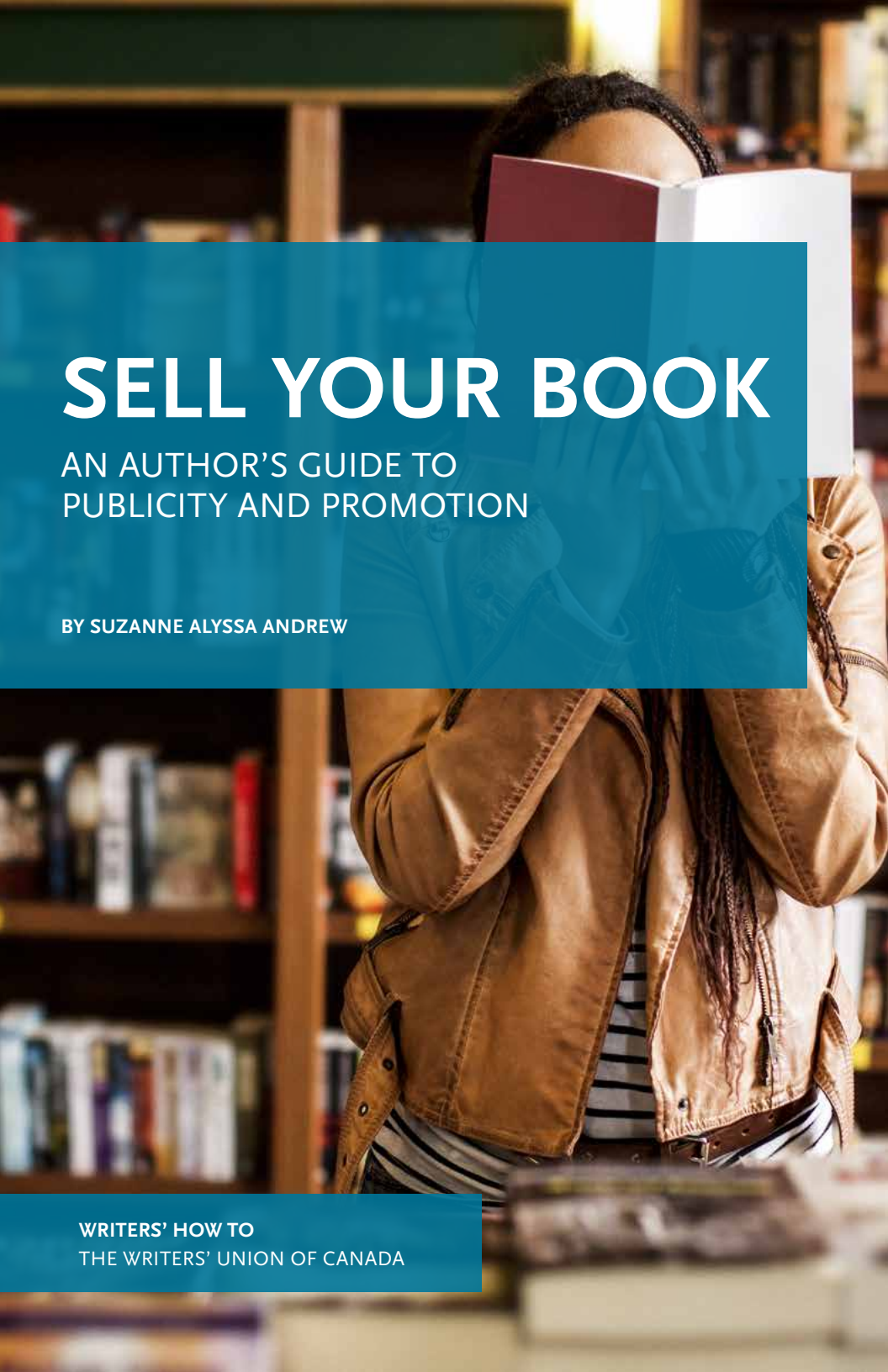


A person with long dark hair, wearing a brown leather jacket over a striped shirt, is seen from the chest up, holding a large open book in front of their face. They are standing in a library or bookstore, with wooden bookshelves filled with books visible in the background. A large blue semi-transparent rectangle is overlaid on the left side of the image, containing the title and author information.

