



32 Ways to Promote Your Book

& INCREASE
SALES

You've Got This



with Dr. Katie Linder

the anatomy of a book



katielinder.work/podcast

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A WEEKLY NEWSLETTER | WWW.KATIELINDER.WORK

RAMPAGE VIOLENCE NARRATIVES

What Fictional Accounts of School Shootings Say about the Future of America's Youth

Kathryn E. Linder

THE BLENDED COURSE DESIGN WORKBOOK


A PRACTICAL GUIDE

KATHRYN E. LINDER



Kathryn E. Linder EDITOR

Hybrid Teaching and Learning



NUMBER 149 • SPRING 2017

NEW DIRECTIONS FOR TEACHING & LEARNING

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VOLUME 30
NUMBER 2
JUNE 2017

International Journal for Academic Development

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before the book

is available:

building buzz

Blog about topic & progress

1-2



Katie Linder

author | writer | podcaster @YGT_podcast & @RIA_podcast | list-making enthusiast | passionate abo...
Apr 22 · 4 min read

5 Common Mistakes I See With Professional Online Presence

And how to fix them.

"A strong online presence requires consistency, purposefulness, and intentional thought about who we are as professionals and where we want to share that information in online settings."

https://medium.com/@katie__linder



Katie Linder

author | writer | podcaster @YGT_podcast & @RIA_podcast | list-making enthusiast | passionate abo...
May 13 · 3 min read

What can you do in 30 hours?

More than you might think.

"When I was first thinking about undertaking this challenge, I asked myself: by the end of April, would you rather have 30 hours of work completed on the book, or none at all?"

https://medium.com/@katie__linder

Create a podcast



Episode 1: How This Book Came to Be

[Show Notes](#) | [Transcript](#)

Episode 2: Creating Space for a New Book Project

[Show Notes](#) | [Transcript](#)

Episode 3: On Not Making Something Bigger Than It Is

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Episode 4: Staying Accountable to the Work

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Episode 5: Practicing the Art of Layering

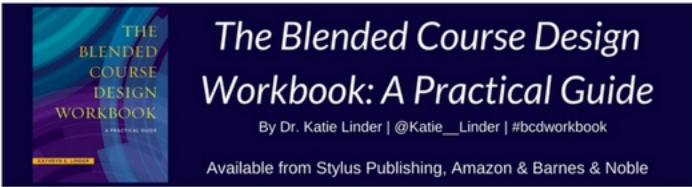
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Episode 6: Connecting with Colleagues

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Blended (also called hybrid) classrooms, in which face-to-face interaction is intentionally combined with online activities to aid student learning, are becoming more and more common. By moving content delivery such as lecture to outside-of-class homework using technology tools such as video or lecture capture, more time can be gained for active learning in-class. Moreover, the blended model is proving to be an environment that provides more self-directed, technology-mediated learning experiences for students who will be incorporating technology more and more into their professional lives post-college.

The Blended Course Design Workbook: A Practical Guide meets the need for a user-friendly resource that provides faculty members and administrators with instructions, activities, tools, templates, and a week-by-week structure to guide them through the process of revising their traditional face-to-face course into a blended format. The Blended Course Design Workbook includes detailed instructions for each stage of course design and can be used by faculty across disciplines and with a range of technology comfort levels.



When I wrote this book, I designed it a practical guide for faculty at all levels, packed with templates, checklists, guiding questions, and activities to help instructors create the best blended learning experiences possible for their students.

The bonus materials I created for this book were created with both readers and faculty developers in mind. I hope the bonus materials are just as useful as the book itself.

I love hearing feedback from readers, so please don't hesitate to reach out to me via email or Twitter to share your experiences with the book.

Happy blending!

Katie

Home

Hello there!

I'm Katie Linder and I want to welcome you to the website for my new book *Managing Your Academic Identity Online: A Practical Guide for Higher Education Professionals*, available from Stylus Publishing in 2018.

I'm very excited to share this book with you!

On this site you can:

- learn more [about the book](#)
- read and watch about [the latest book updates](#)
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To learn more about me and my other current projects, visit [my professional website](#).

Thanks for your interest in the book!

