



Support

Checklist for promoting your book

Download and use this checklist to ensure you're taking the right steps to promote your book effectively.

MUST: Essential Actions

- Incorporate your book into your professional identity (bio, presentations, interactions).
- Share [20% discount codes](#) with friends, family, and networks.
- Request an [email signature banner](#) featuring your book.
- Request [social media banners](#) to share on LinkedIn, X, Facebook and Bluesky.
- Request personalized [author flyers](#) for events and conferences.
- Collaborate with co-authors/contributors to amplify promotional efforts.

SHOULD: Recommended Actions

- Ensure your book is available in your institution's library.
- Ask friends and colleagues to leave reviews on Amazon.
- Take every speaking opportunity to mention and promote your book.
- Use social media platforms strategically to share updates and engaging content.

COULD: Optional Actions

- Arrange a virtual or in-person book launch event.
- Set up an [Amazon Author Central](#) profile.
- Join the [T&F author affiliate program](#).
- Reach out to media outlets, journalists, and bloggers for reviews or interviews.
- Create multimedia content (author interviews, podcasts, webinars).
- Promote yourself at conferences and events.

This checklist ensures you stay organized and focused on promoting your book effectively. Download it now and start ticking off your promotional goals!

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<https://authorservices.taylorandfrancis.com/publish-your-book/marketing-services/>