

# Your Packt Book Promotion Toolkit

How to effectively market your book

Packt>



# Welcome to the World of Book Promotion

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Now that your book has been published (or is just about to be!) the fun can really get started. All the months upon months of time and effort that have gone into your title will have all been worth it to create a piece of work you should be proud of. But it doesn't stop there.

We're about to embark on a journey together to promote your book, ensuring it achieves the great results it should. As you already know, **you** are the foremost authority on your book – which means you're one of the best people to promote it! For this reason we'll work with you along each step of the way, helping you to understand the opportunities available to you and how you can take advantage of each one.

This promotion is absolutely key to making your title the success it deserves to be. By promoting your work effectively you'll raise your profile, build your network, and most importantly drive sales of your book. And by driving sales of your book, you'll be giving your royalty cheque a nice healthy boost, too! With a wealth of different promotion options at your fingertips, from social media to blogs, and conferences to campaigns, it can be difficult to know where to start. But fear not – this Packt promotion toolkit is here to help. Take a look through our top tips and proven advice to get started – and make sure your book gets the attention it deserves!

If you have any questions about the contents of this toolkit, then please don't hesitate to contact the Author Support team at [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com).



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# Rake in the Reviews with the Packt Author Review Referral Scheme

01

Using every tool at your disposal to generate sales is key to helping you on the road to commercial success. Reviews are one of the most crucial tools available – particularly for sales on Amazon and the Packt website!



## Why are reviews so important?

Reviews can really **help boost conversion** – everyone who looks at your listing can discover readers' unbiased opinions about the excellent quality of your work, combined with the description and any other important information about your book. Reviews can help customers make the easy decision to buy your book based on what's been said about it already. And, unsurprisingly, the more quality reviews your book has, the higher the chance that potential customers will make the purchase - and turn into your readers!



## Want to see some examples of great reviews?

**Our top selling book of all time** has over 100 reviews on Amazon.com alone! **This Odoo book** has received some superb reviews already. And last but by no means least, check out some of the really positive reviews on this **Deep Learning book**.



## How can I receive more reviews on my titles?

If you're keen to take advantage of this conversion boost and generate as many reviews on your titles as possible then join the **Packt review referral scheme** today – **and we'll give you a helping hand**.



To join, simply **refer 10 people** who you would like to send a free copy of your most recent published title to. We'll then email them simple instructions on how they can get a free eBook version – and ask them to help you by leaving a review on Amazon!



**Want us to help you get your title off to a flying start by joining the free Packt review referral scheme? Then let us know your basic contact info and refer your lucky 10 chosen readers [here](#) – and we'll get to work!**

# Build your Author Profile on Amazon

(...because we can't do it for you!)

02

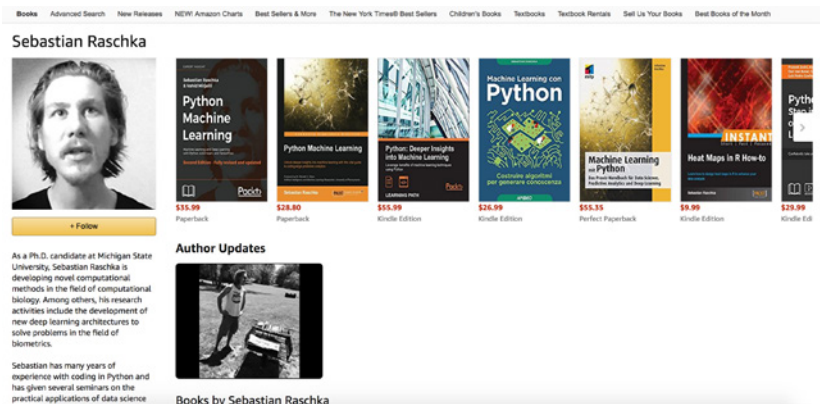
## Amazon Author Page

Amazon is the world's largest bookstore – yet very few authors take advantage of promoting themselves by setting up their Author Page on Amazon. We can't create this for you, unfortunately – so it's up to you to make sure you make the most of the opportunity!

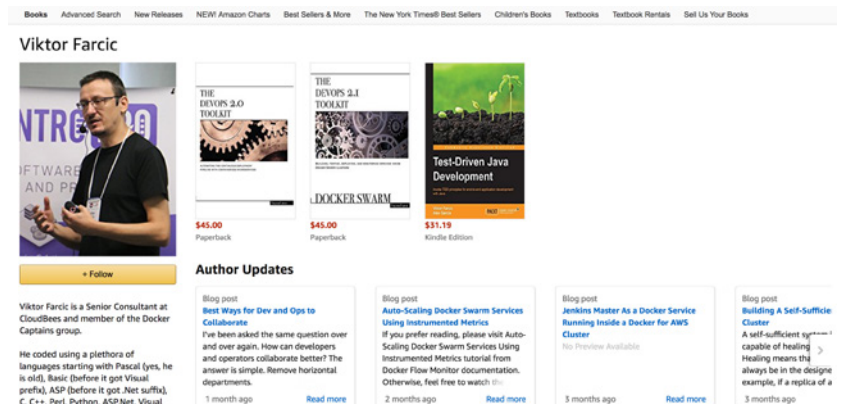
Creating your page on Amazon is an excellent way to promote yourself and the work you do. Your Author Page allows you to group your Amazon titles together, along with photos of you, your biography, blog feeds, videos, and any tour or conference events you might be taking part in. Every little bit of promoting your activity and the work you do really does help – it's a sure-fire way to generate online interest in you and your titles.

