

HOW I PROMOTE MY BOOKS

by Hazel Edwards

I've been doing an apprenticeship in social media by learning one tiny skill per day. I think in abstract rather than pictures, so formats are a challenge for me. Mine is the 'preparation meets opportunity' approach, so when I have a new book, or the subject of one of my backlist becomes



news, I know how to put up a tweet.

1. *Twitter:*

I'm Hazel Edwards [@muirmoir](https://twitter.com/muirmoir).

I've slowly accumulated relevant #(hashtags) for me. That means the content is more likely to be re-tweeted to groups of people of similar interests. E.g.

#WeNeedDiverseBooks

@AusWomenWriters

Hints: Support others, feature issues, not just your book. Be witty rather than egotistical. Don't say 'Buy my book'. Have a relevant cover photo

to add. Link to where the book is available.

I add [@muirmoir](https://twitter.com/muirmoir) so I can see the response on the Analytics. I'm self-taught, so I blunder along. Or ask a 14-year-old expert. Muirmoir is my maiden name and it's difficult, but Hazel Edwards is so common that I now know all the others who share this name. So, choose your Twitter name carefully.

2. *Website* www.hazeledwards.com

A self-managed website, with a page per book is vital. Slowly add reviews, articles and photo links as your book coverage grows. e.g. <https://hazeledwards.com/hijabi-girl.html>

List EVENTS where you will be speaking, using the same book –talk title linked to your book page.

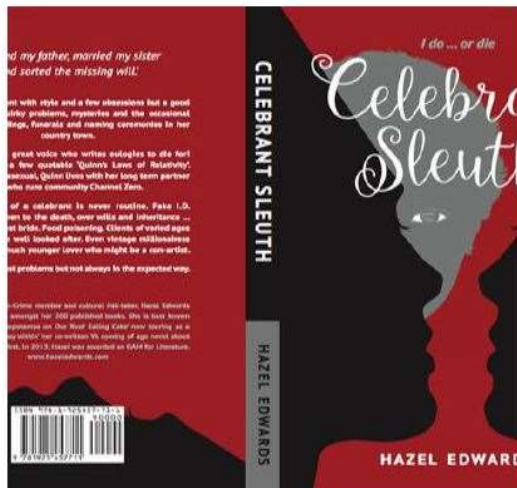
3. *Relevant Photos*

With new mobile phones, you can edit one decent PR shot per book launch, holding the book. Use that everywhere, especially if you have co-creators as we did on *Hijabi Girl*.

4. *Online reviews help*, especially early ones.

You can quote from Good Reads. Amazon is tricky, because reviewers need to buy books there and have an account before they can review. Authors can't update even incorrect information about defunct publishers.

It's useful to quote a phrase from a review on your book page and have a link to the entire review. Best to make a pdf of the review and keep within your website as often smaller review sites come and go, as do magazines with articles or small community radio station podcasts of interviews.



DON'T ask friends for reviews. It puts them in an awkward position especially if they don't like the genre or the book.

5. *Cover is vital*. So is the back-cover blurb. The double cover visual in low res can be used for PR. such as *Celebrant Sleuth; I do or die*

Because I'm known for children's books, promoting a quirky adult crime book requires different contacts. Speaking on a Sisters in Crime panel or a feature in local newspapers is effective. So, you need a versatile media release. And library talks. Or special interest groups like celebrants. Recent Same Sex Marriage law changes meant increased attention on celebrants. So *Celebrant Sleuth; I do or die* is topical.

How do I promote my books? By learning a tiny skill, daily,