**So You’ve Published a Book/Book Chapter, What Next?**

Publishing a book or a book chapter is a huge achievement, but what should you do once it is out there in the world? This guide outlines how you can go about promoting your book as well as the different LSE resources available to help you publicise your publication.

**How should I go about promoting my own book?**

The idea of “self-promotion” may feel uncomfortable, but it can make a big difference in ensuring your book reaches desired audiences. Some key ideas for publicising your work:

* Promoting a book can be time-consuming, so decide what time you can dedicate to it.
* Map out the audiences that you think will be interested in the book and consider the different ways you might reach them.
* A book can be approached from multiple angles, so think about the various ways in which the book might have relevance to others.
* Use your personal and professional networks, such as through sharing information about the book on social media.
* There are many ways to promote books – Q&As, book launches, videos, book trailers – so think about which might be suitable for your research and for you as an individual.
* Contact your university library and bookshop to make sure the book is on their radar and to see if they will stock it – this is especially important for expensive edited collections.
* Consider including the link to your book in your email signature once it is published.
* If you have written a book chapter in an edited volume, approach the editor of the book first as they may have a plan of action for book reviews and other publicity.
* Planning promotion around the release of the book is ideal; however, new developments (such as the paperback release) offer great opportunities to publicise it again.

**How can my publisher help?**

* Many publishers are very supportive of authors when it comes to promoting books, but this can vary. It can be helpful to establish expectations before a book is published.
* In addition to providing you with copies of the book, many publishers can produce digital and physical assets to share – such as discount flyers to distribute at conferences or social media graphics. If your publisher has not provided these, ask them if they can do so.
* Publishers can help to arrange book launches and promote other book-related events.
* Many publishers increasingly have their own blogs where authors write about their new books in a shorter, digestible form, so consider contributing to these.
* Publishers can help to arrange interviews for you with suitable media outlets and they may be able to help pitch slots on the radio or on podcasts, for example.
* Most publishers should provide review copies for book reviews.

**How do I get my book reviewed?**

* Publishers often work closely with book review editors, but increasingly book authors are expected to approach editors themselves.
* Familiarise yourself with the process for requesting review copies. Does your publisher provide physical or digital copies? How can they be requested? If your publisher uses an automated system, ask for a back-up contact in case of technical issues.
* Map out and research journals and media outlets where your book might be of interest.
* Think of potential reviewers in case a book review editor asks for advice – not friends or colleagues but those in your field who could write an informed and objective review.
* Book review editors receive many emails about new books. While there is no ‘trick’ to ensuring your book will be covered, ensure you provide clear and concise information that outlines the contribution of the book, avoiding jargon or simply repeating the blurb.
* Writing reviews and recommending the work of others for review can help to build relationships with book review editors that can be useful when you come to publish.

**How can I get media coverage of my book?**

* It can be hard to get media coverage of a book: books aren’t always newsworthy and journalists are very busy. However, the [LSE Media Relations Office](https://info.lse.ac.uk/staff/divisions/communications-division/media-relations-office/media-relations-office) are here to help.
* Before contacting LSE Media Relations Office, consider if there is an aspect of your book that is topical. Can it change policy or practice? What three key points does it convey?
* Ensure you contact LSE Media Relations Office in good time so that publicity coincides with book launches, otherwise it might risk seeming like ‘old news’.
* If your book is not strictly newsworthy, consider approaching specialist journalists, writing blog posts or pitching for opinion pieces as a commentator on relevant topics.

**How do I arrange a book launch at LSE?**

* Book launches can be hosted here at LSE as a public event, either by your Department or Centre or as part of the public lecture programme (PLP) if it is high profile.
* Speak to your Department or Centre comms/events manager and the [LSE Events Office](https://info.lse.ac.uk/staff/divisions/communications-division/events-office) for advice on staging events and inclusion in the [events leaflet and website](https://info.lse.ac.uk/staff/divisions/communications-division/events-office/information/events-website-and-the-events-leaflet).
* Plan the launch as far in advance as possible, but no later than one month beforehand.
* Consider the size and style of the event – PLP events require over 200 people and a high-profile respondent or chair, but many Departments/Centres host more intimate events.
* There is no room hire fee for events at LSE but do consider the potential costs of hospitality.
* Think carefully about the format of the event. Assume that the audience has not read the book and pitch the discussion appropriately – typically to a general interest audience.
* Arrange for books to be sold as part of the event and/or provide discount flyers. Do remember to include links to the book in the publicity.
* Look into arranging a podcast or video recording of the launch.

**How can LSE Communications Division support my book?**

* The [LSE Media Relations Office](https://info.lse.ac.uk/staff/divisions/communications-division/media-relations-office/media-relations-office) can support you in getting media coverage and pitching to journalists. Contact them if your book might also be of interest for the LSE Thinks newsletter, a [short LSE Thinks video](https://www.youtube.com/watch?v=gYcEaIeagG8&list=PLK4elntcUEy3SLVjY5NINcA8k43boZib3&index=31) or for the award-winning [LSE IQ podcast](http://www.lse.ac.uk/lse-player?category=lse+iq+podcast).
* The [LSE Events Office](https://info.lse.ac.uk/staff/divisions/communications-division/events-office) can provide advice on book launches and book-related events.
* Contact the [LSE Film and Audio team](https://info.lse.ac.uk/staff/divisions/communications-division/film-and-audio) for advice on producing videos around your book.
* Contact [LSE Review of Books](https://blogs.lse.ac.uk/lsereviewofbooks/about-lserb/) to discuss a book review or pitch a blog post to one of the popular [LSE blogs](https://blogs.lse.ac.uk/) based at LSE.
* The [LSE Social Media team](https://info.lse.ac.uk/staff/divisions/communications-division/social-media-team) can promote book coverage through the main LSE social media channels.
* Contact the [LSE Internal Communications](https://info.lse.ac.uk/staff/divisions/communications-division/internal-communications-team) team for potential inclusion of the book in the staff and/or student newsletters.
* If the book has political or policy relevance, contact the [LSE Public Affairs team](https://info.lse.ac.uk/staff/divisions/communications-division/public-affairs-team), who may be able to promote it to useful contacts in government or policymaking.