take a look at overnightprints.com or vistaprint.com.