

## How to Get Top Colleges to Stock Your Book

By Carolyn Howard-Johnson

Do all authors love campuses or is it just me?

I love walking at UCLA after teaching one of my classes with a pile of books in my arms. I like shuffling through fallen liquid amber leaves near the bell tower at USC when I go to buy my annual logo treat to myself. I even liked wending my way through the shabby back halls of Herzen University in St. Petersburg. I've often thought of finagling a way to attend a class at Harvard. Perhaps through a summer program? Do they have an extension program that would allow a Californian in?

Somehow I never got any further than dreaming. And then a subscriber to my newsletter "Sharing with Writers" let me know that I am already there. Or rather my book is. She found *The Frugal Book Promoter: How to Do What Your Publisher Won't*, on the Harvard.com bookstore Website and sent me the copy-and-paste from it. She said "Congratulations you are at Harvard!" and I have to admit my heart skipped a beat.

So, it's not quite the same thing as I had in mind! But my little promoter heart went pit-a-pat. I have to assume that part of my heart is fed by the campus-loving chamber of the same heart.

How can such a coup be turned into some fun promotion thing for my readers? First of all an author would have to check to see if his or her book was already on the site. If mine was, yours may be, too. Who knows how they pick and choose what they will post there. They may just electronically grab books down from Amazon using some kind of algorithm. I'd like to think they only choose examples of the very best writing, the very most informative books, and the very best sellers. Ahem!

If your book is not there, pitch them to see if it could be added to their online bookstore.

And then, of course, make a fun promotion of it. It would, of course, be a matter of tying in your book's theme to Ta Da!! Harvard! In an invitation to readers to visit there. In a media release. On your Web site. How about in your e-mail autosignature?

From there you could check out your own alma mater's bookstore (if it doesn't happen to be Harvard). Then move to the brick and mortar stores associated with these online stores! If your book has sold well from a school's online store, the buyers may want to mass display it on a table by their front door. Well, you never know!

I thought it would be interesting for authors to see the clip (see below) and to also to see Harvard's bookstore bio (just below that). All part of the game! Now isn't this fun?

**Harvard Book Store**  
**www.harvard.com**  
**Full Search Results**

[The Frugal Book Promoter: How to Do What Your  
Publisher Won't](#)

by: [Howard-Johnson, Carolyn](#)

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\$17.95 Special Order

Here is their little bookstore bio. Can you make the information in this work for your promotion somehow?

**About Harvard Bookstore:**

Harvard Book Store was founded in 1932 by Boston native Mark Kramer with \$300 he borrowed from his parents. Then, as now, Harvard Square was a magnet for students, cultural enthusiasts and intellectuals. Mark chose to start his bookstore at the center of this vibrant community. Two years later, Pauline Kramer, Mark's new wife, joined him in running the small bookstore offering used and remaindered books to the discriminating Cambridge community. In 1962, at the time of Mark's death, his son Frank Kramer took over the family business and he has actively directed the bookstore's activities since that time.

The theme of quality bookselling expressed through a broad inventory and personal service was established early by the Kramers, and it remains the primary goal of the company. Today, our expanded bookstore is a Harvard Square landmark and a destination for visitors from all over the

world. We provide a comprehensive and provocative selection of new, used and bargain books. As one of the few bookstores in the nation with an academic emphasis, we feature authoritative sections in philosophy, fiction, cultural and critical theory, cognitive science, politics, and African-American studies. We also feature the ability to special order books not available in our store. This web site is our latest effort to make our selection and services available to book-lovers around the world.

In 2002, our seventieth year of business, Harvard Book Store's excellence in bookselling was recognized nationally when we were awarded Publishers Weekly's Bookseller of the Year.

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Howard-Johnson is the author of the HowToDoltFrugally series of books for authors. Her newest in the series is *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success* and "*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success* Cheryl Wright, editor of Writer2Writer, says "both books will become well-used references around the world." Howard Johnson's blog [www.sharingwithwriters.blogspot.com](http://www.sharingwithwriters.blogspot.com) was named to Writer's Digest 101 Best Websites. Learn more at <http://carolynhoward-johnson.com> and <http://HowToDoltFrugally.com> .