

## HOW TO MARKET YOUR PUBLICATION / GET REVIEWED (and HOW WE WILL HELP):

### Getting you started / What will the OS do to help me off the bat?

For every release, at no cost to you, the OS Team (mostly Lynne!) will:

- make a sell sheet for you (see sample pdf)
- promote your book from announcement through release via social media and our extensive mailing list
- post an author Q&A in anticipation of your release
- organize and host a launch event for you in NYC (and put you up while you're here) and help coordinate, plan, and strategize events elsewhere
- create OS sponsored facebook events for any launch or other event
- promote any and all of your readings/events via our social media channels and include all of your events on our events calendar
- submit your book for review by Publisher's Weekly 2-3 months before release
- privately promote your book to our community of authors/poets, many of whom are also reviewers and educators, for review and course adoption
- display and sell your book at conferences and bookfairs at a reduced rate
- handsell / directly distribute to and stock your book in NYC indie bookstores
- donate copies of your book to collections, libraries, and archives
- provide pre-release review PDF's/ ARC's (Advance Review Copies)

Also available to you are:

- as many online posts as you wish on our website in anticipation of and following your release
- we can help you draft a template letter for your book to use in soliciting reviews, and answer your questions about social media or other strategies
- while we can't necessarily pay for the printing, we will happily help you by designing other materials -- like postcards, bookmarks, or totebags -- for free.

### What should I be doing on my own?

- Contact journals and mags that you have published in before, in particular if the work appears in this new volume. Express gratitude for their support, offer a PDF just simply as a thank you -- or a hard copy ARC if you developed a good relationship with someone there in your initial contact with them
- If you know people who do reviews, or have friends who have gotten good reviews from other folks, don't hesitate to contact those folks through your personal channels.









