

Make the Most of Your SELF-e Selection



Congratulations, *Library Journal* has picked your book as one of the best indie books in the country! As a SELF-e Select author, you can grow your readership via public libraries while creating a demand for your work in other channels. Below is a quick checklist to make sure you make the most of your selection.

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- **Add the SELF-e Select digital badge** to the cover of your *LJ* selected book and to your marketing materials, website, blog, and social media accounts.
 - **Reach out to your local library** to let them know you were selected for SELF-e and to thank them for making this opportunity possible. This can be the start to an exciting partnership!
 - **Use your state/province library** as a marketing platform. Reach out to participating SELF-e libraries in your region to schedule appearances and readings.
 - **Issue a press release** to let local news outlets know that *Library Journal* has chosen your book as one of the best indie published books in the country.
 - **Become a SELF-e Author Ambassador** for the opportunity to speak at indie author events and connect with industry professionals. We are constantly seeking authors to fill these roles at events around the country, and have already reached out to dozens of authors.
 - **Watch the SELF-e Blog** for news from Porter Anderson, leading publishing industry journalist, about top performing titles.
 - **Share links to your book** with all your friends, family, fans, and followers to let them know they can now find your ebook in participating libraries' catalogs across the country. As you continue to drive traffic to your book, you can be presented with new promotional opportunities through SELF-e and can be featured as one of the top ten "most read indie books" in your area.