

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.