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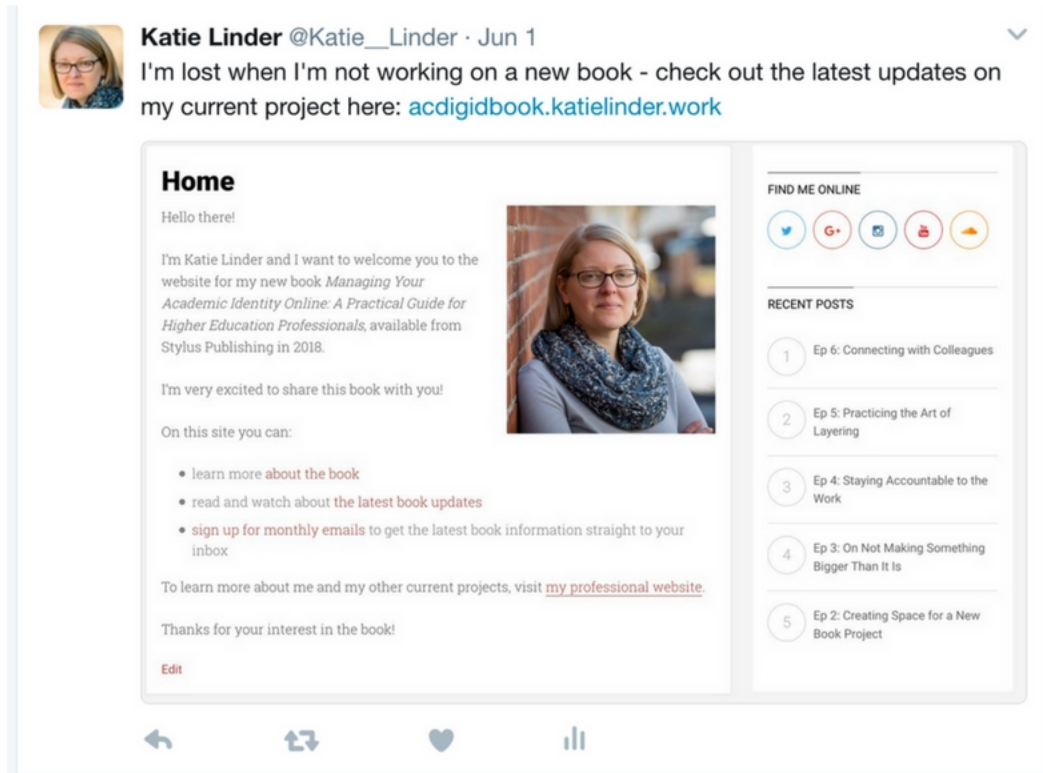
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- 3 Ep 1: How This Book Came to Be
- 4 The Anatomy of a Book
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Post on social media

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Katie Linder @Katie__Linder · Jun 1

I'm lost when I'm not working on a new book - check out the latest updates on my current project here: acdigidbook.katielinder.work

