

We're very excited to partner with you on the launch and promotion of your new book!

Roughly four to eight weeks before your book comes out, you and your marketing manager will connect over email or phone to discuss our marketing plan for your book and your author platform.

Until then, here are some items you should know and what you can already be working on. We have these, and other resources for your book's launch, available at AbingdonPress.com/LeadershipAndAcademicAuthors.

1. If you haven't already, please set up an Amazon Author Page by visiting AuthorCentral.amazon.com. Amazon is an important partner in both our sales and marketing strategies, and there are certain types of promotions that aren't available to books without an author page.

Amazon does not allow publishers to update author pages. The Author Central hub has a [robust help section](#), but if you have any issues, please let your editor know, and we will help as much as we can.

2. We begin marketing your book to retailers, including our partners at Cokesbury, 6 to 10 months before its release so your title is already on every major retailer site for pre-sales. If you have your own website where you direct readers to pre-order your book, please include links to all major retailers including:
Amazon Barnes & Noble Books-a-Million
Christianbook.com Cokesbury

If you want to support independent bookstores, you can also include a link to your title on [Indie Bound](#).

Another way to partner with retailers is to visit your local bookstores and introduce yourself as an author and ask them to carry your book. Bookstores may order your book directly from [Abingdon Press](#) or through the book distributor of their choice (Ingram, Spring Arbor, Baker & Taylor, etc.).

3. If you speak regularly and would like to sell copies of your book at a speaking engagement (or you are speaking at a conference and one of the event planners is organizing a bookstore), please contact orders@abingdonpress.com or (800) 251-3320. They will need to know how many books you need, where they should be shipped, and when they should arrive. Please, whenever possible, give the sales team two-weeks notice before the books are needed. You will receive your author discount for the books you buy.
4. We will supply you with promotional postcards or bookmarks for you to use before your finished book is available to purchase. You will receive these roughly three to six months prior to your launch date, depending on when the final manuscript arrives. They are helpful for giving out at speaking events and at other opportunities for pre-promoting your book.
5. You are already working with your editor on gathering high-profile endorsements for your book. In addition to those connections, please also think of 25 to 30 influencers you would like us to send a review copy to. These are people such as bloggers, media, church leaders, etc. who you believe will review or tweet about your book. We will manage this mailing for you, and we also will develop a list of review copies to select magazines and journals, which we will provide you with before the book launches.
6. Videos are a great way to connect with readers. We have provided some tips and ideas for creating an author video at the landing page (AbingdonPress.com/LeadershipAndAcademicAuthors) and encourage you to take the time to record a message about your book. If available, we will use these during the launch of your book to promote it to retailers and readers.

*Good luck as you finish the important work with your editor of completing your book.
We look forward to working together!*

–The Abingdon Press marketing team