

BookBub

The Ultimate Collection of **Book Marketing Examples**

Showcasing 180+ content and social media marketing examples
from authors and publishers



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How to Use This Book

As an author or a marketer at a publishing house, there's a wide array of marketing tactics at your disposal — from author websites to social media channels. But simply creating a static website page or claiming an Instagram account isn't enough — you need to share great content on your social channels.

To inspire you for this challenge, we compiled more than 180 real-world examples of authors and publishers using content marketing to reach readers. While we don't have data that shows how these campaigns performed, and not all the examples will be applicable to you, we think this collection is a great starting point for anybody developing a book marketing plan.

Also, sometimes there's only so much a screenshot can capture. We encourage you to click on the author or publisher's name above each example to explore the content they've created in more depth.

Publishers, agents, and publicists, this book was written with authors in mind. It's a great resource to share with the authors you work with — or to dive into yourself so you can better guide your authors through the challenges of book marketing.

A top-down view of a person with long hair, wearing a dark sweater, sitting at a desk. They are looking down at a laptop. To the left of the laptop is a tablet. To the right is a smartphone with a charging cable plugged into it. A pair of glasses is also on the desk. The entire scene is dimly lit with a blue-green tint.

AUTHOR WEBSITES

Author Websites

Many successful authors have websites that are the hub of their online marketing activity — sites that provide a central platform for everything from blogging to book sales and email newsletters.

To appear on this list of examples, sites had to meet most, if not all, of the following criteria:

- Includes a list of published books
- Prominently displays new or upcoming releases
- Provides an obvious way to subscribe for email updates
- Provides a way to contact the author
- Includes links to the author's social media profiles
- Displays a list of upcoming events
- Includes a blog to showcase the author's personality and/or writing process
- Is easy to navigate
- Has a clean, unique design

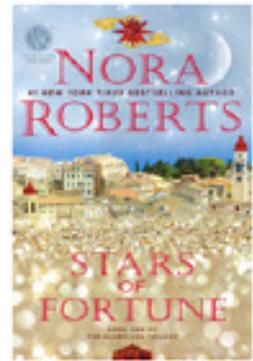




Nora Roberts

www.noraroberts.com

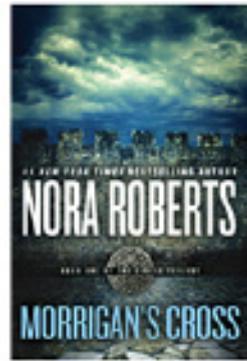
Featured Titles



STARS OF FORTUNE

First in the all-new Guardians Trilogy
From the #1 New York Times
bestselling author Nora Rob...

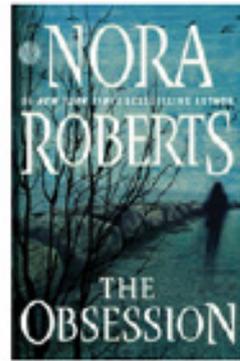
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MORRIGAN'S CROSS

In the last days of high summer, with
lightning striking blue in a black sky,
the sorcerer stood on ...

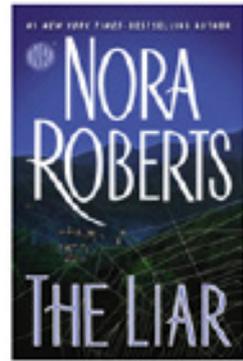
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THE OBSESSION

The riveting new novel from the #1
New York Times bestselling author of
The Liar. "She ...

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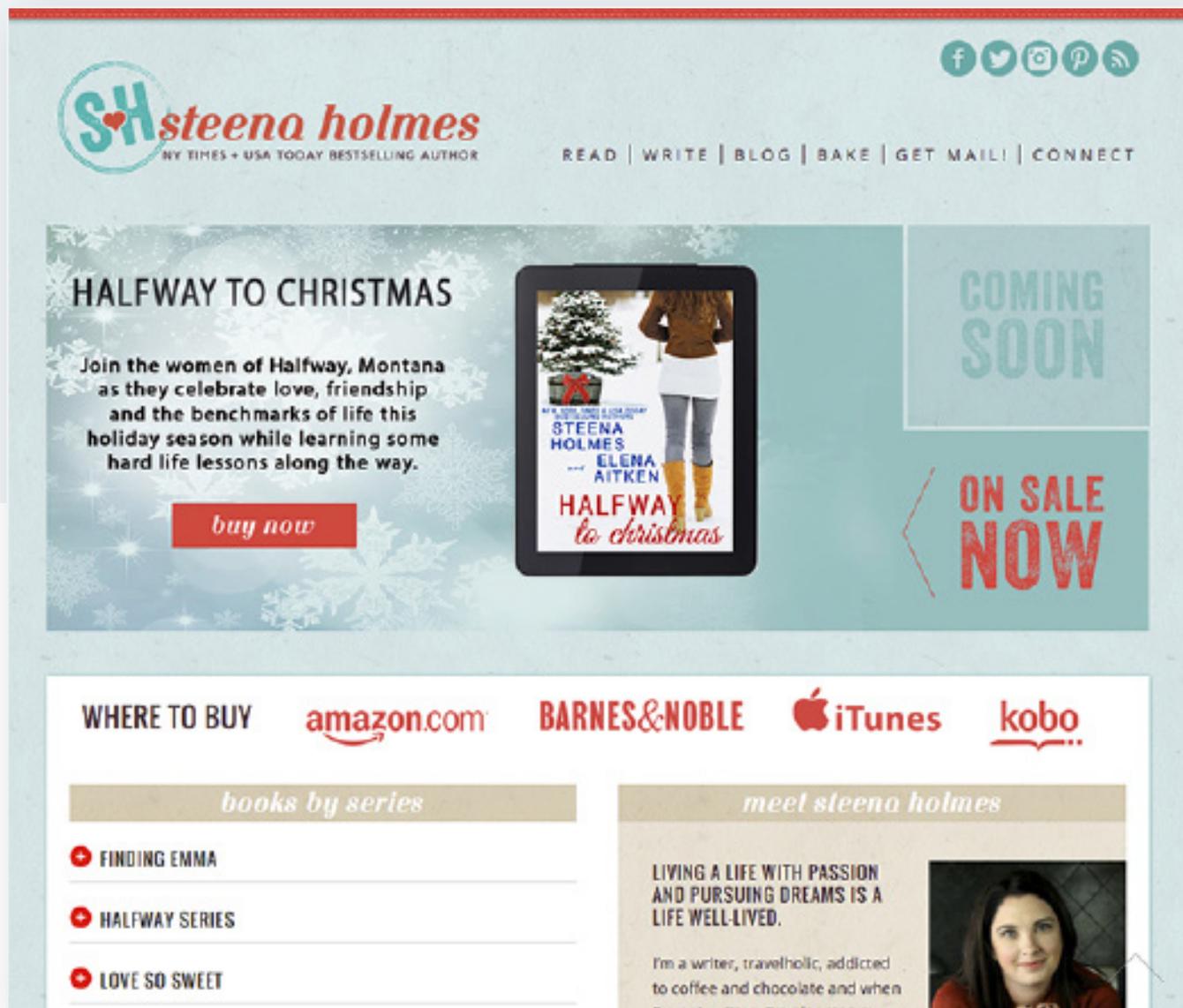


THE LIAR

The extraordinary new novel by the
#1 New York Times bestselling
author of The Collector. ...