Once you've created your Amazon Author page (and it's been approved) then take a look at your book's product page on Amazon. Your name will automatically have changed to a link directly to your author page! Check out these great examples of Author Pages for some inspiration:

### Sebastian Raschka Amazon Author Page



### Viktor Farcic Amazon Author Page



**Ready to get started?** Follow the steps on the next page to create your very own Author Page.

# Build your Author Profile on Amazon

02

## How to create your Amazon Author Page

- Head over to <https://authorcentral.amazon.co.uk/> and click **Join Now**.
- Enter your email address and password to sign in (*Don't have an account? Sign up using the 'No, I am a new customer' option*)
- Read and agree to the **Author Central's Terms & Conditions**
- Enter the **author name** your books are written under – a list of possible matches should show
- Select any one of your books (*No luck? Try searching by its title or ISBN*)
- The book you select needs to be available to purchase on Amazon. By selecting the book, you'll be creating your Author account
- You'll receive a **confirmation email** – follow the instructions to confirm your email address
- Amazon may then contact your publishers (Packt) to verify your identity. This could be confirming your email address, so make sure we're aware of the email address you've used to log into Amazon. That way we'll be able to approve this more quickly
- Other than confirming your identity, all of your customer information (such as reviews or purchase history) remains entirely private
- **Still waiting for approval?** This may take up to 7 days, but you can still use some of Author Central's features! Add a photo or biography – this content will be stored until your identity has been verified. You won't be able to make certain changes (such as editing the books in your bibliography) until your account has been confirmed.
- **All verified?** Then you're good to go!

### Amazon Author Central

Welcome to Author Central (beta), a free service provided by Amazon to allow authors to reach more readers, promote books, and help build a better Amazon bookstore.

We love books, and books begin with authors. As an author, you are part of a special community at Amazon. At Author Central, you have the opportunity to share the most up-to-date information about yourself and your work with your readers -- you can view and edit your bibliography, add a photo and biography to a personal profile and upload missing book cover images.

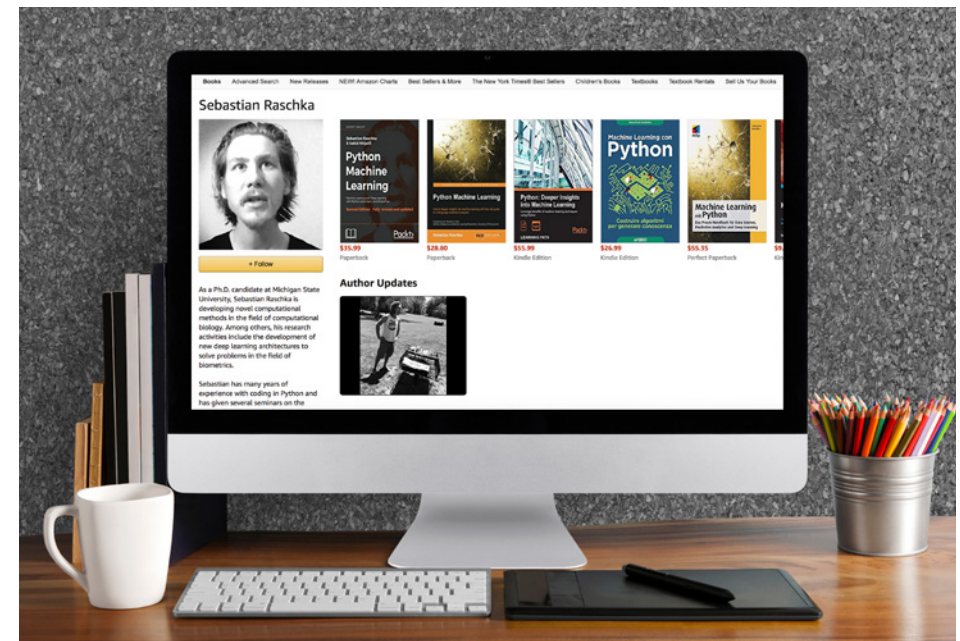
One example of how we share this information with customers can be seen in Author Pages. We created Author Pages as a simple way for customers to more easily find their favourite authors and discover new ones. (Take a look at Author Pages for [Neil Gaiman](#) and [Ian McEwan](#).)

Author Central also helps you to enroll your books in programs like Associates and Search Inside the Book so that they are readily available for any customer to browse and buy.

If you're an author with a book listed in our catalogue, you are eligible to join Author Central. You can use your Amazon.co.uk customer account to get started (or create a new one if needed).

As you begin to use Author Central, please don't hesitate to give us your feedback along the way. Our author service team is available to answer questions, accept suggestions and feedback, and provide any guidance you need.

[Join Author Central](#)



## – Please note

Once you've created your Amazon author profile, you may be able to edit the product description for your title.

**Please don't make any changes to this description, but do get in touch with us if you feel there's something that could be improved.**

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Here at Packt we have a team of specialists who will have optimised the description for Amazon. By changing it, you could have a negative impact on your book's commercial success. If you have any questions about the product information for your title, please let us know at [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com).

# Create Content with Packt

03

Are you interested in using content to give you and your book some extra exposure? Then it's time to get started and create some with us!

We'd love to hear from you if you're interested in generating high quality content which we can then spread far and wide. There are plenty of opportunities at Packt to share your title, skills and expertise with others. To take advantage, you can work together with us to create content in any of these formats:

- Author interviews – about your book, tech subject or any other relevant topic
- Blog posts
- Videos
- Articles on your area of tech expertise

...and much more!



If you'd love to work together with us to create content please drop us a line at [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com). We may not be able to meet every request straight away, but if you feel confident you can always create content yourself and submit it for us to take a look at!