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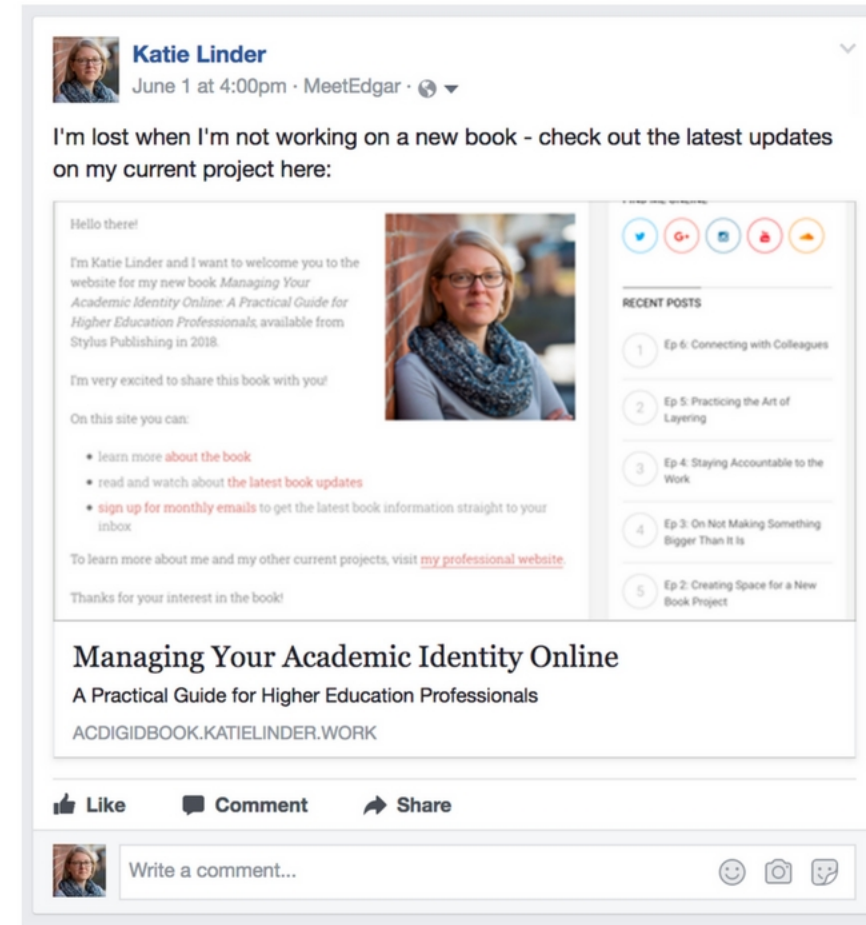
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Katie Linder
June 1 at 4:00pm · MeetEdgar · 🌐

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Thanks for your interest in the book!

Managing Your Academic Identity Online
A Practical Guide for Higher Education Professionals
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**Present work-in-progress at
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**Host a webinar about your
topic** **8**

during pre-sale:

building

momentum

Create a pre-sale giveaway

9

Free 30-minute consultation with the author
Discounted speaking fee
Early access to book website
Early access to bonus resources
Free sample chapter
Access to a special virtual event
Other ideas?

Hello there!

Thank you for pre-ordering my new book, [The Blended Course Design Workbook: A Practical Guide!](#) Don't forget to schedule your free, 30-minute consult with me.

In this consult, I'm happy to chat with you about blended teaching and learning, how best to use the book for individual or group professional development activities, or to answer any questions you might have about blended course design. I'd also love to get to know you a bit more and hear about your blended course design experiences.



We can schedule a chat via phone or Skype at a date and time that's convenient for you. Please use [this calendar tool](#) to schedule your 30-minute appointment. Once you choose your date and time, I'll email a confirmation message.

I'll continue to email you at the beginning of each month with my updated availability, so if none of the current dates and times work for you we can always get something scheduled in the future. You can also always [email me](#) your availability if you prefer.

I look forward to learning more about your blended course design experiences and answering any questions you might have.

Talk with you soon!

Katil

P.S. Don't forget that you can visit [the book's website](#) to view bonus materials for the book, including audio extras, handouts, and more. Don't hesitate to let me know if there are other resources that might be helpful for me to include there.

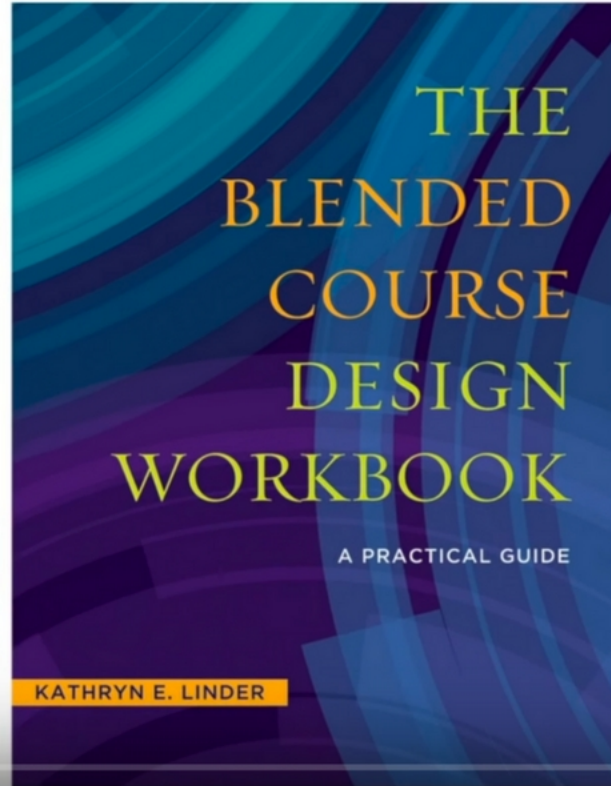
P.P.S. Once you've scheduled your consultation, I'll make sure to unsubscribe you from this email list so you won't have to worry about it. If you want to unsubscribe before then, just use the link at the bottom of this email.

