A GUIDE FOR LECTURERS

PROMOTE YOUR TEXTBOOK
12 TIPS AND HINTS

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Help us to spread the word! As an author, you are in an ideal position to build a close-knit relationship with your audience. We’ve summarized 12 tips and hints for you; use them and you can create a community of readers interested in reading your book and finding out more about your work.

BEFORE YOUR BOOK IS PUBLISHED

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   • choose a smart title,
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5 Set up a Twitter account
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