By writing content with us, you'll open up a world of title-level PR and promotional opportunities. This content can then be used in marketing emails, on Packt and partner websites, social media, and loads of other platforms to help you raise your profile, demonstrate your knowledge – and raise awareness of your latest title! (and if you know of any sites where you would love to get PR for your title, take a look at the next top tip to see how we can help you).





# Make the most of Online PR Opportunities

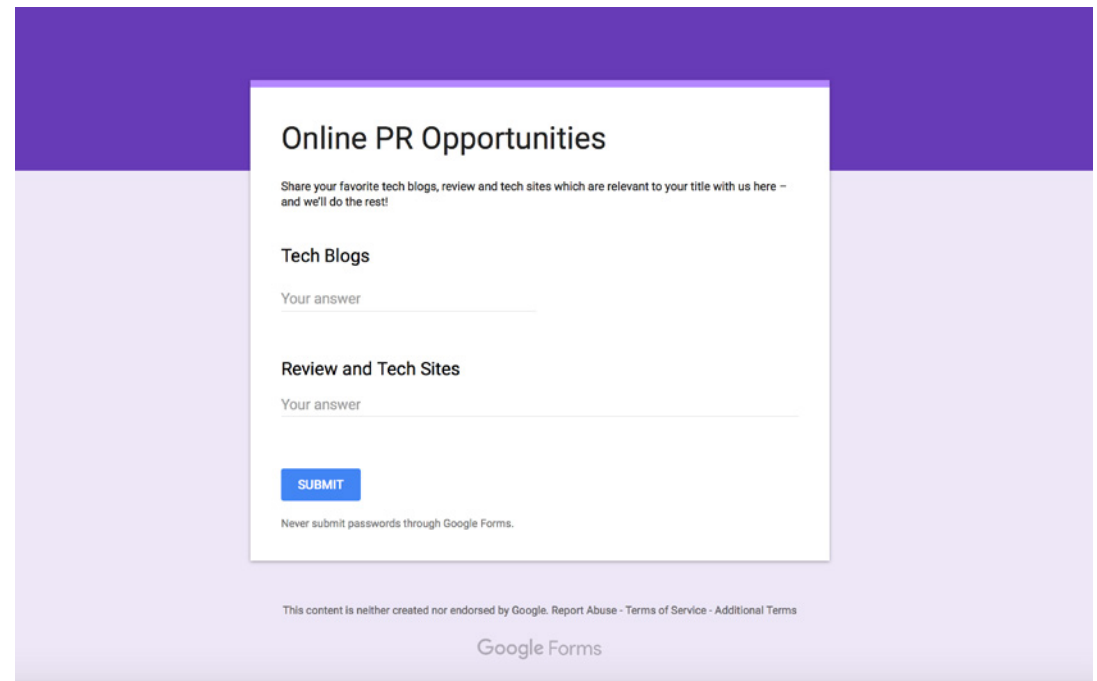
04

One of the most effective ways to spread word of your title is making the most of online PR opportunities. It can be hard work, though – contacting lots and lots of different sites tends to be an arduous and painstaking process!

## So, why not let us do the hard work for you?

Share your favourite tech blogs, review and tech sites which are relevant to your title with us [here](#) – **and we'll do the rest!** After you've filled out this [form](#), we'll analyse the quality and reach of the site and determine what kind of relationship we should develop with them to get them to engage and promote your title.

If they want content, we'll rewrite the content you've created with Packt (as per the last top tip) to showcase your knowledge and expertise, and give your title some extra exposure, too. The more coverage you and your book get the better, as you'll really be creating a buzz about your title's launch!



The image shows a Google Form titled "Online PR Opportunities" set against a purple background. The form is white with a thin border. At the top, it says "Share your favorite tech blogs, review and tech sites which are relevant to your title with us here – and we'll do the rest!". Below this, there are two sections: "Tech Blogs" and "Review and Tech Sites", each followed by a text input field labeled "Your answer". At the bottom of the form is a blue "SUBMIT" button. Below the button, it says "Never submit passwords through Google Forms." At the very bottom of the page, below the form, it says "This content is neither created nor endorsed by Google. Report Abuse - Terms of Service - Additional Terms" and the "Google Forms" logo.

# Let's Get Social

05

When it comes to promoting your book, social media is one of the most accessible (and easiest) tools around. Want to raise your profile, connect with others and build up a following? Then check out our social media top tips:



## Don't be stale

Make sure your profiles across Facebook, LinkedIn and Twitter are all kept nicely up to date. Focus on LinkedIn for maximum impact (and check out our ***guide to creating a killer LinkedIn profile*** at the end of this guide!)



## Plan ahead

It can be hard to know what to post or write about, but by creating your own editorial calendar with posts and tweets you'll make sure you're posting engaging, relevant content on a regular basis. Persistency and consistency are the keys to success – try a variety of different content types to discover what really resonates with your followers (and what doesn't). Remember, this could be different for different channels!



## Show some love

Be sure to interact with your followers when they tweet or comment. Social media is about building connections with others – by responding you'll encourage them and show that you're listening.



## Find some followers

Focus on gaining more followers or people to connect with across social channels. Your editorial calendar (see **Plan Ahead**) will help, but keep things fresh with competitions, polls and other types of posts, most of which usually work better on Twitter. Remember, you'll need to follow social channel rules.

Retweet competitions are a great way of reaching new followers – e.g. 'Retweet this to be in with a chance of winning a free copy of my latest book!' – you'll be amazed at how quickly you can build your social following and audience reach. Make sure you don't just rely on competitions though, as otherwise you'll struggle to get your followers to engage with other types of tweet.

