

Interventions Publishing - A tip for authors, start thinking about promo now!

You will be writing many beautiful sentences, many of which will hit the cutting room floor for no fault of their own. Don't junk them. Save them in a document and we can use them as little promo 'bites' on social media when it comes time to find an audience for your book. The short and pithy sentences are the best.

As you write, things to take note of:

Ask yourself, what is the proposition? What is the juicy answer that you are trying to find the answer to? These short compelling sentences can be very good to use when promoting your book. They entice readers. Save them in a document.

Interesting quotes from people who feature in your book. These may not end up in the book, but they are useful for promo, perhaps even useful anecdotes for author talks.

Have you been working on an elevator pitch to describe your book? Don't discard the old versions. We need variety, and these zesty bits of content are great for promoting your book.

Harvesting images as you research:

As you are researching and writing, take note of any images you find. You might not anticipate including any visuals in your book, however it's necessary to have visual content when promoting it down the track. Even 'boring' visuals, portrait shots of historical figures, or newspaper clippings of just print, can be useful. The bigger the pool of images we have, the more we can vary the promotion of your book. Get in the habit of noting the copyright/ownership as you go.

Are you interviewing people?

Ask them if they have any photos or graphics, and seek verbal (and ideally written) permission to reproduce them. These pictures may be useful later for including as a cover, inside your book, slide shows for author talks, or as images for social media to help promote your book.

Taking photos as you write your book:

A proportion of the audience for your book will undoubtedly be people who take an interest as you as an author. As you go about the process of writing, consider taking photos of your process. If you are interviewing people who may end up in the book, take a photo of them, and you with them (of even a short video on your smartphone). A picture of yourself visiting the hometown of a historical figure, or just a trip to an institution to do research — all of this is an excuse to post on social media in a non-spamming way, to offer some insight into your writing and get people to engage with your book — and perhaps click the link to buy it!