

PROMOTING YOUR  
SCHOLARSHIP VIA  
PODCASTING  
(IT'S EASIER  
THAN YOU THINK!)

CHOOSING A SHOW TOPIC

BUILDING AN AUDIENCE

PODCASTING COMMUNITY

ATTRACTING SPONSORSHIP

YOU CAN THINK  
ABOUT A PODCAST  
AS KIND OF LIKE  
A RADIO SHOW



**THE  
ANATOMY  
OF A  
BOOK**

The text is arranged in four lines, centered. The font is a bold, blue, hand-drawn style with some white speckling and a slightly irregular, brush-like appearance. The words are stacked vertically: 'THE', 'ANATOMY', 'OF A', and 'BOOK'.

WHAT  
PODCASTS  
DO YOU  
LISTEN TO?

# CHOOSING A SHOW TOPIC



PODCASTS ARE  
A GREAT WAY  
TO START TALKING  
ABOUT SCHOLARSHIP  
BEFORE IT'S AVAILABLE

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

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

Episode 4: Staying Accountable to the Work

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

PODCASTS ARE  
ALSO A GREAT WAY  
TO ESTABLISH  
EXPERTISE  
ON A TOPIC

## **YGT Q&A #34: (Why) Should an Academic Have a YouTube Channel?**

"A lot of the stuff on my YouTube channel is me experimenting and sharing process which is something I'm passionate about."

**You've  
Got This**



[www.ygtpodcast.com](http://www.ygtpodcast.com)

@YGT\_podcast

## YGT Ep 36: Having a Professional Website

"I really believe in having a home base where you have control over your own domain name, your own space, your own aesthetics and you can post what you want."

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Got This**



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## **YGT Q&A #40: How Do You Build a Social Media Presence?**

"If you take it one step at a time and really have a good sense of your goals and what you're trying to do it can be a lot easier."

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Got This**



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HAPPIER

10% HAPPIER

BIG MAGIC

DO YOU THINK  
YOUR SCHOLARSHIP  
COULD BE DISSECTED  
INTO A WIDE RANGE  
OF EPISODE TOPICS?

IS THERE A NICHE AUDIENCE  
FOR YOUR SCHOLARSHIP, OR  
IS YOUR SCHOLARSHIP  
OF INTEREST TO A  
GENERAL AUDIENCE?

DOES YOUR SCHOLARSHIP  
LEND ITSELF WELL  
TO CLASSROOM USE?

DO YOU HAVE THINGS  
TO SAY ABOUT THE  
SCHOLARLY WRITING  
PROCESS?

DO YOU WANT  
TO SHARE  
OTHERS' PERSPECTIVES  
ON THE SUBJECT  
OF YOUR SCHOLARSHIP?

# BUILDING AN AUDIENCE



HOW WILL YOU  
LET PEOPLE KNOW  
THAT THE  
PODCAST EXISTS?

HOW DO YOU  
WANT TO SHARE  
EACH EPISODE?

CAN YOU LEVERAGE  
YOUR FOLLOWING  
ON ANY SOCIAL MEDIA  
PLATFORMS?



## Katie Linder

@Katie\_\_Linder

author | writer | podcaster  
@YGT\_podcast & @RIA\_podcast | list-  
making enthusiast | passionate about  
process | learning like it's my job

📍 Corvallis, OR

🔗 katielinder.work

📅 Joined August 2012

Tweets  
6,285

Following  
257

Followers  
1,256

Likes  
5,327

Lists  
3

Moments  
0

Tweets

Tweets & replies

Media

📌 Pinned Tweet



**Katie Linder** @Katie\_\_Linder · Aug 23

I have a new project and it's been super fun to put together: webinars on writing & publication - join me! [howtoacademia.com](http://howtoacademia.com)



Looking for **tools, templates, and timelines** to making your academic writing process more **efficient**?



katie\_linder

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368 following

Katie Linder author | writer | podcaster @YGT\_podcast & @RIA\_podcast | list-making enthusiast | passionate about process | learning like it's my job  
[www.katielinder.work](http://www.katielinder.work)

Posted today!