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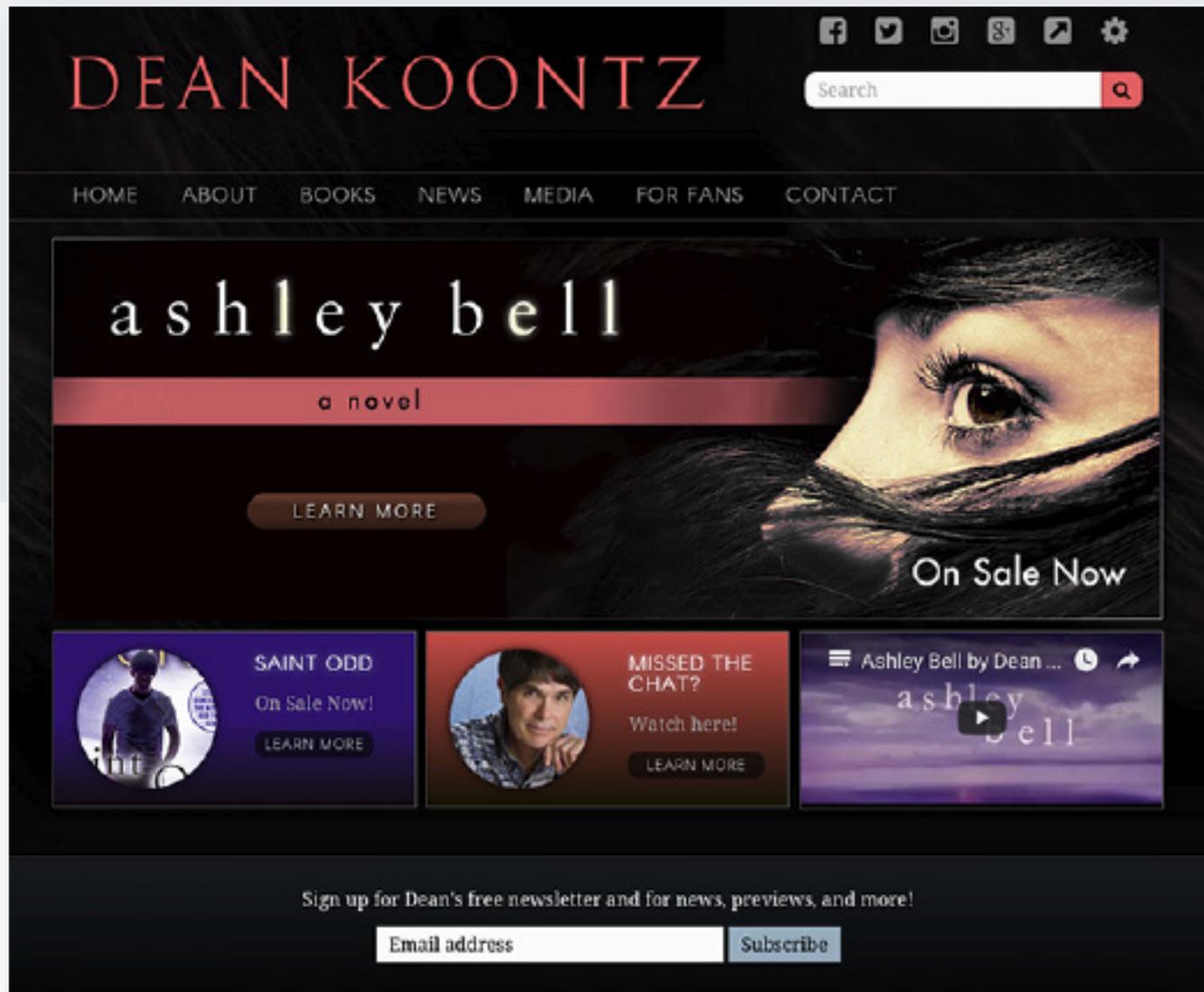


Steena Holmes

www.steenaholmes.com

In the top section of Steena's homepage, visitors can see both her upcoming and newest releases. The layout of her site makes it easy for readers to purchase her books on their preferred retailer.

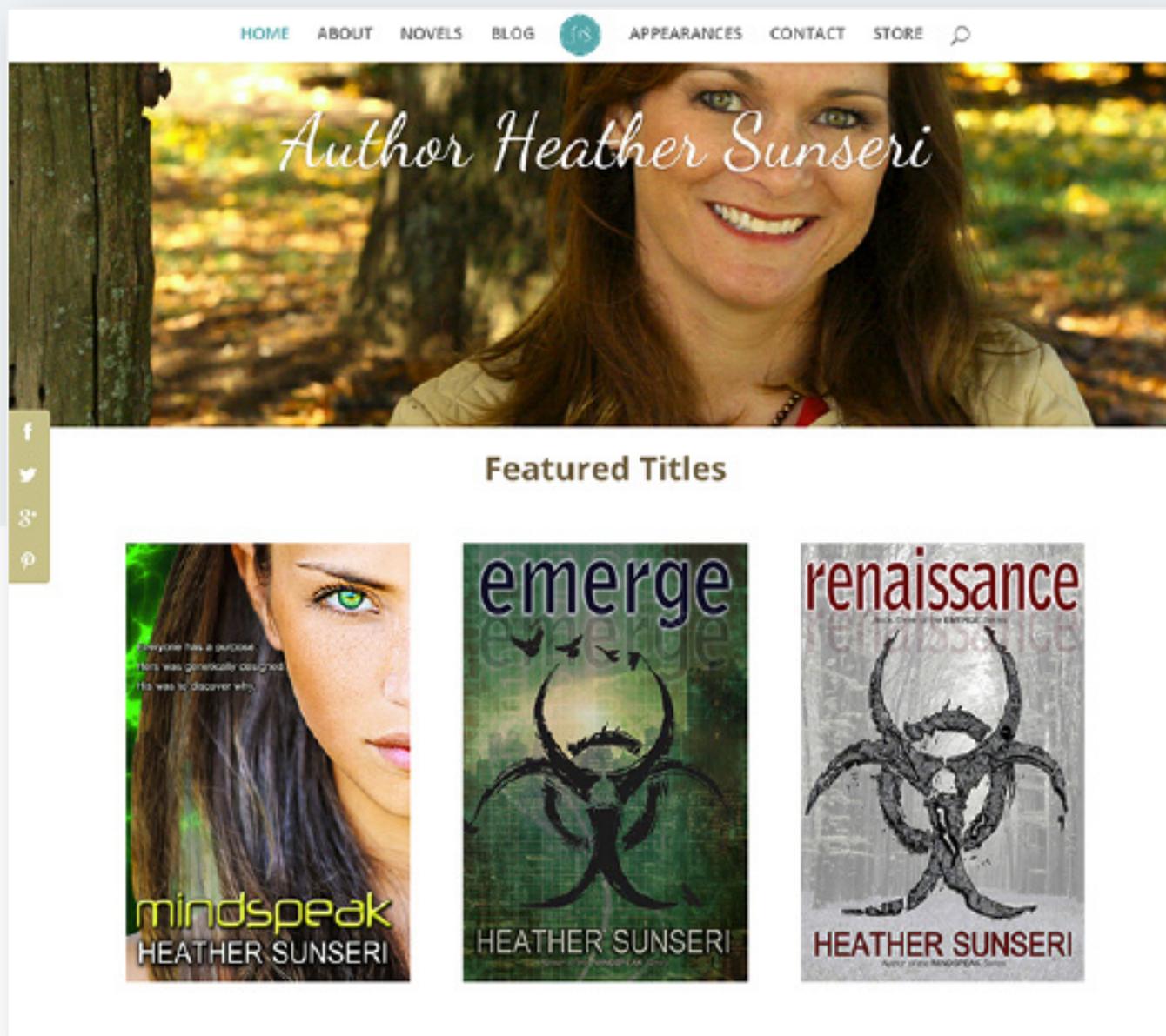




Dean Koontz

www.deankoontz.com

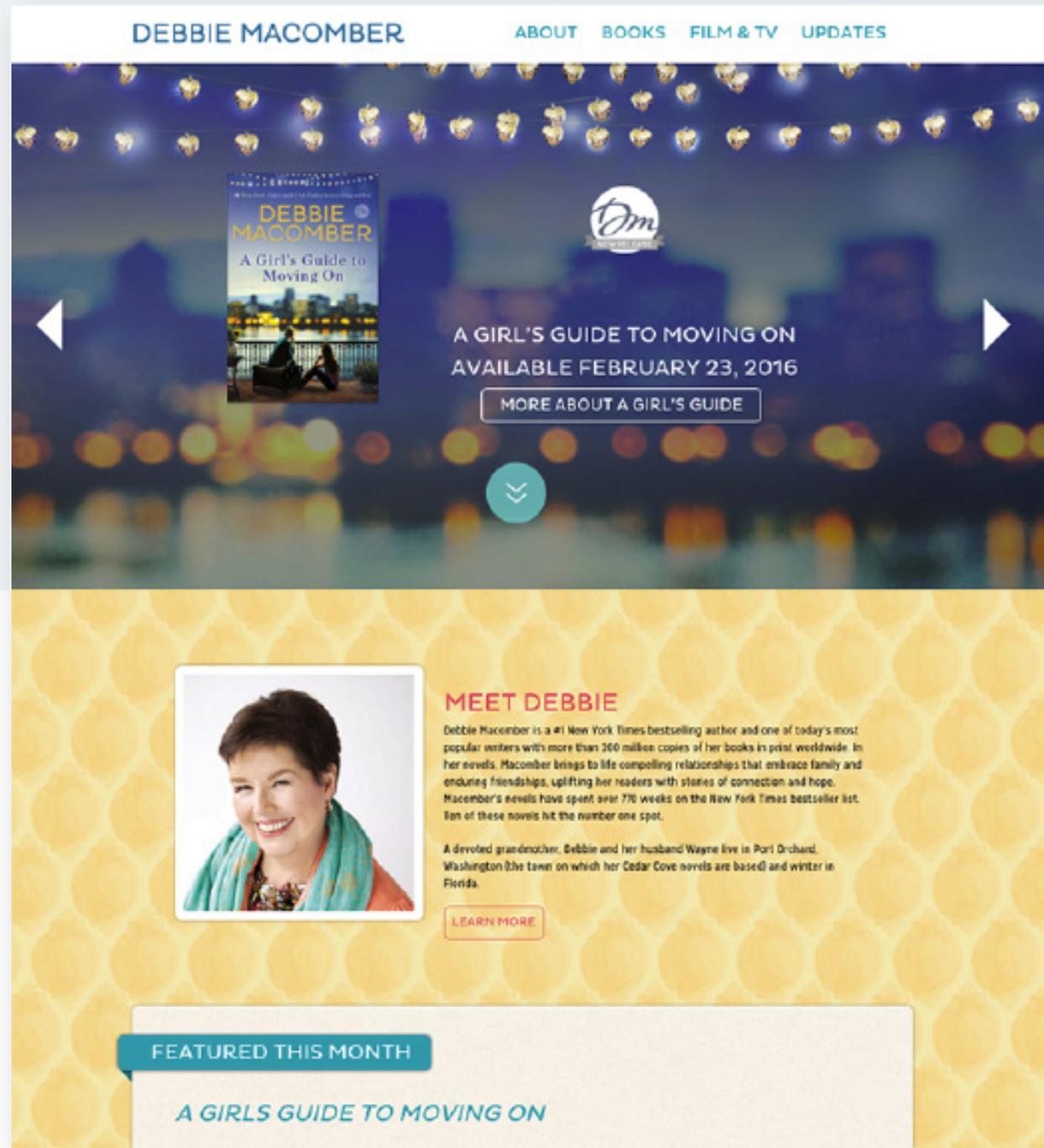
Dean's homepage focuses on his newest release, and his site navigation is clean and simple. It's also easy to subscribe to email updates.



