

Marketing your book

An Introduction



SINGING
DRAGON



Congratulations!

You've written your book, it's gone through production and now it's time to get it out into the world.

A Marketing Executive will be assigned to promote your book and market it to the right audience. They will get in touch around two months before publication and will assist you with promotional activities and any queries you may have.

The Role of your Marketing Executive

Our method of specialist marketing is a strategic, long-term approach to building marketing channels with specific audiences and communities who will be interested in buying your book. We reach these audiences via brand awareness, audience engagement, using targeted marketing channels, and building partnerships and relationships with key media and organisations.

Your Marketing Executive has expertise in reaching the right customers for your book and will implement a marketing campaign that combines the following key marketing activities:

- ❖ Catalogues by subject area
- ❖ Social media promotions
- ❖ Online discount codes
- ❖ Promotional assets (photos for social media)
- ❖ Pitch review copies to trade-specific magazines, journals and reviewers
- ❖ Attend conferences and take your book to promote and sell
- ❖ Promote your book on the Singing Dragon and Handspring Blog



What We Do and What You Can Do To Help



We run promotions on social media (Facebook, Twitter, Instagram, YouTube and TikTok) with both paid and unpaid adverts and regular updates to our followers.

You can... Follow us on social media and share our posts with your followers.

Twitter:

@Singing_Dragon_
@HandspringBooks

Instagram:

@singingdragonbooks
@handspringpublishing

TikTok:

@singingdragonbooks

Facebook:

Singing Dragon
Handspring Publishing

YouTube:

@SingingDragon
@HandspringPublishing

We can pitch and send review copies to magazines, journals and specialist trade publications. We use our well-developed, existing list of contacts and we always try and seek more outlets specific to your book.

You can... Tell us about any contacts you have who may want to review or feature your book.

We promote and sell your book at key conferences and events throughout the year. We arrange, where possible, for flyers and printed catalogues to be available at these events too.

You can... Let us know if you are attending or speaking at conference or special event. There's more information about this under 'Events, Conferences, and Book Launches'

We can set up online discount codes for your book

You can... Share these discount codes with your contacts and followers so that they can buy your book with a special discount through our website.

We create promotional emails featuring your book that we send to our targeted customer mailing lists

You can... Sign up for our Singing Dragon mailing list [here](#) and share the email with your contacts. If you have your own mailing list, please use the assets supplied to you to share the book with your own audience.

We create promotional digital assets for use on social media.

You can... Share these and use them in your own promotional activities

We produce digital subject catalogues which will feature your book, these are sent to thousands of professionals, associations and customers on our mailing list. These can be found on our website under 'catalogues'. Please note, we do not create catalogues in all our subject areas.

You can... Share the digital catalogues on social media and with your network.

We can promote your book on the Singing Dragon and Handspring Blog. This may include pieces written by you, an extract from your book, or an author interview. This doesn't just have to be around publication, you are welcome to write for our blog whenever you like.

You can... Select an extract or write an article for our blog (500-700 words is usually best) and then share the blog with your contacts and followers on social media.

We promote your book to training courses and invite academics to request inspection copies to be included in recommended reading lists. (Please note this is exclusively for books with textbook potential).

You can... Share academic contacts you might have and suggest courses that may be relevant.

The Sales Process

We have a wide network of sales representatives in the UK and internationally who visit bookshops and other retailers. Below is a timeline of the sales activities for your book.

3-6 months ahead of publication

Book data feeds go to all major online retailers (Amazon.co.uk, WH Smith, Blackwell's Online, Waterstones Online, Bookshop.org, Book Depository etc)

Book data feeds go to our partners and international distributors in regions such as Australia and New Zealand, ASEAN countries, South Africa, and India.

The in-house Singing Dragon and Handspring Publishing sales team pitch your book to library and academic wholesalers.

Your book is pitched to a team of trade sales reps covering independent bookshops in all regions of the UK, included in the rep packs of the Hachette Sales Team (who cover large chain bookshops), and highlighted to our Rights team, for potential translation rights opportunities.

Target keywords on Amazon to ensure visibility and improve the searchability of your book.

Two months before publication

The in-house Singing Dragon & Handspring Publishing team pitches to specialist bookshops and retailers.

On and after publication

We can provide copies for book launches, events, or conferences. Please let us know your event schedule ahead of time and we will work to get copies there. If your event is being held at a bookshop, please let us know when and where and we can work with the bookseller to make sure they have ordered plenty of copies.

We can provide eBook copies in bulk for online/remote conferences and events via the [Singing Dragon and Handspring Publishing library](#), our eBook and digital resource platform. If you or a contact will be hosting an online event, and you would like to distribute digital copies to attendees, please let us know so that we can assist you with the download/supply process.

