

## **What should I be doing to promote my new books that focus on Latino heritage?**

Q: I am an author of six nonfiction books, two of which focus on Latino heritage and the other four are about earth magic (two of these books are targeted at teens). I'm turning in my first fiction work, a young adult coming of age book, featuring Latina protagonists in the world of magic to be published in 2008. I have been told that soon the publisher's publicity department will be contacting me, and I have already filled out the author's questionnaire, but I was wondering if there was anything I should be doing or considering to improve my platform?

It's good to be thinking about this early. In terms of questions to ask the publisher, I'd suggest asking about special marketing it does in this area. There are conferences, media outlets and book festivals, such as the Latino Book & Family Festival

<http://www.latinobookfestival.com/home>, that can be pursued. There's the website, Colorin' Colorado, and the review journal, Criticas, that cover children's books in this category, which you may want to familiarize yourself with as a start.

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