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HAMILTON BRADSHAW
Investing in people with passion

You must be proactive if you want your books to sell



James Caan

Dear James

I FEEL I can generate some income from a couple of books I have published. Could you advise how to pitch and distribute my work through outlets such as the NHS, schools and learning centres?
Noushka

ALTHOUGH book publishing is easier than it used to be, it is still difficult to get it in front of the right distributors.

I have written three books myself, and in each case a proper marketing plan has been essential. By generating a buzz around your books, you will find going into pitches so much easier. Write a press release – I would advise you to send it to regional and trade press. There are many templates online that you can use to help you with this, but it is important to find a good hook or angle. Also use the power of social media and word of mouth.

Focus on your personal brand as much as your books. As an author, you are selling yourself and your writing style. Your website is impressive but I would advise getting testimonials on there. Submit your book for reviews and pick out the best for your site. People are more likely to do business with someone who is highly rated.

Make sure you tailor each pitch you do; a generic approach won't work. You need to emphasise why your

books will be of value to that particular company. As ever, research is key here, so speak to authors who have had their books distributed through these channels.

Keep in mind exactly what you are looking for from each company, such as volume and discount. And remember: the marketing doesn't stop once you have made a successful pitch. Set up events with firms to promote the book to their audience – you have to be proactive.

■ *For more entrepreneurial tips and advice, read James Caan's book [Start Your Business In 7 Days](#)*