Heather Sunseri

www.heathersunseri.com

Heather's website has clear navigation, along with a homepage that promotes her top titles.



Debbie Macomber

www.debbiemacomber.com

We love Debbie's website design, which promotes her newest release in the top section. If you scroll down the homepage, you can also see where she promotes her newest books, and links to the most recent articles on her blog.

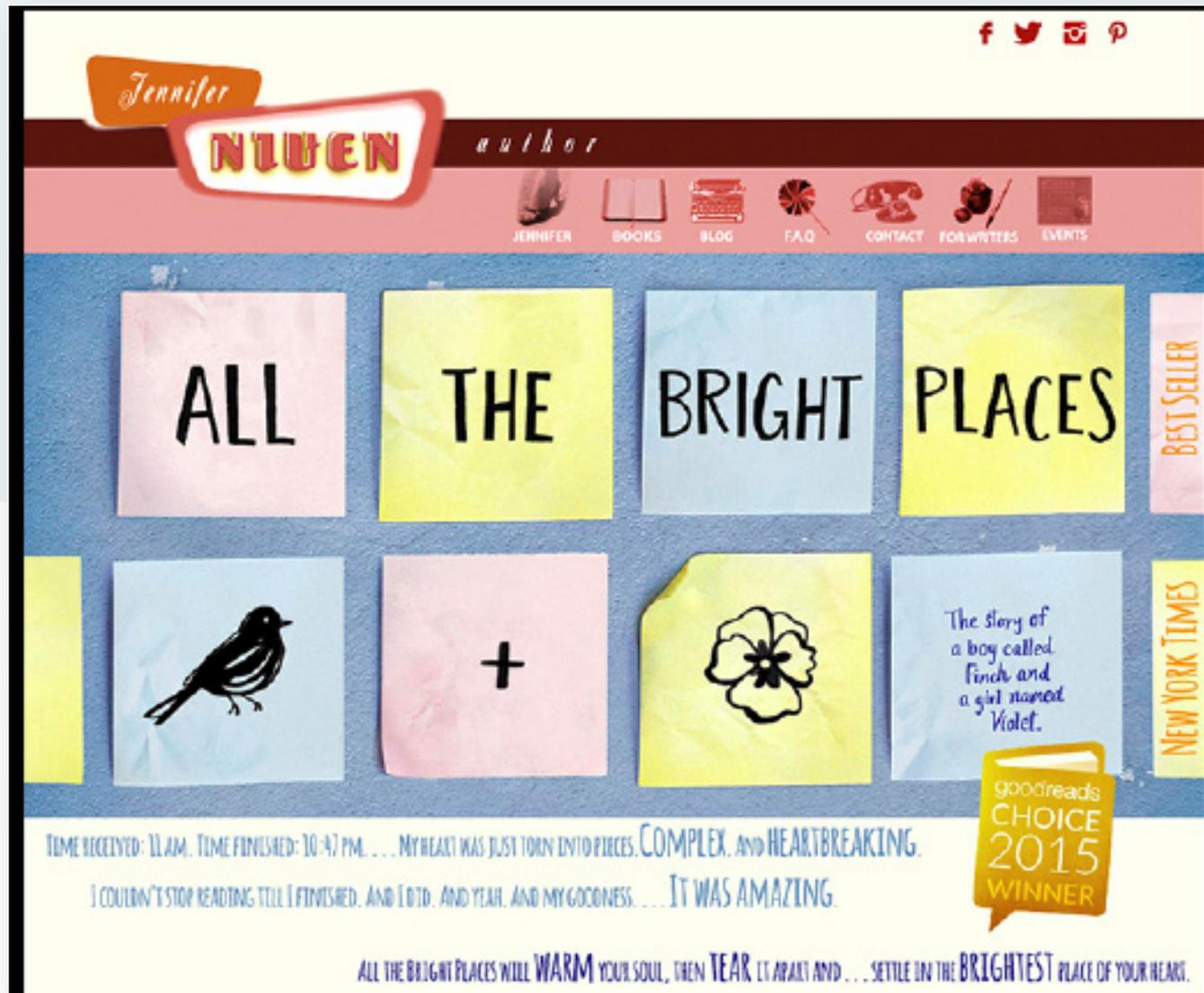


Kellie Coates Gilbert

www.kelliecoatesgilbert.com

Kellie includes blurbs for her newest release right on her homepage, and it's easy to see where readers can subscribe to get all her news.





Jennifer Niven

www.jenniferniven.com

Jennifer's website is visually stunning, and focuses on her newest release. She has a strong author platform, so her top navigation includes her blog and social media icons.

BN BRENDA NOVAK

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USA TODAY
BESTSELLING AUTHOR

BN

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Named one of the **FIVE** best romances of the year by **LIBRARY JOURNAL**, one of the ten best...

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"My life is my message."

Mahatma Gandhi (1869-1948)

Whiskey Creek

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Brenda Novak

www.brendanovak.com

We love how it's really easy to see where to subscribe to Brenda's newsletter. The countdown to Brenda's upcoming release is a great feature, too!



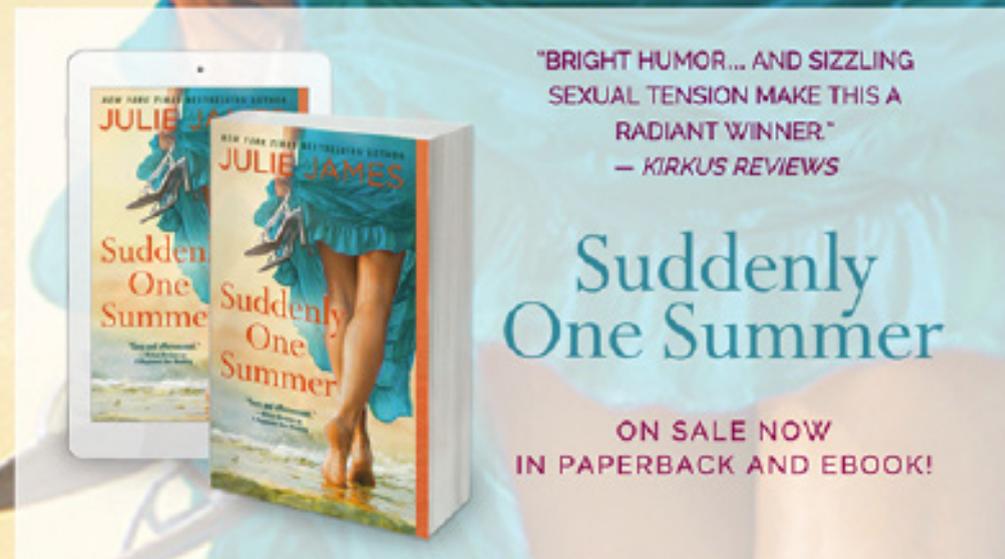
JULIE JAMES

ABOUT

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BLOG

GIVEAWAY



Julie James

www.juliejames.com

Julie's elegant design focuses on her newest release, and visitors can scroll down to see what books are coming down the pipeline.

- COMING SOON -



- ABOUT JULIE -



Victoria Scott

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TITANS Racing to bookstores 02.23.2016



Praise for Victoria Scott

☆ "Mind-blowingly intense."
— *Kirkus Reviews*, starred review

☆ "Right from the start, Scott commands attention with a simple yet compelling premise, which tackles topics of privilege and class as it entertains."
— *Publishers Weekly*, starred review

Victoria Scott

www.victoriascott.com

Victoria fits all of her books on her homepage, but the vibrant feature section draws the eye to her newest release.



