



ADVICE FOR AUTHORS: TEN TIPS TO PROMOTE YOUR BOOK

1. Contact the editors of "Colorado Libraries," a quarterly published by the Colorado Association of Libraries. They do some book reviews. Go to <http://www.cal-webs.org/publications.html>. Purchase advertising in "Colorado Libraries." See the same link, but go to the ads.
2. Consider purchasing or downloading labels for libraries statewide. To download, go to www.cde.state.co.us/cdelib/maillinglabels.htm. To purchase at reasonable cost, contact the receptionist at 303.866.6900. Cost is about \$25. The general term for the office that purchases books in libraries is "Collection Development." Address correspondence to that office.
3. Download labels for schools for no cost at this website: <http://www.cde.state.co.us/cdereval/DownloadableMailingLabels.htm>
4. Access directories for libraries, then select the ones that you especially want to reach. <http://projects.aclin.org/directory/>
5. Speaking engagements result in sales and sometimes in speaker honoraria. Public and school libraries use authors as guest speakers. This is done separately, and you need to contact each library and ask either for children's services or someone who does programs. If you schedule an appearance, be absolutely clear about responsibilities—especially promotion and advertising of your program.
6. Some resources specialize in marketing ideas for books. One is "Jump Start Your Book Sales: A Money-Making Guide for Authors, Independent Publishers and Small Presses" by Marilyn Ross, Tom Ross (Paperback - April 1999). A general website is Writers Weekly, <http://www.writersmarkets.com/>, with a free weekly newsletter.
7. If your book is independently published, think about contacting Colorado Independent Publishers Assn at <http://www.cipabooks.com/>
8. A coalition of book and writing people called Book Organizations of Colorado has a FREE author data base on which you can list yourself, as well as a monthly newsletter and an e-list at www.coloradobook.org. This also may be an option to promote your publication.
9. Consider contacting a library vendor, such as Ingrams, to handle your work, as many libraries order through vendors.
10. Think about groups of people who might be interested in the topic of your book. Contact them directly and ask about appearances, newsletters, e-lists, promotions.