# Let's Get Social

# 05



## Create your social media hit list

Note down your own list of influencers or important people who you'd love to work with or get noticed by. Follow them, join their groups and engage with their posts. This way you might be able to get some of their follower base to follow you in return, and get them to share, retweet or acknowledge your post!



## Become a groupie

Join any relevant groups on social channels. Help out by being a resident expert and answering questions on your specialist subjects!



## Tag your tweets – help us help you!

Tag Packt social channels when you create a post on Facebook or LinkedIn and **we can give you a social media boost**. We've got a fantastic specialist Packt social team who can engage with your post, or even retweet it – so that you can benefit from exposure to our thousands of followers!

Tags you can use:

**@PacktAuthors** – our **author community** Twitter handle   **@PacktPub** – our **customer** Twitter handle

Remember to include **relevant tech hashtags** in your tweet (e.g. #GameDev, #Python3, #RStats, #GoLang), and any Twitter accounts related to book video topics, such as @Raspberry\_Pi, @VisualStudio, and @Java.



## Post on Packt

Whether you want to connect with our customer or author base, Packt social channels are a superb way to gain exposure and interact with others. Make sure your posts are relevant, focused, and suitable for your audience.





## Another top tip? You're only as good as your last post or tweet – so share something every day!

As you can see, there are loads of different tactics for social media success. Above all, remember to **use every opportunity** to promote your latest book, video, course, or Packt live session – it's something you should be proud of! Bear in mind that having an effective social presence takes dedication and effort, but the more you invest in different channels then the greater the return in the form of exposure – and book sales, too!

## Join the Packt Experts Author Community

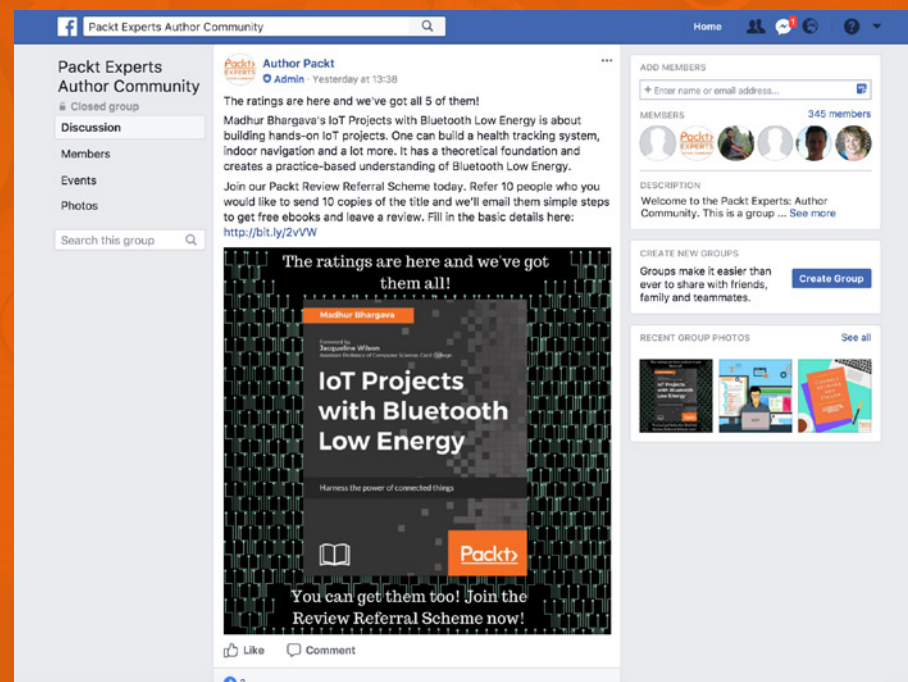
If you're not a member of any author groups yet, then a great place to start is the **Packt Experts Author Community on Facebook**. This group – created exclusively for our authors – is an excellent way to talk to fellow authors, receive support, guidance, and advice, and learn from us how you can really nail your book promotion strategy!

Our author community is focused on supporting you on your journey as an author, providing you with a range of useful content from how to guides through to top tips and success stories, as well as helping you to connect with like-minded Packt authors and develop your skills.

We'll also share with you the latest insights from Packt, and other relevant updates from the world of tech. You'll have access to behind-the-scenes data, and be the first to hear about any important Packt news.

As well as discovering the latest tips and advice, our author community is a chance for you to share with us what you want to see. From content suggestions right through to feedback on other relevant topics, we'd love you to share your thoughts with us on Facebook! If you'd prefer to get in touch via email, then drop us a line at [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com) and we'll get back to you as soon as we can.

**So, what are you waiting for? Join the Packt Expert Authors Community here today and say hello to your fellow expert authors!**





# The Power of Blogging

06

Ever thought of writing a blog or having your very own website? Your very own platform to share your thoughts and updates requires dedication, but can really pay off by increasing your online presence and showing that you're a true authority on your subject.

As an expert on your technological subject, creating a blog or website can be invaluable by:

- Providing insight into complex topics
- Keeping readers up to date with the latest advances in tech
- Gaining search engine ranking and increasing your online following
- Boosting sales of your book and awareness of the work that you do
- Assembling and promoting your street team by encouraging them to sign up (read on for more advice on Street Teams later)

You don't need to be put off by complicated websites, either. Sites such as **WordPress**, **Ghost** and **Medium** are a user-friendly way of publishing posts easily and efficiently, and can be customised to a chosen style and format which suits your readers. Depending on the level of free or paid package you choose, these sites can allow you to use a range of features such as:

- Choosing different themes to suit your content and style
- Installing plug-ins to link with other social media channels or websites
- Integrating with Google Analytics – so you can understand where your visitors come from, and what content they enjoy the most



# The Power of Blogging

# 06

Looking for some inspiration? Check out the links below for some great examples of blogs which other authors have created.