Your author discount is 30% and you can place an author order with us by contacting hello@singingdragon.com.



Creating Your Amazon Author Page

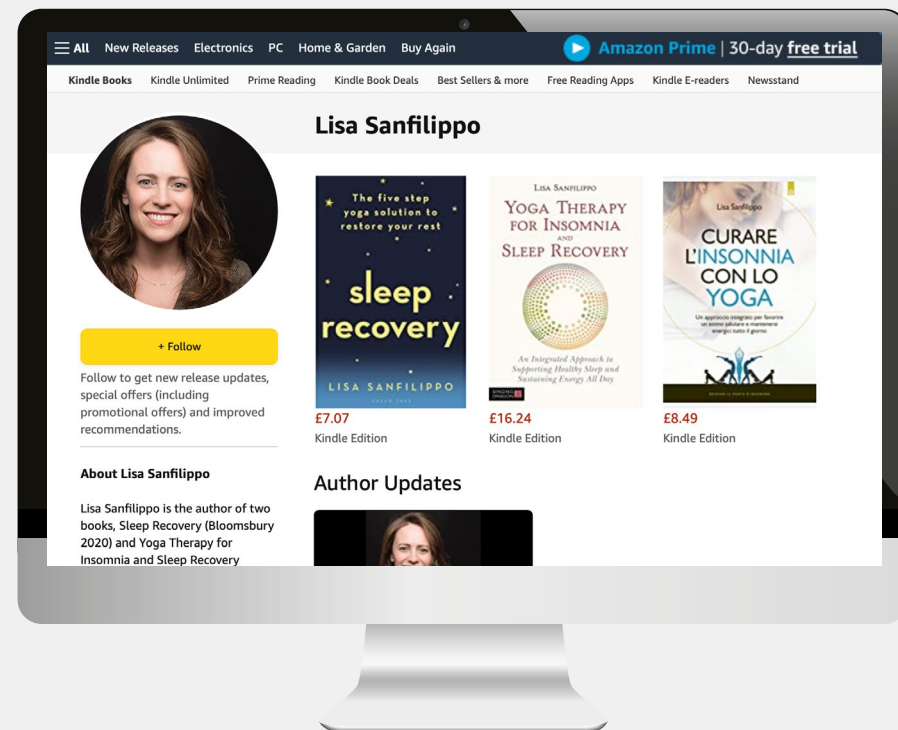
Your Amazon author page is the online equivalent of a shelf in a bookshop. It showcases your books in every available format and gives the customer additional information such as your biography. Amazon can automatically generate content to populate this page, it's sometimes incorrect and often pretty boring. We recommend that authors manage their own author page to make sure it's engaging and correct. The most effective author pages reflect the tone of your writing and show readers why you're the best person to have written your book(s).



Okay, so how do I make my author page?

To claim your author page:

- 1 Visit authorcentral.amazon.com
- 2 Click on 'Join Author Central'
- 3 Let your editorial assistant know you have done this so we can verify your account.
- 4 Go to the main **Author Central** page where you can use the editing tools you need to update your biography and add/remove books. You can also add photos/videos of your books, post information about upcoming events, add links to your social media accounts, and add a photo of yourself.
- 5 **You're all set!** Your updated information should verify within 2-3 days. Do also remember to update it regularly.



Events, Conferences, and Book Launches

Book Launches

We do not organise book launches on your behalf, but we do support them if you decide to hold one. We can support you by arranging the delivery of your books to the venue or bookshop, and promoting your event to our audiences.

Book launches held in partnership with other organisations/venues such as bookshops tend to benefit from the joint effort of collaboration. Do consider which contacts you have that you may be able to lean on to create an interesting event. We are able to offer £75 to help cover the cost of book launches which can be spent on drinks and nibbles or venue hire.

Please note this is only applicable for authors based in the UK/Europe.

If you are planning a launch event, your marketing contact will need the following information:

- 1 The date and time of your event, with plenty of notice to make sure we can arrange copies in time.
- 2 The location of the event, preferably with a named contact and telephone number at the venue.
- 3 The expected number of attendees.
- 4 Whether you would like a contact from Singing Dragon and Handspring Publishing to sell books on the day. *(We cannot guarantee that someone will be available as this depends on the location, day and whether a staff member is available to help).*

As an author when you place an order through us, we can:

- 1 Apply your author discount.
- 2 Request a 'sale or return' invoice, so any unsold copies can be collected and returned to our distributor. Invoices must be paid in full before book orders can be processed. If you return books, you will be reimbursed for the undamaged stock that returns to us. (note that this takes around 2-3 weeks).