**YGT Q&A #60: Interacting with Journal Editors**

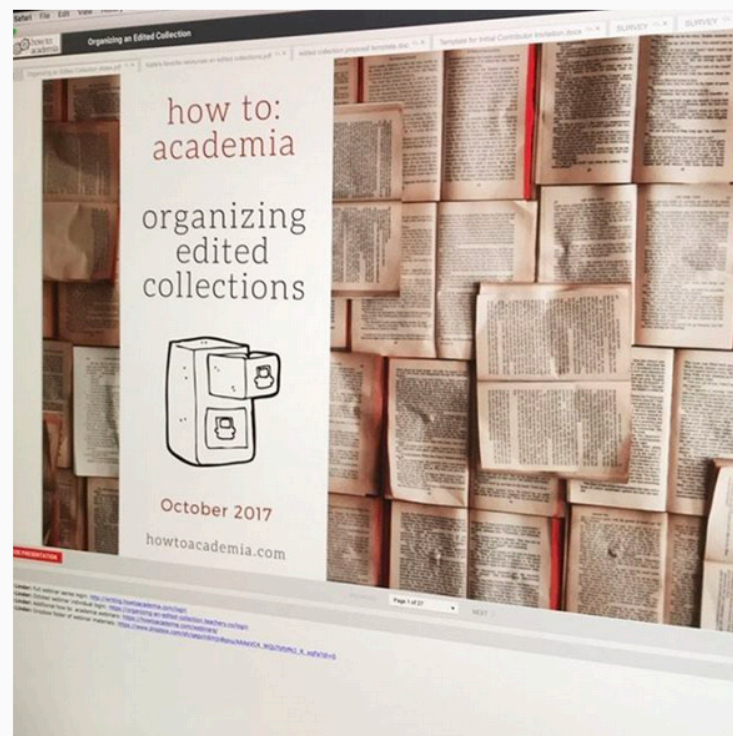
"Editors are people too. They get it. They are academics. They know that people have pressures and reasons why they need to know what is going on with their manuscript."

**You've Got This**



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**Q&A #60: Interacting with Journal Editors**



**YGT Q&A #59: Preparing for a Career in Academia**

no road map, but CVs and the people who are a little bit further ahead of you can certainly serve as i

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You've Got This



with Dr. Katie Linder



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IF YOU HAVE GUESTS  
ON YOUR SHOW,  
CAN THEY HELP  
WITH PROMOTION?



**Research in Action** @RIA\_podcast · Sep 23



Writing your first journal article? Find some tips in this @RIA\_podcast w/ @wendylbelcher on Writing Productivity! [bit.ly/2gQFiiP](https://bit.ly/2gQFiiP)



"You should be reading **one journal article a week** that's something like what you hope to produce."

**Dr. Wendy Belcher**

ON WRITING PRODUCTIVITY  
RESEARCH IN ACTION, EPISODE 1

@RIA\_podcast | [ecampus.oregonstate.edu/podcast](https://ecampus.oregonstate.edu/podcast)



IN WHAT WAYS  
CAN YOUR PUBLISHER  
PARTNER WITH YOU  
TO HELP YOU  
PROMOTE YOUR SHOW?

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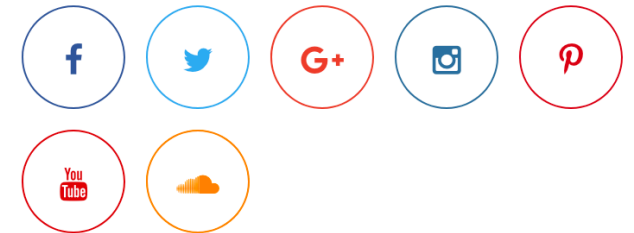
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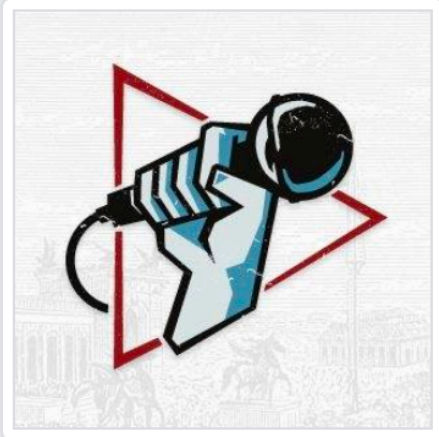
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### RECENT POSTS

- 1 Q&A #60: Interacting with Journal Editors
  - 2 Episode 66: Book Review of Assessing for Learning
  - 3 Q&A #59: Preparing for a Career in Academia
-