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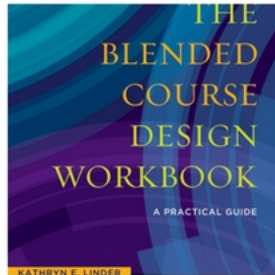
Share a pre-sale discount code

11



Katie Linder @Katie__Linder · Jul 11

Bonus content & a 20% discount when ordered through [@StylusPub](#) (use BCD20)? Can't get better than that!



Stylus Publishing @StylusPub

The #BlendedCourse Design Workbook comes this Fall, but get bonus content at bcdworkbook.com.

@Katie__Linder

Email friends and colleagues

12

As you may know, pre-orders are a really important metric for publishers to measure a book's popularity and future sales. My publisher thinks that this book will be one of their more popular books this fall and I'd love to prove them right!

So... if you happen to have an extra \$24 burning a hole in your pocket, please consider supporting my book by purchasing a pre-order copy for:

- Yourself (didn't you always want to learn about blended course design?)
- A higher education friend or colleague (since the book will ship in November, this makes a great holiday gift!)
- Your local public or academic library (to share the blended course design goodness far and wide!)

You can order the book, and get 20% off, by using the code **BCD20** at my [publisher's website](#).

You can also help promote the book by tweeting about it with the hashtag #bcdworkbook or by sharing this email with friends or colleagues who might also be interested in purchasing the book.

Release bonus materials

13

Handouts

The following handouts are taken directly from *The Blended Course Design Workbook: A Practical Guide* and are meant to be used in conjunction with the book. If used for a faculty development event or program, please offer appropriate attribution.

- [38 Questions for Administrators about Blended Teaching and Learning \(PDF\)](#)
- [45 Questions for Faculty about Blended Teaching and Learning \(PDF\)](#)

Chapter One


- [Similarities and Differences Between Traditional and Blended Courses \(PDF\)](#)
- [Pedagogical and Andragogical Principles \(PDF\)](#)

Chapter Two

- [Your Course Goals and Learning Objectives \(PDF\)](#)


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14



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RAMPAGE VIOLENCE NARRATIVES: WHAT FICTIONAL ACCOUNTS OF SCHOOL SHOOTINGS SAY ABOUT THE FUTURE OF AMERICA'S YOUTH
By: Kathryn E. Linder



"In her study of fictionalized narratives of extreme youth violence, Kathryn Linder clarifies the complex interplay between the appearance of violent youth in fiction and how they are viewed in real life. Thus, this volume clarifies not only how fiction has portrayed the rampage school shooter, but also how society conceptualizes the social problem of school shootings. This book is vital reading for anyone wanting to understand the emergence, evolution, and persistence of the image of the school shooter on the contemporary scene, both fictional and concrete."—Glenn W. Muschert, Miami University

"This analysis has major implications for understanding ways in which young people are marginalized and pushed away from active participation in their own society. This book is a major contribution to understanding the policing of cultural and identity boundaries, and its consequences regarding American youth."—Benjamin Frymer, Sonoma State University

ABOUT THE BOOK

This book is the first to explore the significance of more than twenty-five fictional depictions of rampage violence in film, television, adult literature, and young adult literature. Exploring these texts with an analysis grounded in feminist cultural studies unveils the ways in which fictional rampage violence narratives, in context with their urban violence counterparts, communicate adult anxieties about American youth and who represents the "ideal" citizen.

