

A person with long dark hair, wearing a tan leather jacket over a black and white striped shirt, is seen from the chest up, reading a book. The book is held in front of their face, obscuring their eyes. The background is a blurred library or bookstore with wooden bookshelves filled with books. A large teal semi-transparent rectangle is overlaid on the left side of the image, containing the title and author information.

# SELL YOUR BOOK

AN AUTHOR'S GUIDE TO  
PUBLICITY AND PROMOTION

BY SUZANNE ALYSSA ANDREW

**WRITERS' HOW-TO**  
THE WRITERS' UNION OF CANADA  
& THE LEAGUE OF CANADIAN POETS

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# ABOUT THIS PUBLICATION

**SELL YOUR BOOK: AN AUTHOR'S GUIDE TO PUBLICITY AND PROMOTION** is part of the Writers' How-to series, which offers professional guides on a variety of topics for writers.

**SUZANNE ALYSSA ANDREW** is the author of the novel *Circle of Stones* and the associate editor for the beloved literary magazine *Taddle Creek*. She works as a freelance story director, writer, and editor, and plays bass for fun.

**THE WRITERS' UNION OF CANADA** is the national organization of book authors. Founded in 1973 and now with over 2,000 members across the country, the Union promotes the rights, freedoms, and economic well-being of all writers.

**THE LEAGUE OF CANADIAN POETS** is the professional organization for established and emerging Canadian poets. Founded in 1966 to nurture the advancement of poetry in Canada and the promotion of the interests of poets, it now comprises over 700 members.

# WRITERS' HOW-TO

## EXPLORE ALL THE GUIDES IN THIS SERIES

All guides in the Writers' How-to series are available for purchase online at [writersunion.ca/writers-how-to](http://writersunion.ca/writers-how-to). Members of The Writers' Union of Canada can access the full series at no cost. Print copies are available upon request.

**ANTHOLOGY RATES AND CONTRACTS** provides notes on contributions to anthologies, suggests minimum rates, and provides a suggested anthology contract.

**AUTHOR & EDITOR** (by Rick Archbold, Doug Gibson, Dennis Lee, John Pearce, Jan Walter) describes the relationship between author and editor, including a list of dos and don'ts for both parties.

**AUTHOR & LITERARY AGENT** offers guidelines and responsibilities governing the relationship between the author and the literary agent.

**FROM PAGE TO SCREEN** is a reference guide to options and film and TV contracts for original literary works, including information on minimum and maximum rates paid.

**GHOSTWRITING** (by Marian Hebb) includes various details to consider when negotiating a ghost writing agreement, including a sample contract.

**GLOSSARY OF PUBLISHING TERMS** is a user-friendly guide for authors dealing with the book publishing industry, usually during contract negotiations.

**HOW TO SELF-PUBLISH** (by Eve Silver) covers the why and how — and how much — of self-publishing, from editing and design to distribution and marketing, for authors with unpublished and previously-published materials.

**INCOME TAX GUIDE FOR WRITERS** is a tax guide for those in the business of writing and includes details about the GST as it pertains to writers' income.

**INCORPORATION FOR WRITERS** covers the advantages and disadvantages of incorporation.

**SELL YOUR BOOK: AN AUTHOR'S GUIDE TO PUBLICITY AND PROMOTION** (by Suzanne Alyssa Andrew) provides ideas for publicity and promotional activities that work, including a blueprint for your own personal book marketing plan, and is filled with advice from authors and industry experts.

**WRITERS' GUIDE TO CANADIAN PUBLISHERS** is a searchable online database of publishers who currently accept unsolicited manuscripts.

**WRITERS' GUIDE TO GRANTS** lists grants available to Canadian writers and includes information about writing samples, types of juries and how they judge, and application procedures.

**CONTRACTS SELF-HELP PACKAGE** helps writers evaluate and negotiate contracts offered by publishers.

**MODEL TRADE BOOK AGREEMENT** is a comprehensive model contract, complete with a model royalty statement, which provides reasonable minimum terms for trade book contracts and is a useful comparative tool for evaluating your publisher's contract.

**HELP YOURSELF TO A BETTER CONTRACT** (by Marian Hebb) is designed to aid writers in book contract negotiations with their publishers, and includes a checklist of favourable contract provisions with advice on what to ask and what to watch for.