*Just remember to promote your title at every relevant opportunity, and include links to your title on Amazon and Packtpub.com to give readers fast and easy access to sites where they can purchase your books!*

[angulartraining.com](http://angulartraining.com)



[microservices.io](http://microservices.io)

**Microservice Architecture**

[technology.amis.nl](http://technology.amis.nl)

**AMIS TECHNOLOGY BLOG**

[geoffhudik.com/tech/](http://geoffhudik.com/tech/)

**GeoffHudik.com**

[crazydesignideas.blogspot.in/?m=1](http://crazydesignideas.blogspot.in/?m=1)

**Crazy Design Ideas**

[apievangelist.com](http://apievangelist.com)

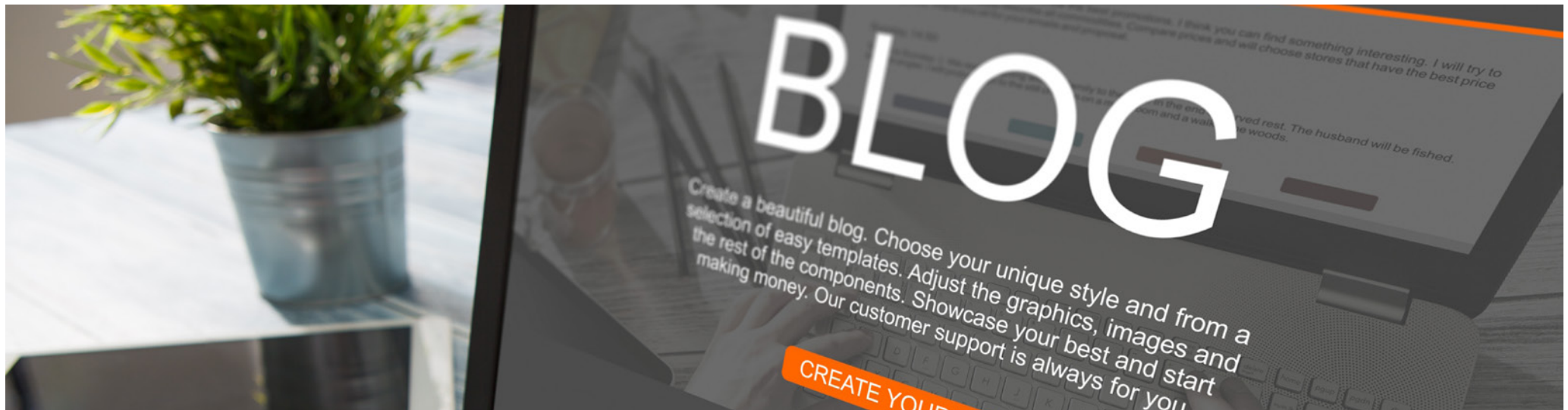


**API EVANGELIST**

[eavoices.com](http://eavoices.com)

**EA Voices**

Aggregated enterprise architecture wisdom



# Share your Knowledge with your very own Author Newsletter

07

You might already subscribe to newsletters for your favourite tech websites or authors – but have you ever thought of writing your own newsletter?

## Why write a newsletter?

Newsletters are a superb way for you as an author to communicate with your readers and fans, build your reputation, and portray you as an industry leader on your specialist topic. They give you more space to go into depth on certain topics (especially compared to a tweet!), and allow you to easily deliver your message straight to someone's inbox.

Newsletters are nice and easy to sign up for, too – readers can just provide their name and email address, and are able to unsubscribe at any time.

## How often should I write? And what can I write about?

You can choose whether to send your newsletter weekly, monthly, quarterly – or just whenever you have an update or something to share with your readers. Topics for your newsletter could be anything from an update on your books and events, to sharing reviews or answering readers' question.

Your newsletter is also an ideal way to run exclusive competitions or giveaways for your newsletter list, and share free content or excerpts from your latest book!



**You'll need your own blog, website or social media presence to be able to drive people to subscribe to your newsletter by providing you with their email address.**



# Show your Support for the mighty Packt Promotions

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08

Just like any product, books and videos need a push to help drive unit sales and revenue.

**This promotional activity can seem a bit daunting, especially as a first time author – but fear not, here at Packt we're here to give you a huge helping hand!** Throughout the year, we run major promotional campaigns which offer fantastic discounts on the books and videos that you create together with Packt editorial teams. These campaigns help to generate thousands upon thousands of extra unit sales, and are incredibly popular with customers new and old. Recent examples include the Skill Up campaign, and the \$5 campaign which we usually run over Christmas.

We've got plenty of experience in how to make these campaigns a huge success – using on-site promotion, email and PR to remind customers of the great deal – **but your support is absolutely crucial**. The more customers the offer reaches, then the more sales we can achieve!





# Show your Support for the mighty Packt Promotions

08

## What can I do to help?

Recently we've kept all our published authors in the loop via email to let them know when these campaigns are going to run. This gives you the chance to really get behind them and show your support by:

- Sharing the campaigns on your social channels
- Promoting them on your blog, website, or anywhere else you can think of
- Letting friends, family & colleagues know about the fantastic offers available

All of this helps encourage people to visit [packtpub.com](https://packtpub.com) – and get a great deal!

