

NEW AUTHOR INFORMATION & CHEAT SHEET

What to expect. When to expect it. & Tips.

UPON SIGNING

- Sign contract
- Submit preferred author photo for the website, social media, and book design
- Submit preferred author bio
- Add JackLeg to your social media hands
- Add the JackLeg logo or note to your websites
- If you do not yet have a website, consider building one!
- Create an initial social media announcement for review and approval or send it out to your network via email

WITHIN THE FIRST TWO MONTHS

- Ask for 2-3 blurbs from esteemed – send a draft! Focus on well-respected writers for use in advance publicity, website, and in your book. Try to secure your blurbs within 3-4 months.
- Send your list of favorite independent bookstores to Jen Harris:
jharris@jacklegpress.org
- Research 2-5 preferred reviewers of choice; both parties are responsible for working on reviews.

MONTH THREE AND BEYOND (Depending on your Publication Date)

- Editing and layout will likely begins, depending on the backlog schedule
- You will be assigned an editor whom you will work directly with to finalize your book
- You will be an active contributor to all final edits
- Target agreements for layout and cover deadlines

- Target agreements on publication date

UPON FINALIZATION OF THE LAYOUT AND COVER

- Manuscript and cover image go to the marketing team for dissemination efforts and advance PR
- There might be required edits to the manuscript. Expect to work selectively with your genre editor.
- The author will engage with the JackLeg team to discuss the concept and will be presented with between 2-4 final options to decide upon
- Begin planning a series of public readings (author's responsibility)
 - Look for partner organizations, locations, etc.
 - Consider universities, art galleries, museums, cultural centers, bookstores, etc.
 - Use Zoom and TEAMS to host national and multinational events
 - Look for public workshops to lead and use to promote your book upon publication.
 - Planning events takes significant lead time; plan early!
 - Please work with your local book stores and ask them to order your work. We will partner with you on all direct orders
 - Consider purchasing additional author copies to sell directly. Selling directly at local events can help you earn more money.
- Outreach to contests and reviewers – JackLeg has developed a list you can use to help the process

MARKETING AND PR OFFERINGS FROM JACKLEG PRESS

- Consulting with the author to make sure we're all on the same page; gather hooks about the book
- Outreach to select book industry reviewers, podcasters, and bloggers
- The team also undertakes to select social media in addition to our other efforts

TIPS:

With market competition, unless you are proactively planning readings, networking, and trying to get yourself out there, it's most likely your work will not sell many copies. The average book (across all genres) sells just a hundred copies. Here are things to consider as you grow your audience and sales:

- Ensure you have a website
- Build a newsletter and an email group
- Ask friends, colleagues, and others to write reviews for you on Amazon, Goodreads, etc.
- Make yourself known to local/regional bookstores and libraries
- Start months in advance to set up potential readings at bookstores (and consider inviting someone to read with you who also has books to help build your audience)
- Ask JackLeg a host an online reading (usually with other writers, and you'll need to partner on outreach)
- Collect colleagues and host your online reading
- Become active on social media (try posting thought leadership content or talking about your journey as a writer – something to engage audiences)
- Network – attend other readings/events and actively promote and talk about your work
- Create and run targeted ads on [Amazon](#) to feature your book
- Sell your copies directly to friends, families, and stores to earn more (you get 50% off the price buying directly)
- Create a raffle or giveaway
- Consider promoting your book on YouTube
- Create an Author's Central page on Amazon
- Create a Goodreads author page
- Add your book to your email footer and social media header with links
- Write articles on LinkedIn and other sites (guest blog)