**BOOK PROMOTION  
AWAKENING A SLEEPING BOOK**

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Snoozers! Is there anything that you can do to awaken a sleeping book? In some cases, yes. We have seen some books come to life after a long period of dormancy. Some approaches that have worked are:

* + Finding an Influencer…wow…the one book that found one came alive after 10 years and has remained one of our bestsellers ever since even though the Influencer is no longer involved and the author is dead.
  + Send to a legacy award competition; if an award is received, the press release can be brushed off and re-distributed—and we get lots of opportunities to social-media that information around (and usually the competition showcases it on its site as well).
  + Get some new book reviews; share those widely, including with us; again, we can amplify. And remember, fewer than 100 book reviews usually means a scramble for sales.
  + Publish some articles related to the topic of the book and use the book as your source of credibility. If the publication has a wide enough circulation, it should bring some attention to your book.
  + If we have an e-book version, let us know that you would like to run some promotions for the book.
  + Work with us on SEO. Let us know that you would like to do an SEO check on your book (there is a fee since we contract for this service with a specialist)—but only if you are ready to invest some serious effort in subsequent promotion. Improving SEO does not solve everything. We need to be able to have a reason to bring attention to your book.
  + Update the book description; provide it to us for the distributor’s catalogue.
  + Lecture, make presentations, or do seminars on topics related to your book and have your book available for purchase. Let us know if you need some amplification of your efforts on our social media accounts.
  + Many activities related to book launches can be undertaken for a re-launch.