

5 Ways to Promote Yourself/Author

Build an Author Website

1

Create a website where you can share information about your books, your writing journey, upcoming events, and a blog. It serves as a central hub for readers and helps establish your professional online presence.

Engage on Social Media as an Author

2

Share your experiences, insights, writing tips, and book updates on social media. Engage with other authors, join writing communities, and connect with readers. Platforms like Twitter and Instagram are particularly good for authors to build a personal brand.

Attend or Host Author Events

3

Participate in book readings, virtual or in-person author events, and book signings. You can also host workshops or webinars on writing topics you specialize in. These events help readers and aspiring writers get to know you better and develop a personal connection.

Network with Other Authors and Join Writing Groups

4

Connecting with other authors can open up collaborative promotion opportunities. Writing groups (in person or online) also help you stay active in the writing community, share your expertise, and grow your readership organically through peer support.

Create Valuable Content

5

Share insights through blog posts, guest articles, newsletters, or podcasts. Topics could include writing advice, behind-the-scenes stories about your books, or personal stories related to your journey as an author. Valuable content builds trust with your audience and attracts readers interested in learning more about you and your work.