ABOUT THE AUTHOR

Kathryn E. Linder is director of the Center for Teaching and Scholarly Excellence at Suffolk University, where she is also an adjunct instructor in the sociology department.

Cloth: ISBN 978-0-7391-8750-0 • April 2014 • 168 pages • Regular price: \$75.00/ After discount: \$52.50
eBook: ISBN 978-0-7391-8751-7 • April 2014 • 168 pages • Regular price: \$74.99/ After discount: \$52.49

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Coming November 2016

The Blended Course Design Workbook
A Practical Guide
Kathryn E. Linder

Cloth, \$95.00 | Paper, \$30.00 | eBook, \$23.99

Blended (also called hybrid) classrooms, in which face-to-face interaction is intentionally combined with online activities to aid student learning, are becoming more and more common. By moving content delivery such as lecture to outside-of-class homework using technology tools such as video or lecture capture, more time can be gained for active learning in-class. Moreover, the blended model is proving to be an environment that provides more self-directed, technology-mediated learning experiences for students who will be incorporating technology more and more into their professional lives post-college.

The Blended Course Design Workbook: A Practical Guide meets the need for a user-friendly resource that provides faculty members and administrators with instructions, activities, tools, templates, and a week-by-week structure to guide them through the process of revising their traditional face-to-face course



into a blended format. The Blended Course Design Workbook includes detailed instructions for each stage of course design and can be used by faculty across disciplines and with a range of technology comfort levels.

Every component of the workbook has been piloted with faculty designing and implementing blended courses.

Based on backward design principles, The Blended Course Design Workbook provides a step-by-step course design process that emphasizes active learning and student engagement. This book will assist instructors with:

- choosing the right technologies based on their comfort level with technology and their specific pedagogical needs;
- creating a unique course by making choices about their course design based on student learning needs for their chosen topic and discipline.

The Blended Course Design Workbook is a comprehensive guide for faculty and administrators to designing effective and student-centered blended courses. Additional resources and handouts are posted on the book page as well as the author website, www.bcdworkbook.com.

Pre-order the book today to receive 20% OFF plus FREE Shipping & Handling.
All advance orders include a FREE 30-minute course consultation with author, Kathryn Linder.

Call toll free, order online, fax or mail today!
Use code **BCD20** when ordering at www.StylusPub.com. Offer expires October 31st, 2016.

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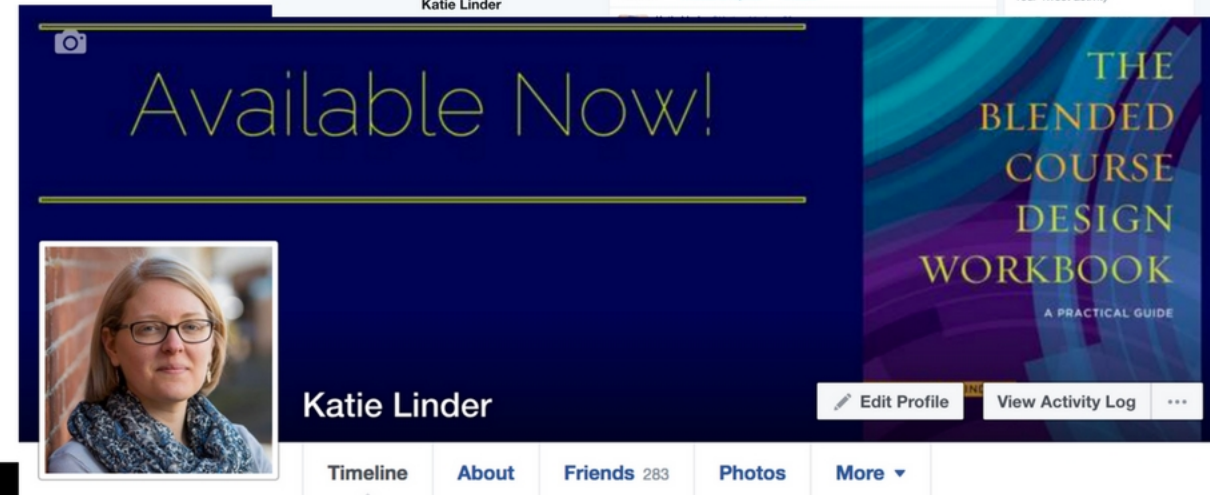
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**after release:
maintaining
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Get headshots with your book

22



Author Info

Visit Katie's [professional website](#).



