

# Author's Guide to Podcasts and Platforms

Podcasts and other external platforms can be a powerful tool for reaching wider audiences and engaging with potential readers. Peter Lang Group encourage our authors to identify and connect with suitable opportunities to increase visibility of both their book/s and their role as an author.

## Podcasts for Academics

### 1. Identify relevant podcasts:

- Use podcast directories like Apple Podcasts, Spotify, or Stitcher to find podcasts related to your books topic, or that celebrate academic authors.
- Consider podcasts targeting specific niches within your field or audiences interested in similar themes.

### 2. Reach out to podcast hosts:

Create a personalized email or message to podcast hosts with the following information:

- Introduce yourself, your book, and why it aligns with their shows content.
- Provide a brief overview of the unique insights and contributions you and your book can offer their listeners.
- Set out how you can support their podcast, whether this is by an interview, participating in a panel discussion or contributing to a particular segment

### 3. Make use of social media:

Follow podcast hosts and their shows on social media platforms to engage with their communities. Participate in any discussion or comment threads to better connect with potential readers from the podcast listeners.

## Connecting with External Platforms

In addition to podcasts, there are numerous other external platforms that can help you connect with potential readers for your book/s.

*Online Communities and Forums:* join online communities related to your field or related subjects and use this opportunity to share information about your book. This might include platforms such as Reddit, Facebook, LinkedIn, Academia.edu etc. Answer questions, get involved in discussions or share relevant information from your book/s.



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*Academic Blogs and Websites:* offer to write guest posts for relevant academic blogs or websites. Look for blog series or opportunities that align with your book's topic. Blog posts are also welcome on 'Peter Lang et al' (contact [marketing@peterlang.com](mailto:marketing@peterlang.com)) or you may wish to post directly on your own social media platforms. LinkedIn works well for blog posts.

*Academic Conferences and Events:* use your presence at conferences as an opportunity to network with potential readers and promote your book. Explore opportunities to present your research to increase your visibility and generate interest in your book.

### **How can Peter Lang support your activities?**

You can use the promotional flyer provided to you at the time of publication to support your activities. We can also provide short-term discount code to share with conference attendees, podcast listeners or online communities. Please contact [marketing@peterlang.com](mailto:marketing@peterlang.com) with details of the event.