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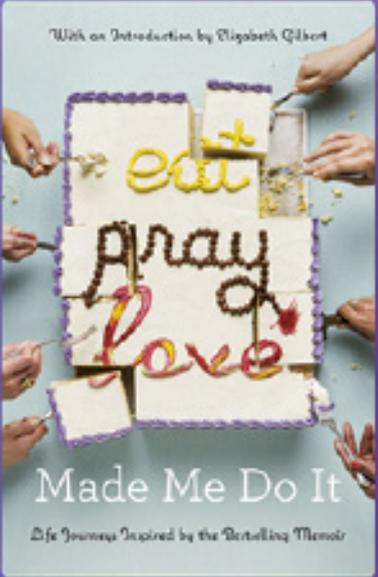
Tim Tigner

www.timtigner.com

Tim's website has a clear call-to-action for a free book. Clicking this button takes visitors to a sign-up page for his newsletter so he can send their free copy via email and grow his mailing list.

ELIZABETH GILBERT

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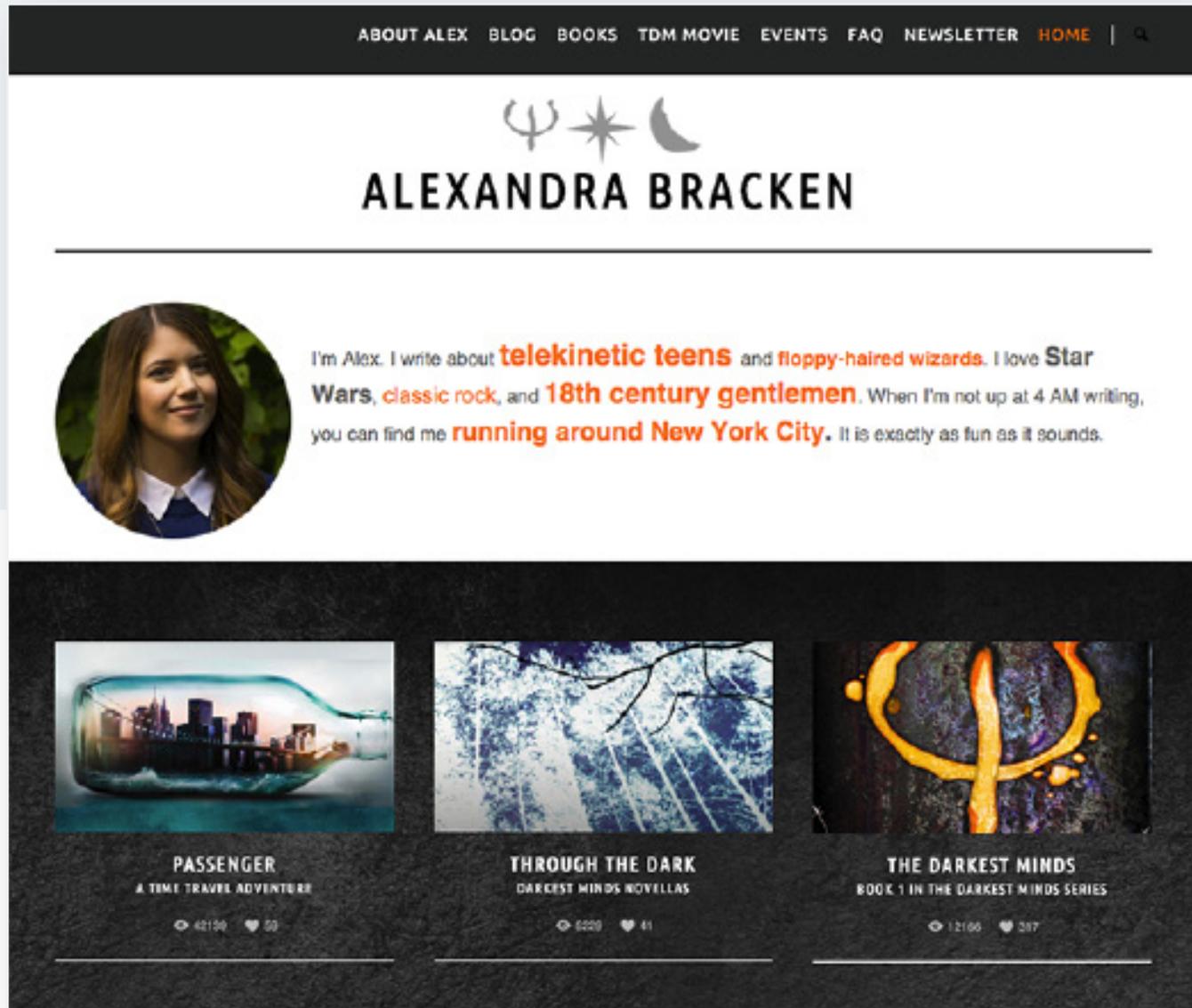
ELIZABETH GILBERT **BIG MAGIC**

Elizabeth Gilbert

www.elizabethgilbert.com

Elizabeth's homepage showcases her upcoming books, along with links where readers can pre-order this book.





Alexandra Bracken

www.alexandrabracken.com

We love the fun biographical information on Alexandra's homepage, and her use of bolding and color to emphasize top keywords.

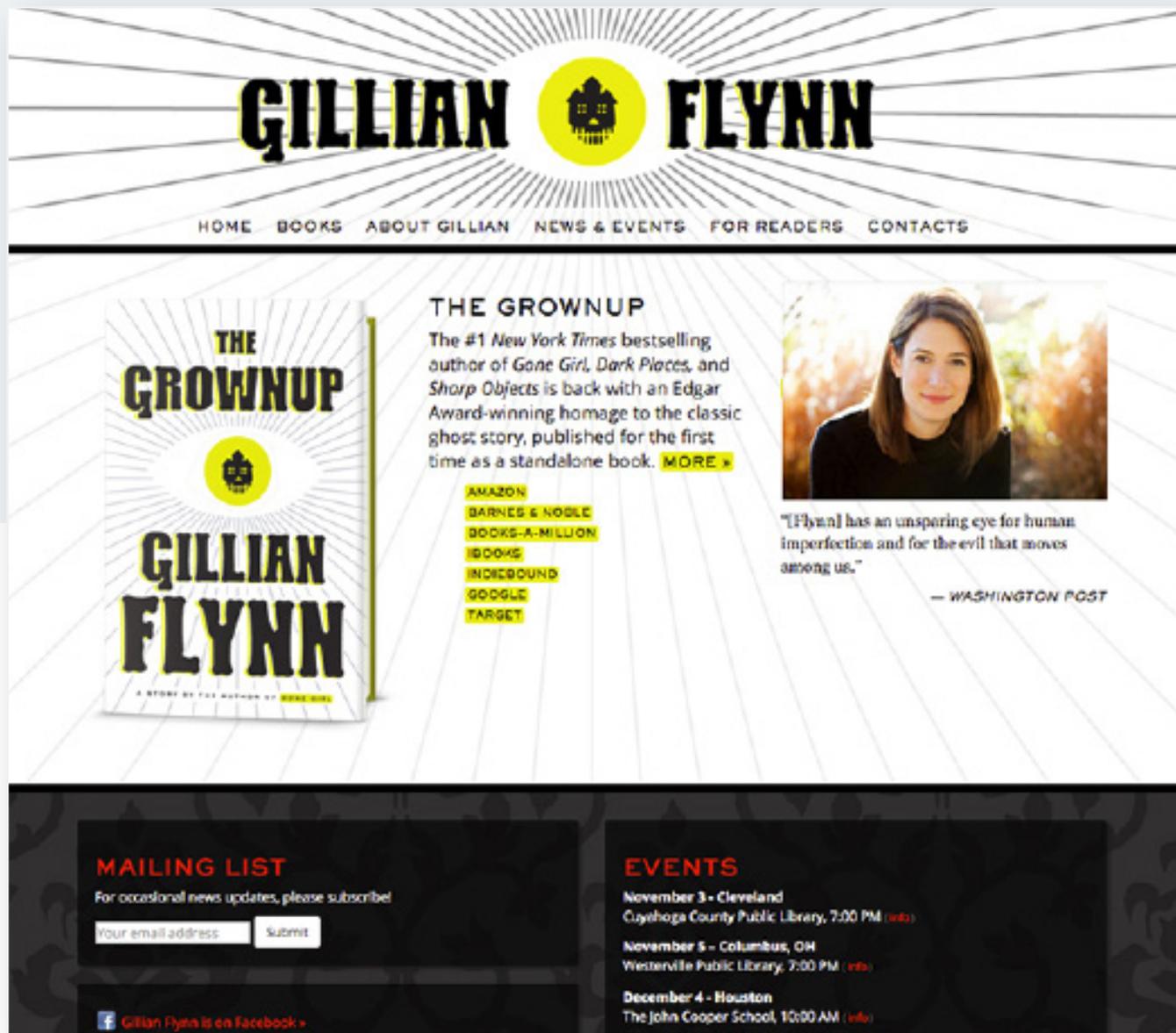




John Grisham

www.jgrisham.com

The handwritten note on John's website is unique and fun, and a great way to promote his book as a holiday gift idea. It's also easy to see where to join his mailing list!

