**A Checklist for Promoting Your Book or Book Chapter**

Publishing a book or book chapter is a huge achievement, but what should you do once it is out there in the world? Here is a checklist for LSE authors to consider when you are planning promotion of your new book.

1. **Prepare for promotion.** Although book promotion doesn’t just happen by itself, it can be time-consuming, so decide what time you can realistically dedicate to it. Establish expectations about the support you will receive from your publisher. Map out the different audiences that might be interested in your book and consider the multiple ways in which your book could be of relevance.
2. **Use your networks.** Utilise your personal and professional networks: for example, by sharing information about the book’s release on social media.
3. **Contact LSE Library and campus bookshops.** Ask if they would be able to stock the book – this is especially important for expensive edited collections.
4. **Request support from your publisher.** Your publisher should be able to provide you with digital and physical assets that you can share to help promote your book – such as discount flyers for conferences or social media graphics. They can also help in arranging book launches and pitching for media coverage.
5. **Approach book review editors.** Confirm the process of obtaining review copies from your publisher and contact relevant book review editors to let them know about your book. Remember to get in touch with [LSE Review of Books](https://blogs.lse.ac.uk/lsereviewofbooks/about-lserb/) to discuss a review with the editorial team.
6. **Contact** [LSE Media Relations Office](https://info.lse.ac.uk/staff/divisions/communications-division/media-relations-office/media-relations-office).They can provide expert advice on attracting media coverage, especially if the book is on a newsworthy topic. They can also discuss the possibility of the book being featured in the LSE Thinks newsletter, as [a short LSE Thinks video](https://www.youtube.com/watch?v=gYcEaIeagG8&list=PLK4elntcUEy3SLVjY5NINcA8k43boZib3&index=31) or as part of the [LSE IQ podcast](http://www.lse.ac.uk/lse-player?category=lse+iq+podcast).
7. **Arrange a book launch at LSE.** Speak to your Departmental or Centre comms/event manager and the [LSE Events Office](https://info.lse.ac.uk/staff/divisions/communications-division/events-office) to decide on the most suitable size and format for the event. Remember to sell books at the launch and/or provide discount flyers.
8. **Blog about the book.** Consider pitching a blog post to one of the [popular LSE blogs](https://blogs.lse.ac.uk/). This will help with promotion and will produce a shorter, digestible piece on the book that you can readily share with others.
9. **Contact the** [LSE Public Affairs team](https://info.lse.ac.uk/staff/divisions/communications-division/public-affairs-team).If the book has political or policy relevance, they may be able to promote it to useful contacts in government or policymaking.
10. **Remember that books have long shelf lives.** Focusing promotion around the launch of the book is ideal; however, new developments (such as the paperback release or emerging news events) offer great opportunities to publicise your book again.