**➤ Ready to help support Packt promotions? Then simply get behind the next Packt deal email you receive. Follow the tips, promote the campaign – and let's see what happens to your next royalty statement!**

## Worried that the discount price will impact your royalties?

Then don't be! In-depth analysis of these campaigns has shown that they:

- Encourage visitors to the Packt website to **convert at a much higher rate** than they would do normally
- Lead to **increased unit sales** thanks to this increased conversion – much more so than if the books were sold just at list price
- **Increase the number of products each person buys** – customers are much more likely to add extra titles to their basket to take advantage of maximum savings
- **Drive revenue substantially**, thanks to this increase in unit volume – which far outweighs the sales you'd get if you relied on list price alone
- **Increase your royalties** – thanks to the huge increase in unit sales

Obviously this isn't absolutely guaranteed for every single author in every single promotion – but you have to be in it to win it!



# Hold a Virtual Book Release Party

# 09

As you count down to the publication date of your book, you can help to generate a real buzz around the launch of your book with a virtual release party. Throwing a launch party on Facebook is a sure-fire way to connect with your readers, along with plenty of other benefits:

- **Facebook launch parties are fun** – for you and your readers! You'll be able to thank your readers for their support, get to know them better, host giveaways, and answer any questions they might have.
- **You can spread the word about your book far and wide** – Share links with attendees showing where they can buy your book, and ask them to share these with their networks. You'll be able to communicate news of your book launch much further with the help of others, and should see a sales boost to boot!
- **Keep launch day lively** – After counting down for days and months, the day your book is released can seem a bit...quiet! Hosting a Facebook party with fans is a superb way to celebrate a special day – and keep nice and busy.





# Hold a Virtual Book Release Party

09

## How do I host a Facebook release party?



1. First, attend another author's release party and note what you like or don't like – then use this to guide your event.



2. Create a banner for your Facebook event (in Paint if necessary!) with all the main details and a pre-order link to your title on Amazon.



3. Don't use the word 'giveaway' (as this is against Facebook rules) – but you can choose attendees at random to give free eBooks or other gifts.



4. Let us know! We'll support you any way we can by promoting your event on social media.



5. Invite attendees to ask questions – about the book you're publishing, your background, career, or anything else you can think of! You can ask your readers questions, or stream video directly using Facebook Live.

There are even professional companies who can help host your party for you, so all you need to do is turn up and reply to comments (but obviously you'll need to take cost into account).

## Here are a few more tips to help you get started in setting up your Facebook release party:

- **Think about how long you want the party to last** (and which time zone your readers are in) – parties need your full attention so keep it to a couple of hours length maximum, and make sure it's not too early or too late in the day!
- Make sure the event **takes place on the Facebook event page itself** (not your author page) – this keeps time zone information clear and easy to understand
- Create the event from your author page, but **use your personal Facebook profile** to create posts (you'll need to add your personal profile as one of the party hosts in the 'Edit Details' field). You can only send invites to friends from your personal Facebook account (not from your author page), so bear this in mind & remember to spread the word weeks in advance
- **Share lots of different links** where attendees can buy your book from (such as Amazon and Packtpub), posted each half hour
- **Stay positive** (even if things are a bit quiet) and enthusiastic during the party – and most importantly enjoy yourself!

## My virtual book release party!

Tuesday 10th at 7pm

Contact me for more info

# Create your own Author Street Team

10

Ever heard of an **author street team**? Well one of our authors, **Greg Turnquist**, has very kindly given us the lowdown on what they are – and how they can help you promote your title.

Greg shared this with us on our **Packt Experts Author Community page** – [click here to visit the community](#) and find other brilliant ideas, or even share your own strategies for success!

## Greg Turnquist (Street team – ‘The Turnquist Techies’)

Here’s what Greg had to say about street teams:

*Something Packt may wish to expand upon in marketing is how lots of authors today use “street teams” to help market their book upon release.*

**A street team is a close knit group of people that will “hit the streets” and blog, tweet, and post about your book on Facebook when it hits the market.**

*In exchange for people agreeing to join an author's street team, authors are encouraged to hand out **advanced reader copies**, share ‘inside baseball’-like cover reveals, and other goodies.*

*For example, when the publisher first shows you bits of your cover, or gives you options, **first share it with your street team**. Give them first dibs on everything. This **builds a community** around you and your book, and eventually when the book is released, **a flock of teammates can help get the word out much better than an author and the publisher.***

*I know fiction authors that have **teams of 50-100 people** (one is shooting for 150 members). I keep a **page on my website** where people can sign up, and those that do, get **access to a secret Facebook group** I use to share all this stuff I’ve mentioned. I also add them to my super-secret MailChimp email list, so I can **email them advanced reader copies**.*

**Want some other ideas of how your street team can help? They could...**

- Spread the word by telling friends and relatives about the book
- Share an honest review of your book on Amazon
- Create social media posts and/or tweets to share information

...and much more.

**Your street team should be an exclusive team of your biggest fans, who will love your books and be more than happy to spread the word about them online.**

**Thanks Greg for this brilliant advice – be sure to visit our [Packt Experts Author Community Facebook page here](#) for more superb title promotion ideas!**



As a developer, you probably already know how important conferences are for keeping up to date with the latest developments in the world of technology. From building up a network of likeminded developers to listening to industry experts give talks, each conference gives you the chance to explore, learn, and make new friends and contacts.

## A world of opportunities

Every year there are thousands of conferences which take place around the world – all of which are fantastic opportunities for you to talk directly to your potential reader base. As an author, these conferences have huge potential as they:

- Give you the chance to speak to other developers who want to learn and excel in their field
- Make it possible for you to build your profile & raise awareness of your work amongst potential readers
- Help you to connect face to face with others
- Allow you to build your confidence and experience of speaking at events

## Find an event

In the months leading up to your book launch, **start the search for relevant conferences and get signed up**. Conferences are almost always on the lookout for guest speakers, so offer your services – even if your area of expertise isn't on the agenda.