Dr. Kathryn (Katie) Linder is currently the director of the [Ecampus Research Unit](#) at Oregon State University and the host of the ["You've Got This" podcast](#) and the ["Research in Action" podcast](#). She also serves as an associate editor for the [International Journal for Academic Development](#). Formerly, she was the director of the Center for Teaching & Scholarly Excellence (CTSE) at Suffolk University in Boston.

Katie is an avid writer and researcher with a passion for connecting audiences with the latest research on distance education and student learning. For the past several years, her work has focused on blended course design best practices, institutional supports for accessible online learning, and research literacy for

scholarship of teaching and learning practitioners and distance education stakeholders. She speaks on topics such as blended course design, effective collaboration practices, designing publishable projects on pedagogical innovations with technology, and helping students learn in an age of digital distraction.

Host a virtual book tour

23



Georgia Southern University: Evidence-based Practices for Blended Course Design

Unlisted

Tue, Feb 28, 2017 10:15 AM



Tennessee Tech University: Best Practices for Acculturating Students to Blended Courses

Unlisted

Tue, Feb 28, 2017 8:15 AM

Go on the (Virtual) Road to Promote Your Book



Presenter: Janet Salmons, an independent researcher, writer and consultant with [Vision2Lead, Inc.](http://www.vision2lead.com)

Whether you are self-publishing or working with a major publisher, you will need to actively promote your textbooks and encourage faculty to adopt them. Traditionally, writers have taken book tours and given talks, but textbook publishers are unlikely to fund world travel. Why not offer a book tour online? Janet Salmons, PhD, author of *Doing Qualitative Research Online* and four previous books, did just that. While some “virtual book tours” simply place guest posts or advertisements on potential readers’ sites, Janet’s highly interactive approach includes webinars and online discussions with groups or classes.

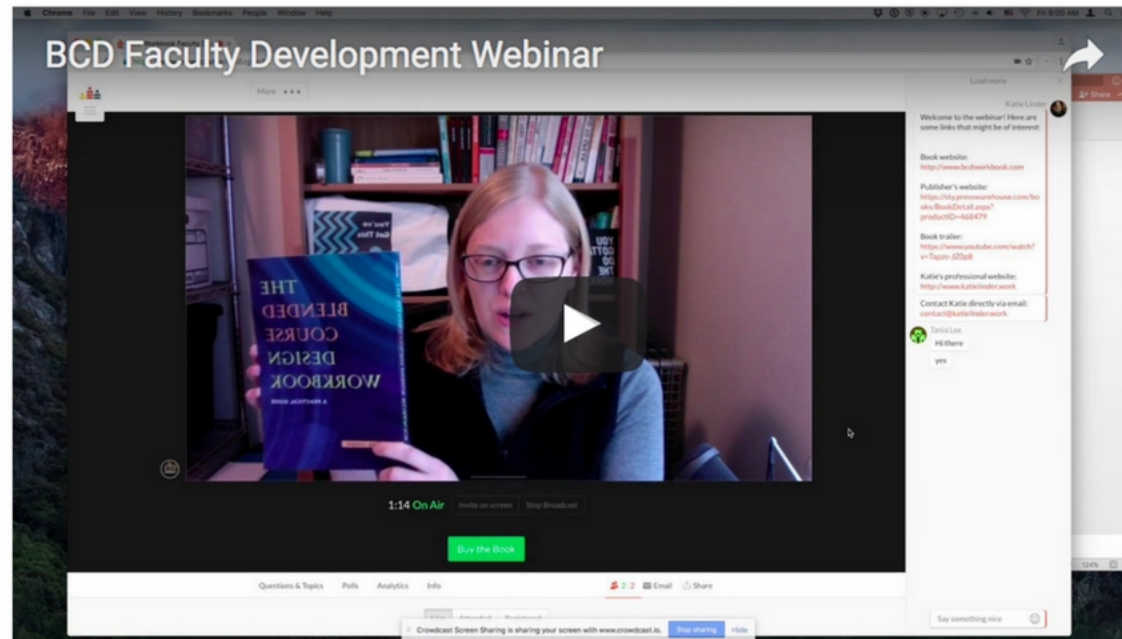


Host one-off webinars

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Free Webinar for Faculty Developers

