

Promoting Your AhaBook™

Here are some ways to promote your AhaBook™ and have more advocates amplify your content:

Promote it on Social



- Update your bio & social profiles about the AhaBook you authored.
- Announce that you are an author of an AhaBook™ once a quarter or until your next AhaBook is published (make sure you include the AhaBook link).
- Create a periodic approach to share “every” AhaMessage™ socially from your AhaBook™ at least once. Ask your superfans to do the same.
- Create your own or ask us to create a 5 “Ahas” post to share on your or our blog posts (see <https://www.linkedin.com/today/influencer?authorId=16739>).
- Go to LinkedIn or Facebook groups and join discussions related to your book topic and include a reference to your AhaBook, where appropriate.



Promote it Through Traditional Methods

- Display the AhaBook cover on your blog and homepage and encourage folks to read and share.
- Write a press release about the AhaBook™ or a key topic(s) your cover.
- Do a webinar about the topic of your AhaBook and promote it during the session.
- Ask your friends to review your AhaBook and share their reviews on social and on your website.
- Promote it through your newsletter(s).
- Consider paid for LinkedIn and Facebook advertising.
- Have us create a physical version of your AhaBook to share as a tschocke item at prospects and advocates.

Gamification

- Ask your advocates to unlock your AhaBook and encourage them to share at least 10 AhaMessages™ from it.
- Run a contest where the person(s) who shares the most AhaMessages™ gets a prize.