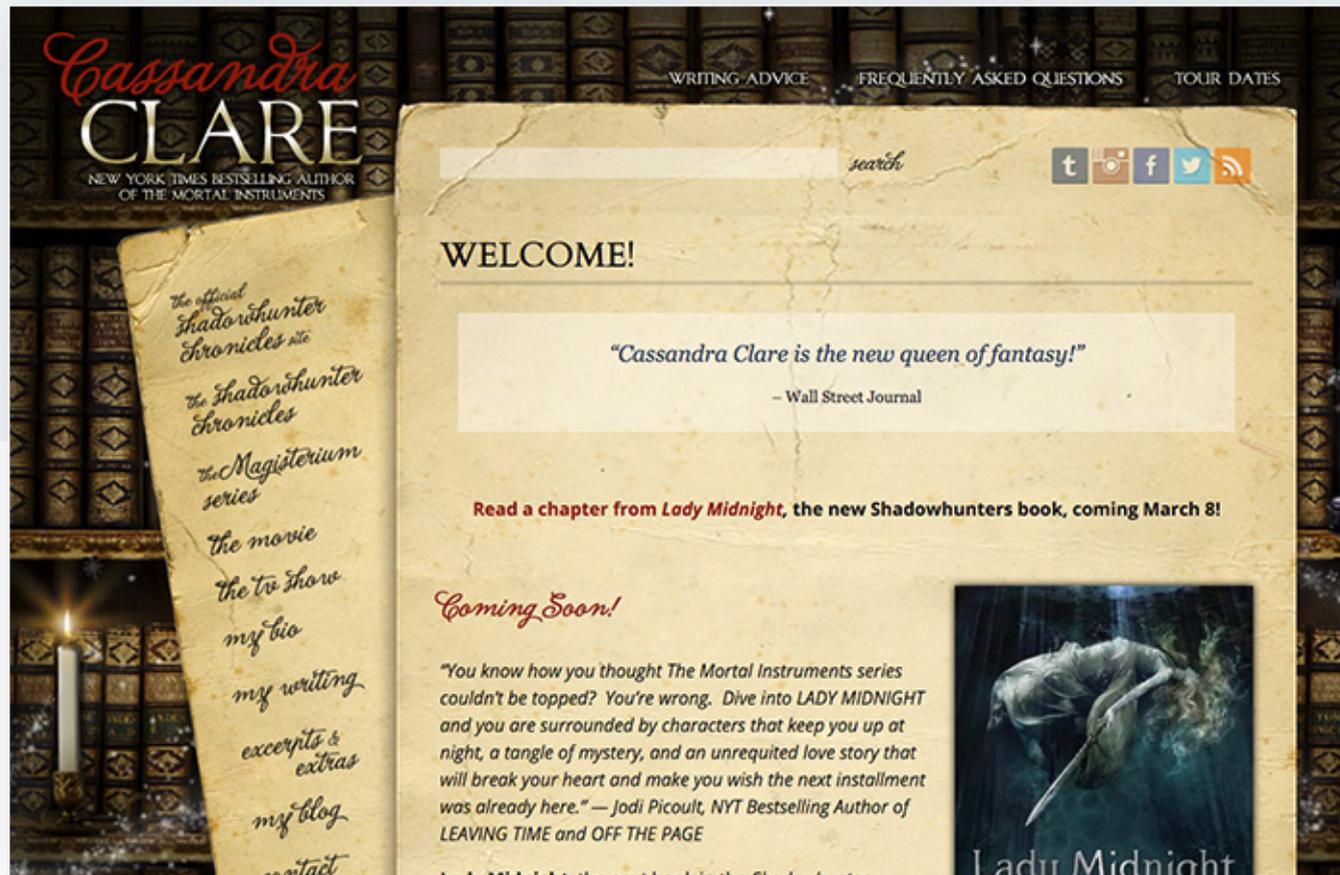


Gillian Flynn

www.gillian-flynn.com

Gillian's design and use of highlighting makes it easy for readers to spot the links to order her newest book on their favorite retailer.





Cassandra Clare

www.cassandraclare.com

The look and feel of Cassandra's website is an excellent example of author branding. We also love the prominent social media icons, the use of the blurb, and the link to read an excerpt from her upcoming novel.





Harlan Coben

www.harlancoben.com

Harlan's clean design makes it easy for readers to see where they can pre-order his newest book and read an excerpt right away.

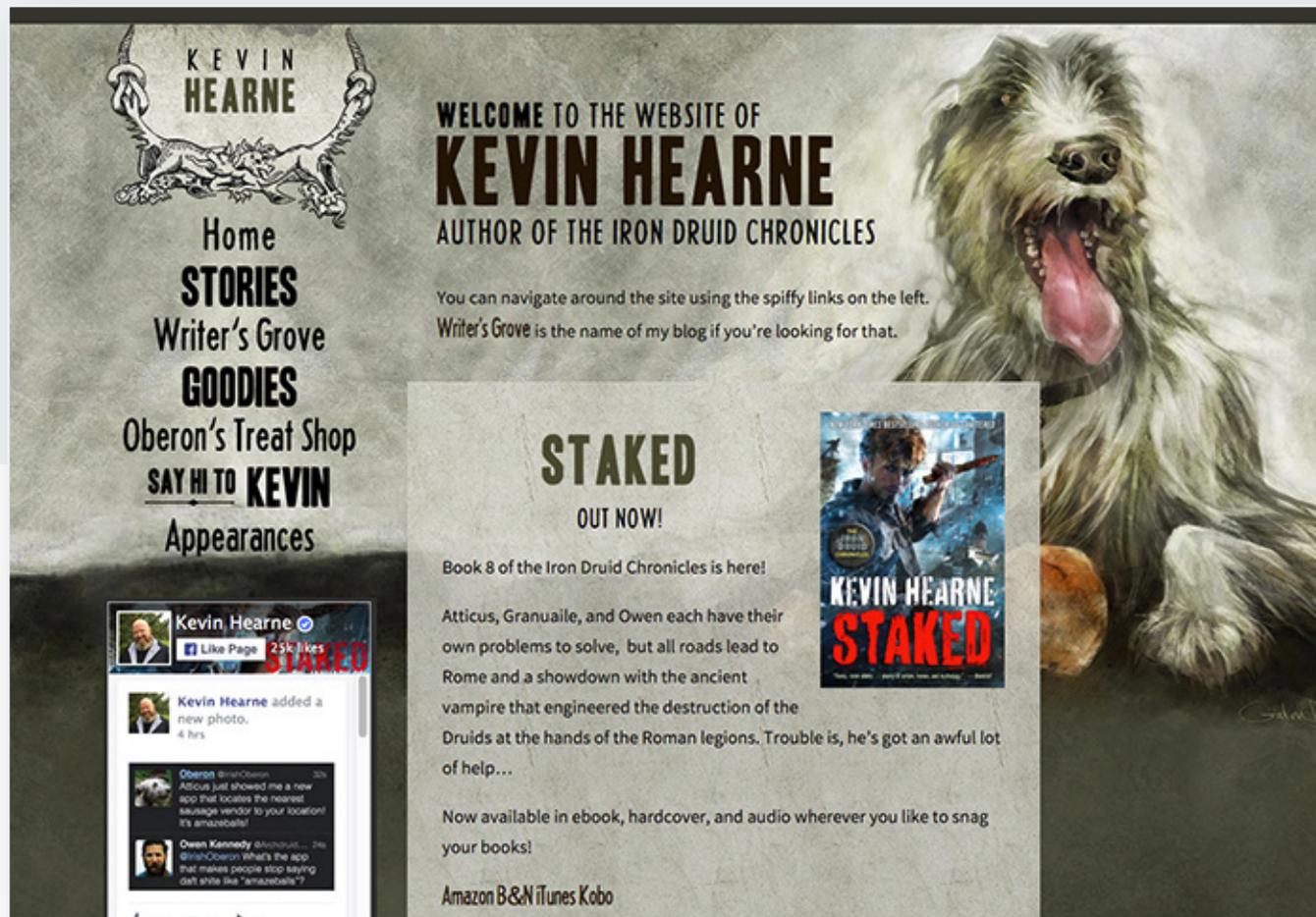


Tami Hoag

www.tamihoag.com

Tami's website has clean navigation, and we love how each page on her site showcases the cover of her upcoming release along with links where readers can pre-order the book.