Events and Conferences

What we do

We attend multiple conferences every year where people can browse and buy our books. Third party booksellers will sometimes sell books on our behalf at these events too.

We can suggest you as a speaker at conferences we are attending and arrange a book-signing afterwards (if you would like us to).

We feature author events on our Facebook, Twitter and Instagram pages and in regular emails to our audiences. The more information we have about your events, the better!



What you can do

Let us know about your scheduled speaking events, workshops and conferences in advance to ensure that we have stock of your book available to send, and to ensure we have time to create and print flyers for you if necessary.

Send us photos and videos of your event so we can help promote your activities on our social media.

FAQs



Can I tell people about the book before it's been published?

Yes, please do! Once your book has been contracted, you can tell people about the book.

When will I receive my author copies?

You will receive your author copies around a week before publication. If you have any questions about your author copies, please contact your editorial assistant.

Will you send out review copies?

Yes! We send out review copies of your book upon publication to specialist outlets. If you have any media contacts you'd like us to send copies to, such as journals or magazines, please let us know their details.

I want to place an order for my books, who do I contact?

You can contact our sales team on hello@singingdragon.com. Or mail your marketing contact.

Will you organise my book launch?

We cannot organise events either in person or online. However, if you are organising your own book launch then we can help by arranging the delivery of books, shouting about your event on social media and providing promotional materials like flyers.

Should I set up a dedicated social media account/page (Facebook, Instagram, Twitter, TikTok) for my book?

If you already have social media accounts, it would be great to utilise them and promote the book on your channels, rather than starting from scratch with a new account. If you don't have a social media account, this is absolutely fine – we can post about your book for you on our own channels!

Will my book be on Amazon?

Yes! We recommend setting up your author page too.

I know influential people who would like to review the book, how do I get copies to them?

Do provide us with their details, so we can contact them and send them a copy of the book.

Will my book be available in other countries?

Yes, we have distributors across the world. Please note that books are likely to be available two months after the publication date in Australia due to shipping lead times. Do check our website for delivery times for particular countries.

Will I get a picture of my book to share on social media?

Yes! You will receive some promotional assets to use on social media, designed by us, which you can use on your website, in emails, and on social media.

FAQs



Will my book be in Waterstones, Foyles and other high-street retailers?

Our books are regularly stocked in high-street bookshops; however, it is at each bookseller's discretion as to which stock is kept in stores and if they want to display them. They have the knowledge and buying patterns to make informed decisions as to what stock they take. We pitch to high-street bookshops and indies 3-6 months ahead of publications, so every bookshop knows about your book and will decide whether they'd like to buy stock. If anyone would like to buy your book at these bookshops, they can be ordered online or via the tills in their stores.

Will my book get publicity?

We run a marketing marathon, not a PR sprint! Our method of specialist marketing is a strategic, long term approach to building marketing channels with audiences and communities that are not easily reached via trade publicity.

In very rare cases, your book might receive a trade publicity campaign alongside the marketing campaign. A member of our publicity team will be in touch with you if your book requires a publicity campaign.

Would you like me to write an article for you about the book?

Yes! We have a popular Singing Dragon and Handspring Blog where we post articles from our authors about subjects relating to their book. If you would like to write an article for us, please contact your marketing contact to discuss further.

Do you arrange book tours or signings?

As with book launches, we do not arrange book tours or signings. However, booksellers are often delighted when authors visit them and sign copies. You can find out more information about this on our 'Events, Conferences, and Book Signings and Launches' page.

Is there anything more I can be doing to market my book?

Marketing your book is a marathon. We will continue to promote your book at conferences and events, on awareness days and at other suitable moments throughout the coming years.

How is my book selling?

You can find out how your book is selling by speaking to either your marketing contact or Editor. Please note, however, that some figures may not be accurate as sales from some accounts (e.g. Amazon) can be delayed by a month or so.

When do I receive my royalties?


You will receive a royalty statement twice a year with accurate sales figures. If you have not received yours, please contact your Editorial Assistant or royalties@hachette.co.uk.

What's the initial print run of my book?

This varies book by book, and increasingly publishers are printing in small print runs for cost and environmental reasons. You can ask your Production Editor for further information about print runs.

My book is out of stock! What do I do?

Firstly, don't panic! We'll already be aware and working on a re-print. It will still be available in outlets, such as Amazon, who have a print on demand service to ensure that copies are always available.



We are excited to
work with you
to bring your book
into the world!



SINGING
DRAGON