# PODCAST COMMUNITY





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@PodcastMovement

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# How to Start a Podcast: Pat's Complete Step-By-Step Podcasting Tutorial



Pat Flynn  
October 22, 2012

498





# THE PODCAST PRODUCERS

SEASON 1

SEASON 2



# ATTRACTING SPONSORSHIP



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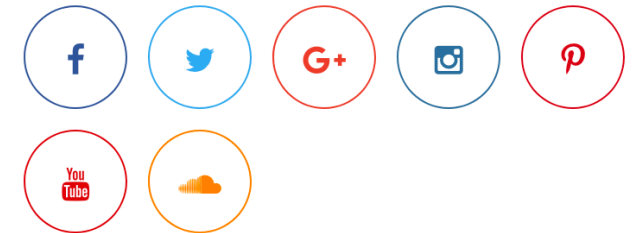
YGT listeners receive a 20% off discount for all books purchased through the [Stylus website](#). When you use this code it helps support the podcast, so thanks in advance! Just use code YGT20 when you check out.

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-

WHAT IS THE  
BENEFIT TO  
YOUR LISTENERS?

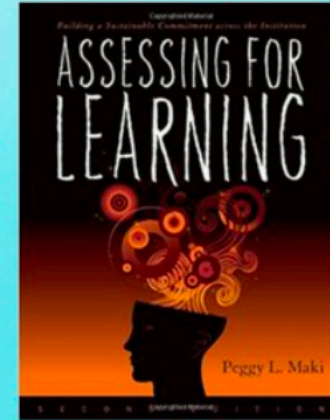


**Katie Linder** @Katie\_\_Linder · 3h

We're giving away a book in October from @YGT\_podcast & @StylusPub!  
Use #ygtgiveaway & tell us your questions about assessment!

**Win a book from Stylus Publishing!**

Tell us about the most confusing part  
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**Katie Linder** @Katie\_\_Linder · Oct 21

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WHAT IS THE  
BENEFIT TO  
YOU?

QUESTIONS?

# THE ACADEMIC BOOK PROMOTION TOOLKIT

by Dr. Katie Linder

## Ready to Get Started?

The Academic Book Promotion Toolkit is a course for new and experienced academic authors like you who want the structure, tools, templates, and guidance to create a plan and timeline for promoting a new book.

Each module in the course includes a video lesson and workbook to help you complete each stage of your book promotion plan.

Throughout this course you will learn how to:

- Generate pre-sale momentum for your book
- Create a plan and timeline for your book promotion activities
- Evaluate and update your current online presence
- Connect with and build your book's audience
- Build a book website
- Create a book trailer video
- Facilitate a virtual book tour
- Launch a podcast related to your book's content
- Maintain momentum after your book's release

There's a little something here for everyone, so I hope you enjoy the course and find it useful as you create your comprehensive academic book promotion plan.

## Contact me!



Hey there! I'm Dr. Katie Linder and I've created this course just for you!

Feel free to reach out to me with feedback or questions about the course by emailing [contact@katielinder.work](mailto:contact@katielinder.work)

You can also learn more about my work and projects at my professional website.

CHAPTER 1

## Course Introduction

In which you get to learn a bit about this course, your instructor, and the features of this website.

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CHAPTER 2

## Get to Know Your Book (Again)

In which you re-familiarize yourself with your book so that you can make strategic decisions about audience.

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CHAPTER 3

## Create a Plan and Timeline

In which you work backward from your book launch date to create the most reasonable promotion plan for you.

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CHAPTER 4

## Evaluate & Update Your Online Presence

In which you embrace your identity as an author in online spaces.

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CHAPTER 5

## Build a Book Website

In which you create an online home for information about your book to live.

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CHAPTER 6

## Connect With & Build Your Book's Audience Online

In which you seek out potential readers of your book and create a digital community.

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CHAPTER 7

## Create a Book Trailer Video

In which you get your book ready for the red carpet (and YouTube).

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CHAPTER 8

## Connect With Readers Via Virtual & Face-to-Face Events

In which you start to plan an online and face-to-face book tour.

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CHAPTER 9

## Create a Book-Related Podcast

In which you build an audience through regular audio episodes related to your book's content.

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