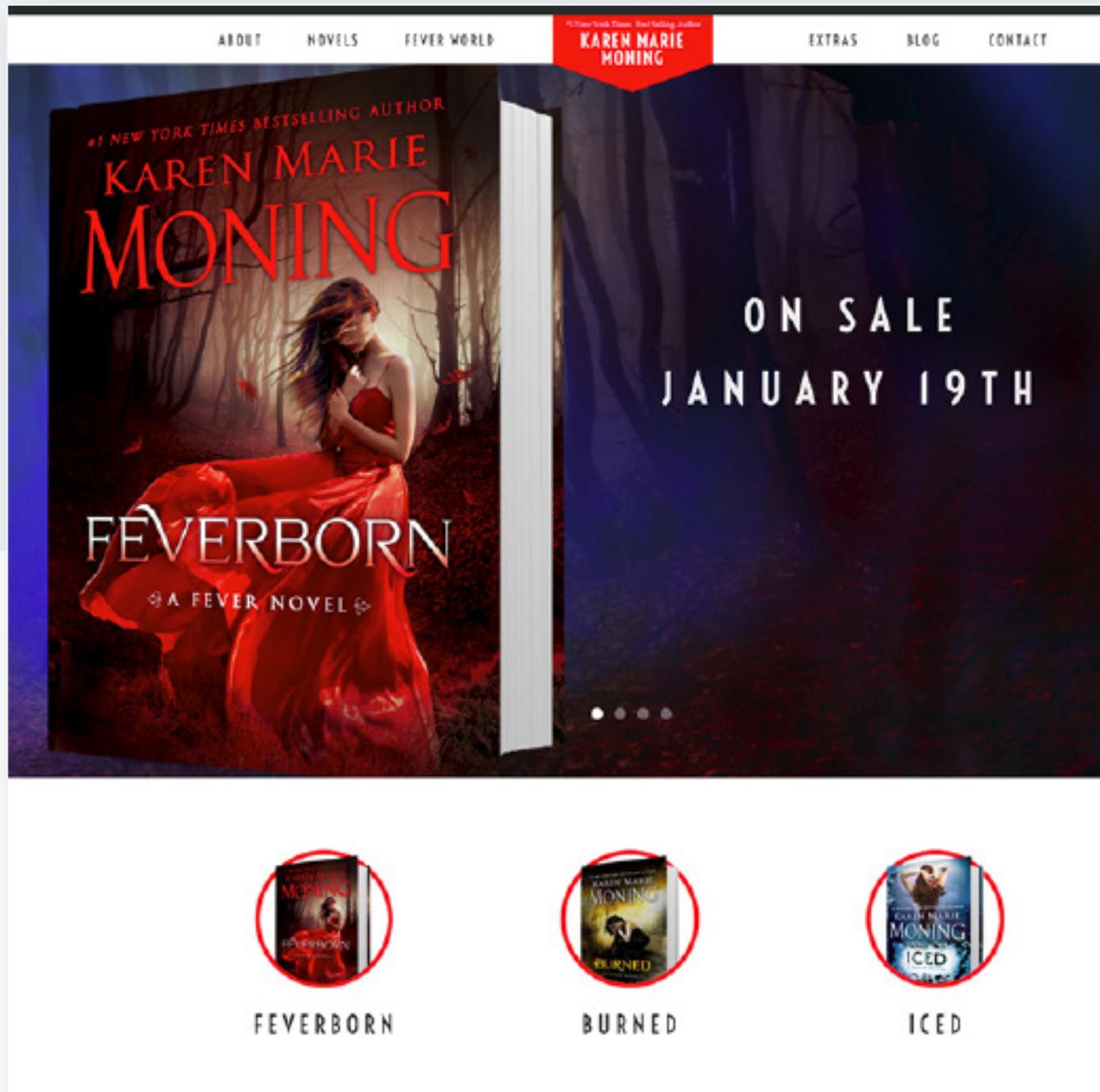


Kevin Hearne

www.kevinhearne.com

Kevin's website has a unique design and navigational structure, which helps showcase his personality. His homepage also features the newest book in his series.



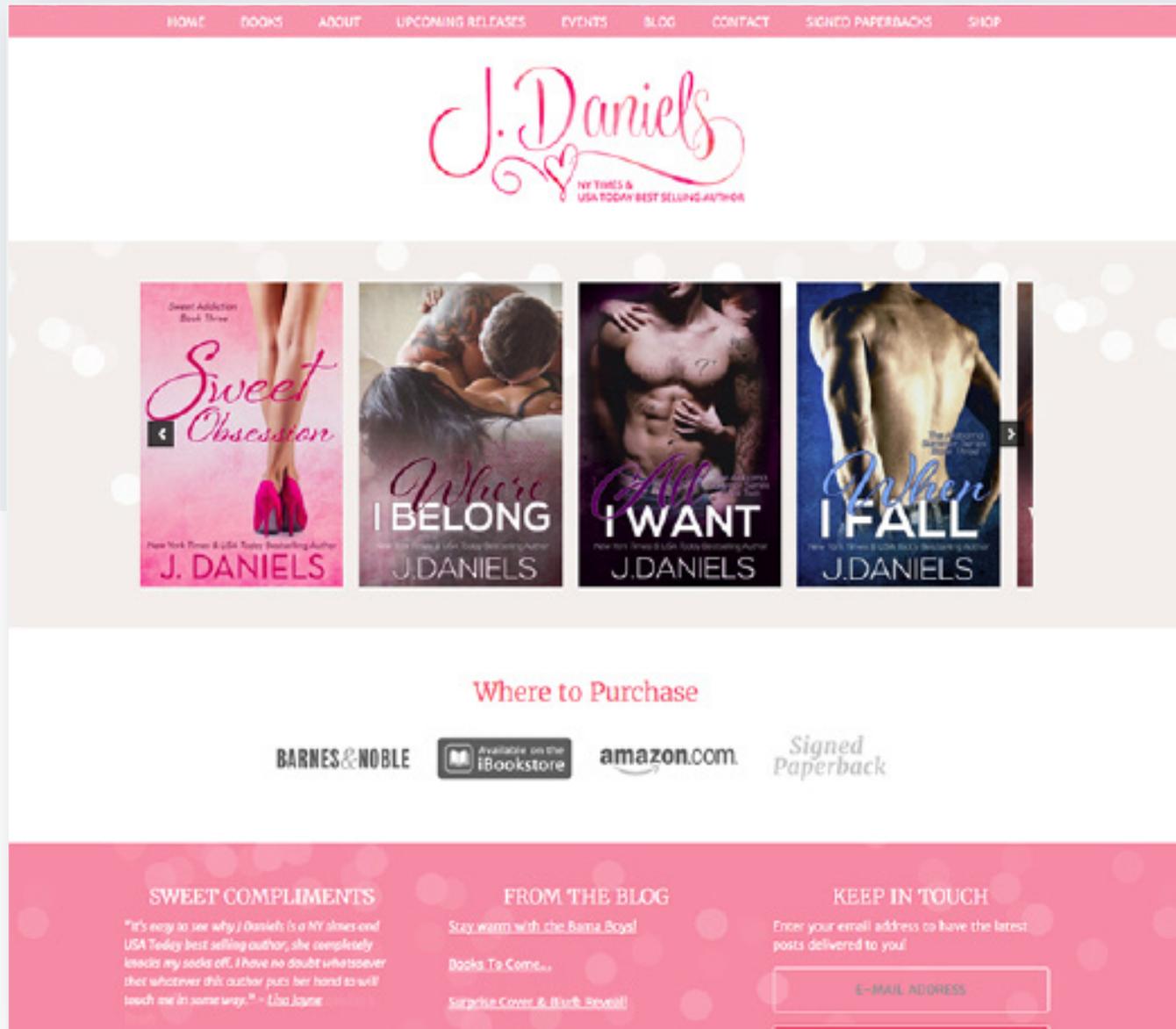


Karen Marie Moning

www.karenmoning.com

Karen prominently displays her upcoming release on her homepage in a widget that cycles through the different books, formats, and signed copies now available.





J. Daniels

www.authorjdaniels.com

J. Daniels's website design and logo convey her author brand. We also love how it's easy to see where readers can purchase her books and subscribe to her mailing list.