SELL YOUR BOOK

AN AUTHOR'S GUIDE TO
PUBLICITY AND PROMOTION

BY SUZANNE ALYSSA ANDREW

WRITERS' HOW TO
THE WRITERS' UNION OF CANADA

TABLE OF CONTENTS

INTRODUCTION	6
Why are we marketing our own books?	6
Developing your own approach	7
The importance of planning	7
A note on lobbying for more marketing resources for authors	8
Keep reading to learn more about the fine art of book marketing	8
WELCOME TO AUTHORPRENEURSHIP	9
Short-term book promotion versus long-term audience building	9
Your author brand	9
Knowing who you're talking to	10
Nurturing a loyal, engaged audience	10
Creating your platform	10
Economic constellations and opportunities	11
Worksheet	12
CREATING A BOOK PUBLICITY AND PROMOTION PLAN	13
Principles of Marketing 101	13
Setting your objectives and goals	14
The typical book promotion time window	14
Time management and avoiding overwhelm	15
Facing fears and hang-ups about self-promotion	15
Drafting a plan that fits you	16
Best practices for your genre	17
Coordinating with your publicist and publisher (if you have them)	18
Budgeting	19
Worksheet	21

BUILDING A PRESENCE	22
Your website	22
Your newsletter and email list	24
A compelling magnet	24
Essays	25
Your public social media presence	25
Public versus private online posts	26
Other online tools	26
Book trailers and reels	26
Promotional materials	27
Worksheet	28
 CAMPAIGNS	 29
Publicity campaigns	29
Your media kit	30
Presales	31
Navigating interviews	31
Podcasts and video	32
Online book reviews and promo squads	32
NetGalley	33
Influencers	33
Advertising	33
Giveaways	33
Worksheet	34

GETTING OUT THERE	35
Connecting, building relationships, and networking	35
Your book launch event	35
Readings, talks, and author appearances	36
Workshops	36
Festivals	36
Reaching out to bookstores and book signings	37
Attending book clubs	37
Hand sales	38
Going on tour	38
International promotion	38
Worksheet	39
FINE TUNING AS YOU GO	40
Leaving room for experimentation	40
Run with what's working and drop what's not	40
Looking at sales numbers	41
When to call it a wrap and focus on your next book	41
Celebrating your success	41
Worksheet	42
MY BOOK PROMOTION AND PUBLICITY PLAN	43
Part 1: Objectives and goals	43
Part 2: My author presence	44
Part 3: Campaigns	44
Part 4: Getting out there	45
Part 5: Putting it all together in a work-back schedule	45
Final step	46
ABOUT THIS PUBLICATION	47

ABOUT THIS PUBLICATION

SELL YOUR BOOK: AN AUTHOR'S GUIDE TO PUBLICITY AND

PROMOTION is part of the Writers' How-to series, which offers professional guides on a variety of topics for writers. All guides in the Writers' How-to series are available for purchase online at writersunion.ca/writers-how-to-series. Members of The Writers' Union of Canada can access the full series at no cost.

SUZANNE ALYSSA ANDREW is an author, host of the *Stardust and Courage* podcast, and an intuitive coach for creative people. suzanneandrew.com.

THE WRITERS' UNION OF CANADA is the national organization of professionally published writers. TWUC was founded in 1973 to work with governments, publishers, booksellers, and readers to improve the conditions of Canadian writers. Now over 3,000 members strong, TWUC advocates on behalf of writers' collective interests, and delivers value to members through advocacy, community, and information. TWUC believes in a thriving, diverse Canadian culture that values and supports writers. writersunion.ca.

THE LEAGUE OF CANADIAN POETS is the professional organization for established and emerging Canadian poets. The League's mandate is to elevate the cultural significance of poetry and champion the role of poets. Working to nurture and expand poetry communities and audiences, the organization cultivates the local, national, and international publication, performance, and recognition of poetry. The League supports equitable and inclusive artistic practice through poetry education and development. poets.ca.



THE
WRITERS'
UNION OF
CANADA

The Writers' Union of Canada
600-460 Richmond Street West
Toronto, Ontario M5V 1Y1
416.703.8982
writersunion.ca



Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario

Ontario 

We gratefully acknowledge funding support from the Canada Council for the Arts and the Ontario Arts Council, and the Government of Ontario.

© The Writers' Union of Canada and Suzanne Alyssa Andrew, 2025. All rights reserved.