As you build your profile and become more well-known, **organisers will start approaching you with speaker opportunities**. This already happens to a number of Packt authors, who speak at conferences around the globe – and are renowned both for their thought leadership and the books they've authored. Of course, speaking at a conference can be a little bit daunting – especially if it's your first time – but this will get easier with experience. And remember, stepping outside your comfort zone is a great way to develop new skills and embrace new challenges!



## Be prepared

Once you've got a speaking slot, then it's time to **get organised**. You'll need to prepare a presentation on your chosen subject to share with your audience. Your presentation is also a superb opportunity to really shout about your title. Be proud to promote your work – don't shy away! You'll have spent huge amounts of time and effort getting your book ready, so now's the time to give it the platform it deserves – and get the sales flowing in!

And if your book isn't published yet? And if your book isn't published yet? Don't panic – just direct your audience to Amazon or packtpub.com and let them know they'll be able to pre-order now ready for launch.

## How Packt can help

**If your book has already been published, then we're here and ready to help.** Simply email [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com) to let us know which conferences you'll be attending. We'll provide you with exclusive discount codes which your audience can use on your title. What's more, we'll even be able to give you several free printed copies of your book for you to distribute however you please!



Want to keep us informed of any events you're attending? Then email us today at [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com)!



# It's Conference Time

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Conference Meet and Greets are another superb way to connect with new and existing readers. Set up a book signing session after your speech to chat to readers about your work. You could give away the free printed copies to those first in the queue – and then share your exclusive discount codes with everyone else!

Want to keep us informed of any events you're attending? Then email us today at [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com)!



**DIGIDAY**



**dreamforce**



Share your expertise and insight by applying to become a **Packt Live** speaker.

Packt Live is our online conference product, which is designed to deliver ideas and knowledge from trusted industry experts – like you – directly to other developers, either on websites such as Safari, or in the workplace as part of corporate training.

Packt Live provides you with the perfect platform to connect with others, demonstrate your insight, and answer other developers' burning questions!

Apply to become a Packt Live speaker and you'll have the chance to teach your audience live:

- As part of corporate training for businesses
- On Safari
- On our Direct training platform due for release shortly

**As an expert in your field, we'll work closely together with you to create an interactive session.**

This is usually a keynote presentation followed by an interactive Q&A, and can either be delivered in-house or as a webinar. Each session takes place live with a developer audience, and lasts between 2 and 8 hours. As well as sharing your knowledge and expertise, sneaky promotion of your relevant title definitely won't go amiss, either!



*Interested in helping others learn about your chosen tech topic and demonstrating what you know?*

*Get in touch at [packtlive@packtpub.com](mailto:packtlive@packtpub.com) to apply to become a Packt Live speaker.*





## How to Create a Killer LinkedIn Profile

Want to create the ultimate LinkedIn profile so that your followers can see what you do – and understand exactly why they should connect with you? Then read on for our LinkedIn profile checklist!

### Your LinkedIn Profile Picture

You'll need a great picture which shows you in the best light – professional and friendly, but not too serious (and no photos from nights out!). Remember, LinkedIn is a business platform, so make the right impression.

Not such a good profile picture example:



### LinkedIn Title/Header

As the second most important part of your profile, you'll want to make sure your header/title is nice and clear – explain who you are and what you do. This will be the first thing that people will read, so be clear and concise. You can use your job title, or be a bit more creative to stand out from the crowd. Here are a couple of examples:

**'PHP Developer at TechSolutions Ltd. with 12 years+ experience working with FTSE100 companies'**

or

**'Software developer that brings ideas into reality for corporate companies through to startups'**

Good profile picture examples:



### Summary Section

As **the most important part of your profile**, the summary section provides a quick overview and gives your potential connection the information they need to make the decision about whether to connect (or not!).

Here's an example of how you could create the layout for your summary section:

# In Depth Focus

# 13

**Paragraph 1 – Your experience** – who you work for, for how many years.

e.g. “I’m a software engineer with 10 years’ experience in working in coding internationally. I work in a team of brilliant people here at TechSolutions and collectively we have 30 years’ experience in the industry”

**Paragraph 2 – Demonstrate your objectives & problem solving abilities** – What’s your goal? What motivates you? And what have you achieved for clients so far?

e.g. “It’s my goal to drive our business forward by finding the best and the brightest talent to join our team. There are tough engineering problems to be solved here – so if you are up to the challenge, or want to learn more about how we power our amazing product, I’d love to chat.”

**Paragraph 3 – About you** – Bring your personality to life

e.g. “When I’m not working, I love spending time with my two year old Pit bull/German Shepherd mix, who loves to run and exercise even more than I do! I’m very much a kid at heart – I love to watch football, play video games, and travel whenever I can”

**Paragraph 4 – Call to action & final sign off** – what do you want to achieve by connecting with others?

e.g. “I aim to become an active member of the LinkedIn community, and am always looking to reach out and build long term relationships with the best people in and around the industry.”

Specialties include: [include keywords related to you here] – e.g. books, coding, video, video content, authors, writing, publishing, publish, Contact me directly on:

**Email:**

**Tel:**

To find out more, please visit my website and connect with me on Twitter @ and on [insert your social channels]

**Other content:**

[insert link to relevant blog posts from websites]



## Other LinkedIn Profile Sections

### Experience

- Remember to only keep any information that is relevant to the industry you're currently working in available
- Make sure you add details here of the dates you've worked with at least 5 bullet points detailing your experience
- Add an additional 3 bullet points to highlight your key achievements.

