

# Making SELF-e Successful for You and Your Authors



With over a year of experience helping libraries integrate SELF-e into their local communities, we have developed a Best Practices approach to creating a successful launch of your program.

## TO-DO LIST FOR **DIGITAL LAUNCH**

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### **PROMOTE** SELF-e on your library's site

- Establish a SELF-e page or local writing section on your library's site
  - Display the link to your library's branded SELF-e submission portal.
  - If your state or region's Indie module has already launched, include a link to the collection.
- Integrate Biblioboard and SELF-e logos wherever helpful.
  - <https://www.brandisty.com/self-e>
  - <https://www.brandisty.com/biblioboard>

**NOTIFY** your patrons about the program via email and social media. We can provide digital assets to make this process as simple as possible.

**DISPLAY** the SELF-e posters and marketing collaterals at all of your library's branches.

# RAISING AWARENESS

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## **PLAN** your Indie Author Day SELF-e Launch Event

- Select a date for launch event
- Choose location for launch event
- Select a format for the event:
  - Do you want authors to have tables to individually promote their books? Would you prefer a looser Q&A dialogue format?
  - There are a variety of different approaches to these events and we are happy to discuss them with you.
  - It is recommended to think of this as an annual or semi-annual event so that your library's relationship with the local writing community can be as consistent and inclusive as possible.
- Invite local authors who have submitted to SELF-e to attend. We can provide information on these local authors.
- Reach out to any potential speakers:
  - SELF-e selected authors in your region who will communicate the importance of the writer's relationship with the library and the value of the SELF-e program. We can provide this list of contacts.
  - Local industry professionals who can highlight relevant trends and successful practices in self-publishing.
- Distribute a press release for the event to news outlets and industry media, as well as local writers groups and authors. We will provide a SELF-e launch press release template.
- Share your finalized event information with us so we can coordinate with *Library Journal* to help promote the event.

## LOCAL AUTHOR **DISCOVERY & PROMOTION**

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### **DISCOVERY & MARC RECORDS**

- Integrating these MARC records is vital to the SELF-e program.
- Once we notify an author their book has been added, we will quickly make the MARC records available so they can experience and share finding their book in the library's collection.

### **DRIVE PATRONS TO YOUR BEST LOCAL AUTHORS**

- Showcase local SELF-e selected authors on social media and your library's site. These are your best local authors, as selected by *Library Journal*, so let your community know!
  - This has proven to drive digital traffic, bring new users into the library and is an easy way to promote quality content with no fear of waitlists, late fees, or pay per use budget hits.
- Set up readings and appearances by your local SELF-e selected authors.
  - This is the program working at its best, reinforcing a mutually beneficial partnership between Indie authors and their libraries.