



Books24x7 Author Kit

Dear Author,

Welcome! Through a partnership with your publisher, your book will soon appear on SkillSoft's Books24x7, an online reference service for corporate professionals, and an early pioneer in the ebook marketplace (see www.books24x7.com).

Since your book participates in this service, we are pleased to offer you a complimentary single-user subscription to this service for one year. Please contact us at authors@books24x7.com to request your complimentary subscription or to ask any questions about Books24x7.

By licensing and aggregating the full text of the best professional reference publications in business, technology, and engineering into a powerful web-based reference tool, Books24x7 subscribers have a wealth of information at their fingertips. Our powerful, patented, search capability, as well as high-quality content rendering takes advantage of the editorial foundation that you created when writing the book.

The benefits to you, the author, and to your publisher, are numerous. We introduce your book to our audience of key technical and business professionals working in large corporations worldwide. In addition to creating an incremental royalty income stream based on the actual usage of your content, we promote book sales by driving customers to an online bookseller via our integrated "purchase book" link.

This kit is for you to learn how to promote your participation on Books24x7 by leveraging other online and social media channels.

Sincerely,

Courtney Ford

Content Licensing Manager

Books24x7, a SkillSoft Company

authors@books24x7.com

I. Promoting Your Book to Your Clients

As a consultant to or an employee of an organization, there is a substantial opportunity to promote the fact that you have authored a book which appears in SkillSoft's Books24x7. Invite clients and colleagues to understand the partnership you have with us.

The following list of links provides additional information you can use to educate others on SkillSoft and Books24x7 in regards to who our customers are, and what partnership opportunities are available:

- [About SkillSoft](#)
- [SkillSoft Customers](#)
- [Books24x7 Partnership Opportunities](#)

There may also be ways to deeply link, within your company's portal or Web site, to your title on Books24x7. Contact authors@books24x7.com for more info.

II. Promoting Your Book Via Personal and Professional Online Channels

Consider using your own personal and professional online spaces to share that your content appears in Books24x7's online program:

➤ **Web Site**

Update your online real estate with the announcement of your Books24x7 partnership. We encourage the use of our logo to share with site visitors your participation in our online program. Post it online, or even incorporate it on the back cover of the printed book. Please refer to the following URL when selecting a Books24x7 logo:
<http://branding.skillsoft.com/logos.htm>.

➤ **Blog**

If you have a blog you regularly maintain, this can be a great outlet to address books you have written, are working on now, or that are recently released (or all of the above). By participating with Books24x7, this can also be a good way to share with the blogging community how your content is part of an online collection that is sold by subscription to corporations that you are earning a royalty on.

III. Promoting Your Book Via Social Networking Outlets

Given how often many of us visit social networking sites, consider updating your status to reflect the new partnership you have with SkillSoft and Books24x7!

➤ **Facebook**

Whether or not you already utilize Facebook to market your book and announce to the world book-related news, you can use Facebook to announce the benefits of being a Books24x7 author, whether it's through your complimentary subscription or the additional exposure you receive with a corporate audience viewing your content. Here

are some examples of Facebook status updates incorporating your work as a Books24x7 author:

- [Books24x7](#) licensed the latest edition of my book titled _____. Contact sales@books24x7.com to set up a free trial so that you can view my book and thousands more from over 300 publishers.
- I am now one of thousands of authors on [Books24x7](#). What a great way to get my book in front of a professional audience. And it's free to participate!
- I just saw my new book _____ on [Books24x7](#). It looks great!

➤ **Twitter**

With short and sweet updates (up to 140 characters), it's easy to announce to the Twitter community what you've been up to with your book(s). Here are some examples of Twitter updates you could use to share that you partnered with Books24x7:

- My book is now part of Books24x7 (www.books24x7.com)! They have thousands of books online!
- My book just published [link to image of book cover or link to where it's sold like Amazon] and also appears on www.books24x7.com!
- I am one of thousands of authors whose book is on www.books24x7.com!

➤ **LinkedIn**

Utilize the professional networking site by participating in status updates, discussions, or even just by updating your professional profile to alert the LinkedIn community of your partnership with Books24x7.

Feel free to link to any of our pages on the sites mentioned above as part of your announcement of our partnership.

- [Facebook](#)
- Twitter: [@Books24x7Pubs](#) and [@SkillSoft](#)
- [LinkedIn](#)
- [Blog](#)

Questions? Contact authors@books24x7.com.

Thank you for your participation!