A replay of the faculty development webinar from October 2016 can be viewed below or on [YouTube](#).



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Continue releasing "extras"

28

Audio Extras

All audio extras are also available in [iTunes](#) and on [Soundcloud](#).

The Origins of *The Blended Course Design Workbook* | [Transcript](#) (.docx)



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The origins of The Blended Course Design Workbook

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BCD Workbook Special Features

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3:22

▶ 19

Faculty Development Resources

At the request of a faculty developer, I created a [What is blended teaching and learning?](#) PowerPoint slide deck that can be used to:

- explain what blended classrooms are
- visualize a spectrum of web integration in the classroom
- differentiate blended classrooms from flipped classrooms
- describe some of the benefits and challenges of blended teaching and learning
- start a conversation about what faculty need to know about blended teaching
- start a conversation about what students need to know about blended learning
- provide an overview of *The Blended Course Design Workbook*

Feel free to modify the slide deck as needed for your audience, but please provide attribution for any content you use that I created.

Launch a snail mail campaign

29

Who is your audience?

As you launch into a new term this September, I wanted to write and share a resource that may be helpful to you and your faculty.

Compile a database

My new book *The Blended Course Design Workbook: A Practical Guide* is now available for pre-order from Stylus Publishers. This is a book that was created based on a six-week faculty development program to help instructors successfully design and teach student-centered blended courses.

Create a letter

Based on backward design principles, *The Blended Course Design Workbook* provides a **step-by-step course design process** that emphasizes active learning and student engagement. This book will assist instructors with:

Mail letter & flyer
with business card

- adapting traditional face-to-face courses to a blended environment;
- developing course goals and learning objectives, assignments, assessments, and student support mechanisms with technology integration in mind;
- choosing the right technologies based on their comfort level with technology and their specific pedagogical needs;
- creating a unique course by making choices about their course design based on student learning needs for their chosen topic and discipline.

Go where readers are

30



2033 ratings | 30 reviews | avg rating:3.29

Kathryn E. Linder [\(edit author profile\)](#)

Goodreads Author

Website <http://www.katielinder.work>
Twitter [Katie_Linder](#)
Member Since March 2007

[edit data](#)

Dr. Kathryn (Katie) Linder is the Research Director for Ecampus at Oregon State University. She earned her BA in English Literature from Whitworth University in Spokane, WA, and her MA and PhD in Women's, Gender, and Sexuality Studies from The Ohio State University. She is the author of Rampage Violence Narratives: What Fictional School Shootings Say About the Future of America's Youth and The Blended Course Design Workbook: A Practical Guide.

Kathryn Linder



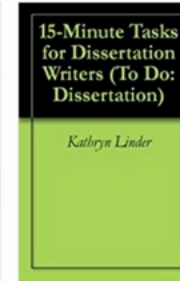
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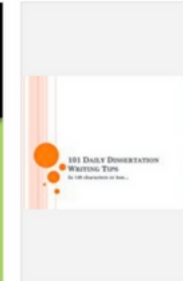
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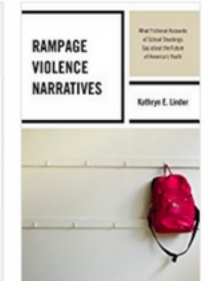
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Create a syllabus around your book

31

Include course goals and learning objectives

Provide supplemental readings

Outline potential assignments

Create a course schedule

Share out on the book's website, via personalized emails & social media

**Ask hosts where you speak to
buy the book for a raffle item**

32

**Write an op-ed related to
your book's topic**

33

Questions?

What new promotion ideas are you taking away?



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