

Publishing Scams Alert

Over the past year, many SU Press authors, and the publishing industry as a whole, have seen a noticeable rise in the number, complexity, and quality of email scams targeting authors. Powered by AI, these scams can take a variety of forms. Some of the most common include:

- Book clubs that include hundreds of members and invite authors to give a book talk
- Book publicity and marketing specialists promising media coverage and institutional purchases
- Podcast interview requests often imitating legitimate podcasts
- Publishing and distribution deals
- Book festival invites that often impersonate established festivals

We ask that authors are critical in evaluating any unsolicited communication about publicizing and marketing your book. Signs that an email may be a scam include:

- The sender uses a Gmail account or other personal email account, rather than email that matches the organization they claim to represent
- Language describing a book or an author's body of work that closely resembles marketing copy or uses excessive but vague praise.
- The email address or website looks similar, but not quite like the real one. Check for misspellings, extra words, and unusual domain names.
- An offer to include a book in a book club or book festival, for a fee.
- Any solicitation of funds directly from an author for marketing services.

If you're unsure whether a message is legitimate or not, please send it to your editor or the marketing team before responding, clicking links, opening attachments, or sharing personal information. You can also confirm the sender by researching the person or organization's website or social media accounts independently rather than using links or contact information in the email.

More information

These articles provide more information on scams targeting authors and what to look for:

[Literary Hub » How authors can protect themselves from scams, according to a book publicist.](#)
[Writers Are Being Targeted by Scams. This Reporter Knows the Feeling.- The New York Times](#)
[Authors Guild: Rise in Email Scams Targeting Authors](#)