### Skills & Endorsements

- Help out your colleagues and make sure you endorse them for the relevant skill – this will help your profile to appear higher up in the LinkedIn search results
- Ideally you should endorse friends and colleagues at least once every 2 weeks – not only are you doing them a favour, but you're also reminding them about you and what skills you offer. Who knows – you may get some referrals this way!

### Recommendations

Last but not least, ensure you are receiving (and giving) recommendations at least once a month. This will help to strengthen your profile and attract more people to your profile, making them more likely to purchase from you.

To help them along the way, why not send over a couple of bullet points with your key skills and reminders of what results you have achieved. Not only will this help your colleague, but you can also make sure you have all areas covered.



**That's all for now! For more expert advice and tips then remember to join our **Packt Experts Author Community** for even more help and advice.**



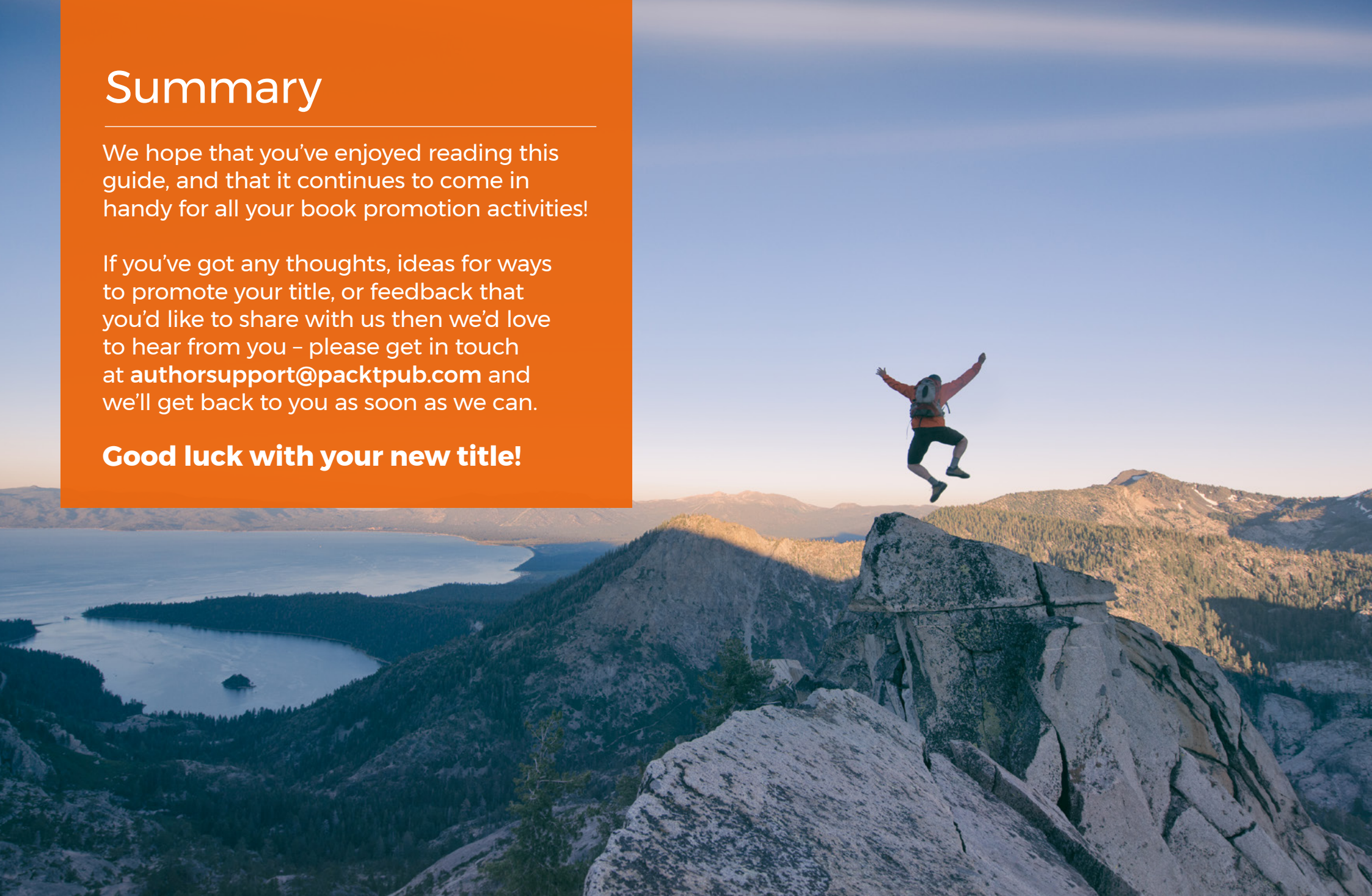
# Summary

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We hope that you've enjoyed reading this guide, and that it continues to come in handy for all your book promotion activities!

If you've got any thoughts, ideas for ways to promote your title, or feedback that you'd like to share with us then we'd love to hear from you – please get in touch at [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com) and we'll get back to you as soon as we can.

**Good luck with your new title!**



## Want to get in touch with Packt?

Want to get in touch and let us know your thoughts, feedback or anything else which springs to mind? We'd love to hear from you – drop as a line at [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com)

## Useful Contact Details

- Author Support email: [authorsupport@packtpub.com](mailto:authorsupport@packtpub.com)
- Packt Author Twitter handle: @packtauthors
- Packt Live email: [packtlive@packtpub.com](mailto:packtlive@packtpub.com)
- [Pack Experts Facebook Author Community](#)

The Packt logo is displayed in a large, bold, orange font. The word "Packt" is followed by a stylized orange chevron symbol pointing to the right. A horizontal orange line is positioned directly beneath the word "Packt".

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