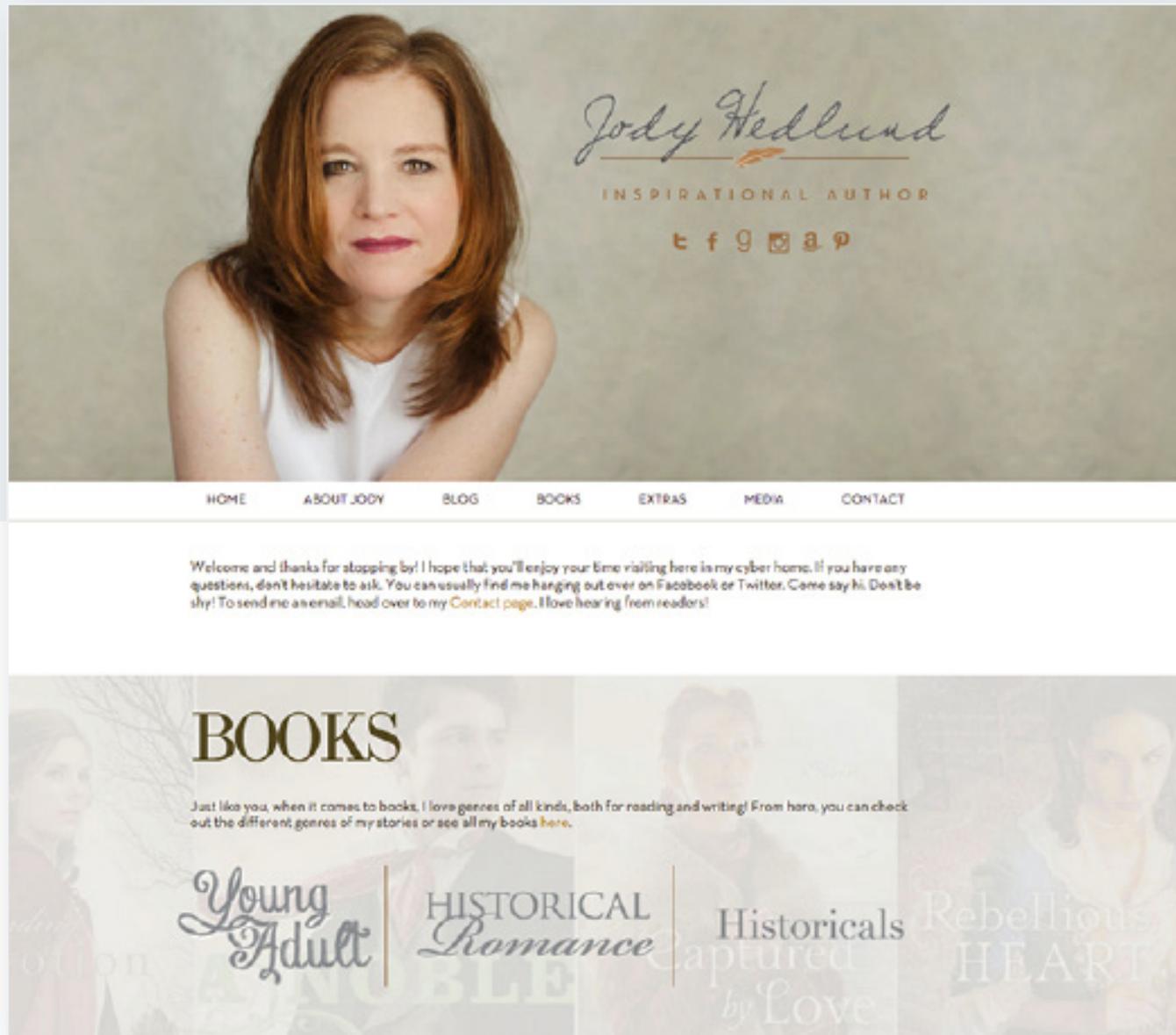




Kami Garcia

www.kamigarcia.com

Kami's website design is so unique and fun, we had to include it! It really shows off her brand and personality.



Jody Hedlund

www.jodyhedlund.com

This clean design makes it easy for readers to find books Jody's written in the genre they prefer — young adult, historical romance, or historical fiction.



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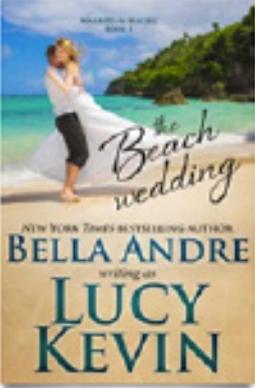


BELLA ANDRE

NEW YORK TIMES & USA TODAY BESTSELLING AUTHOR

Love Beautifully

● ● ● ● ●



NEW YORK TIMES BESTSELLING AUTHOR
Bella Andre
writing as
LUCY KEVIN

A New Series to Love!
The Beach Wedding • Married in Malibu, Book 1

Liz Wilkinson has finally landed her dream job overseeing Married in Malibu, a new wedding venue for the Hollywood elite that promises perfect, paparazzi-free happily ever afters. She vows to do whatever it takes to put the new company on the map. Even if it means working with her ex-fiancé...and pretending to be in love with him again, too!

As a bestselling thriller writer, Jason Lomax writes plot twists for a living. But he never could have imagined needing his ex-fiancée's help to arrange a secret beach wedding for his famous niece. Nor did he ever expect to fall even more in love with Liz the second time around.

When their fake dates—and kisses—become breathlessly, wonderfully real, will Jason be able to convince Liz that neither of them is pretending anymore? And that the love they once felt for each other never actually went away...

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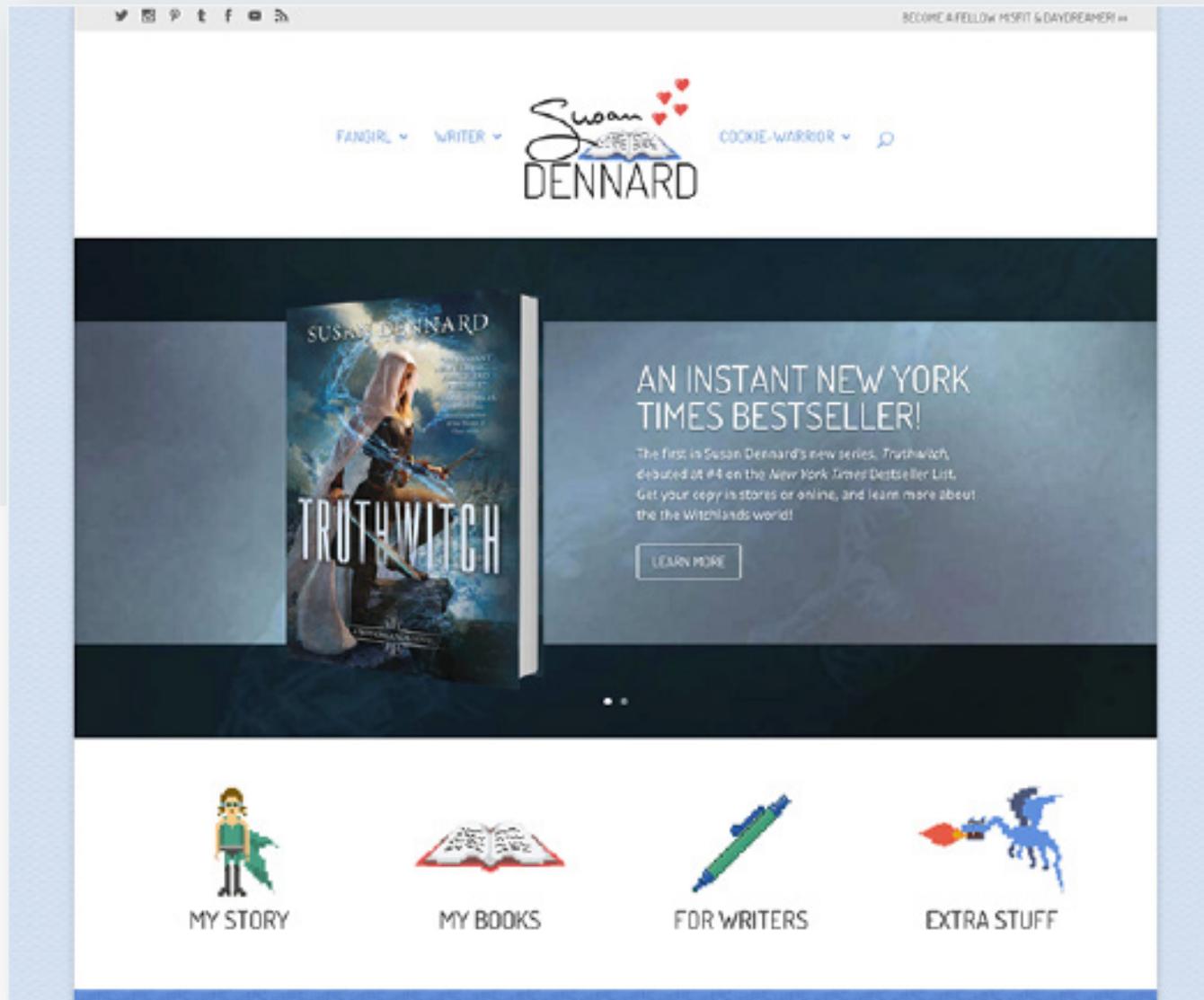
Email



Bella Andre

www.bellaandrefans.com

Bella's design is simple and elegant. She has an extensive backlist, so her [books page](#) lists all of her books within each series in chronological order. A pop-up appears on any page on her site after a few seconds — readers receive a “free gift” of four free books for joining her mailing list.



Susan Dennard

www.susandennard.com

Susan's design and icons are fun and unique, and she calls her mailing list a "community" so readers feel like they're joining something more than just a mailing list.



Emma Davies

www.emmadaviesauthor.com

Emma's website includes reviews right on the homepage, and features a simple and clean navigational structure.

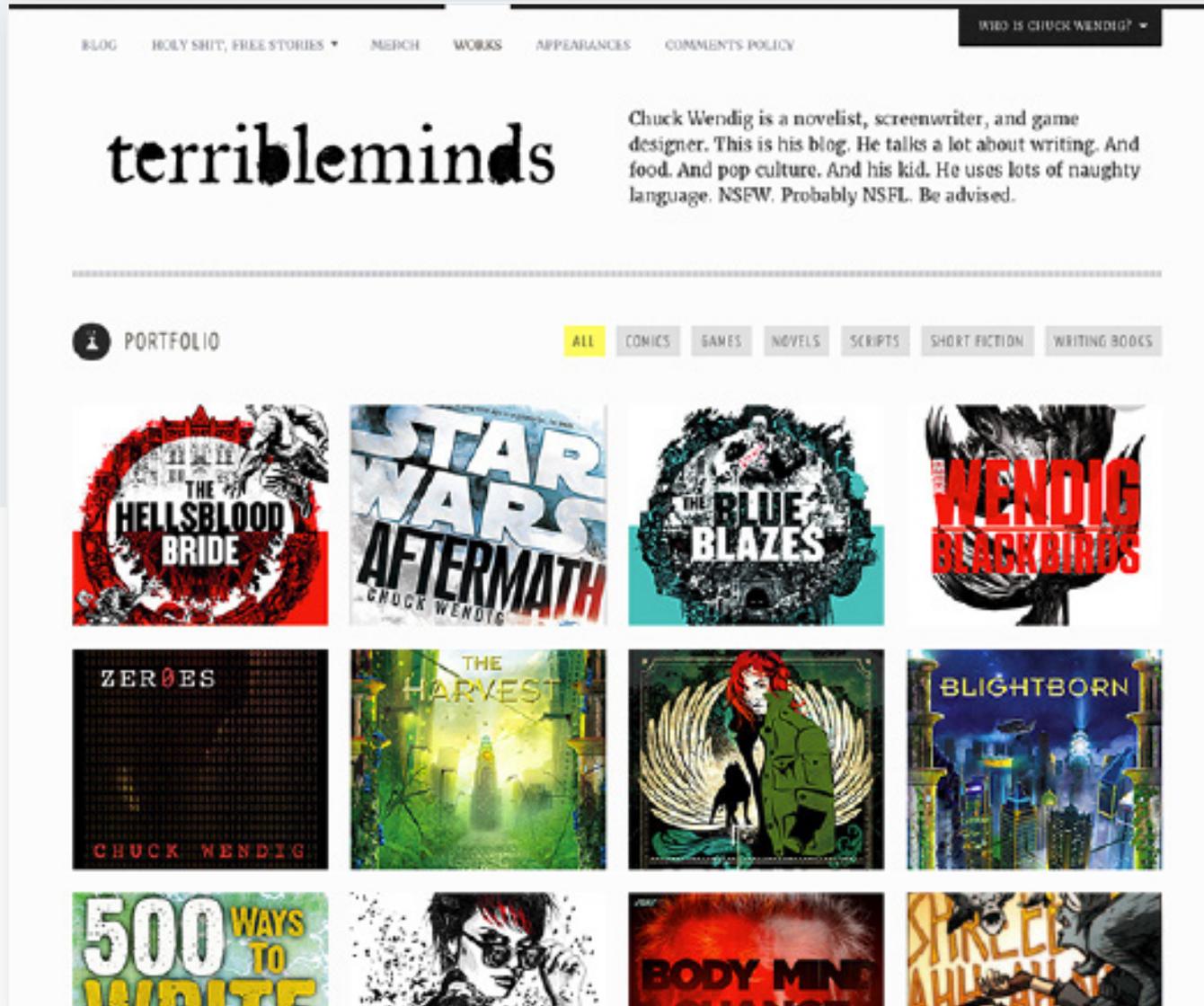




Mark Griffiths

www.markgriffithsbooks.co.uk

Mark writes children's books, so his website is fun and playful. Make sure to visit and see how his sidebar navigation is getting abducted by the spaceship.



Chuck Wendig

www.terribleminds.com

All of the copy on Chuck's site showcases his witty personality, including the brief bio next to his site logo and his popular blog. There's a lot of snark, and we love it.



Melanie Benjamin

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"a grand story worth the price of admission"
—Publishers Weekly

NOW AVAILABLE:
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- USA Today Bestseller
- Indie Bestseller
- #1 Indie Next Pick for February 2016

Of all the glamorous stars of New York high society, none blazes brighter than Babe Paley. Her Gilded Age exploits make the pages of *Vanity Fair*, and she is celebrated and adored for

Melanie Benjamin

www.melaniebenjamin.com

We love the prominent call-to-action for Melanie's newsletter, along with the blurb from *Publishers Weekly*.

A person is shown from a high-angle perspective, holding a tablet computer. The tablet screen displays a website with a grid of book covers and text, resembling a digital library or bookstore. The person's hands are visible, interacting with the device. The entire scene is overlaid with a semi-transparent dark blue filter. The text 'AUTHOR BIOS' is centered in white, bold, sans-serif font.

AUTHOR BIOS

Author Bios

Writing an author bio can be a daunting task, but it's also an important task. A well-crafted bio on sites like [BookBub](#) can help fans and potential readers learn more about an author and why they should pick up her latest book.

On BookBub, authors who have completed their profile may be included as a suggested author when new members sign up for BookBub or in emails to existing members. Having an intriguing bio on an Author Profile can be the difference between a new follow and a click on the back button.

While there is no one-size-fits-all formula for writing an engaging author bio, here are some Author Profiles we love.



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Marie Force

Also writes as [M.S. Force](#)

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Marie Force is the New York Times bestselling author of contemporary romance, including the Gansett Island Series, which has sold more than 2.2 million books, and the Fatal Series from Harlequin Books, which has sold more than 1 million books. In addition, she is the author of the Green Mountain Series from Berkley Publishing as well as the new erotic romance Quantum Series, written under the slightly modified name of M.S. Force.

Her goals in life are simple—to finish raising two happy, healthy, productive young adults, to keep writing books for as long as she possibly can and to never be on a flight that makes the news.

Join Marie's mailing list at marieforce.com for news about new books and upcoming appearances in your area. Follow her on Facebook at [Facebook.com/MarieForceAuthor](https://www.facebook.com/MarieForceAuthor), Twitter [@marieforce](https://twitter.com/marieforce) and on Instagram [@marieforceauthor](https://www.instagram.com/marieforceauthor). Join one of Marie's many reader groups at marieforce.com/connect. Contact Marie at marie@marieforce.com. [less](#)



Marie Force

www.bookbub.com/authors/marie-force

Marie has a well-structured bio. The first paragraph includes the highlights of her biggest accomplishments: her bestseller status, sales figures for her bestsellers, and her traditional publishing track record. She also includes her genre and pen name, so readers can quickly get a sense for her work. Her second paragraph provides insight into her personal life, while the final paragraph details ways fans can connect with her online.

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Debbie Macomber

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Debbie Macomber was born on October 22, 1948 in Yakima, Washington. Her first novel, *Heartsong*, was published as a Silhouette Inspiration in 1984, and it became the first romance novel ever to be reviewed in *Publishers Weekly*. She has written more than 150 novels since then including *Back on Blossom Street*; *Susannah's Garden*; *A Good Yarn*; *The Shop on Blossom Street*; *Between Friends*; the Cedar Cove series; *Family Affair*; *Three Brides, No Groom*; *Starting Now*; and *Starry Night*. She received *Romantic Times Magazine's* Lifetime Achievement Award. Macomber's titles continue to be listed on the *New York Times* Bestseller list; in 2015 it was her book, *Last One Home*. [less](#)



Debbie Macomber

www.bookbub.com/authors/debbie-macomber

Debbie has written more than 150 novels, yet she manages to fit the highlights of her career into one paragraph. The unique accomplishments of writing the first *Publishers Weekly*-reviewed romance novel and receiving a lifetime achievement award let readers know that they can expect high-quality books from Debbie.



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Sylvia Day

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Sylvia June Day is an American writer who grew up in Orange County, California. She also writes under the pseudonyms S. J. Day and Livia Dare. Her novels span the romance and fantasy genres. Her work has appeared on multiple bestsellers lists, including the New York Times, USA Today, Publishers Weekly, the Wall Street Journal, and the Washington Post. She is the author of the popular Renegade Angels Series and the Crossfire Series.



Sylvia Day

www.bookbub.com/authors/sylvia-day

Sylvia's bio is a great example of one that's on the shorter side yet fits in all the essential information, including accolades, popular series, and pseudonyms so readers can easily find all of her books.



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Rick Mofina

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Rick Mofina is a former journalist who has interviewed murderers on death row, flown over L.A. with the LAPD and patrolled with the Royal Canadian Mounted Police near the Arctic. He's also reported from the Caribbean, Africa and Kuwait's border with Iraq. His books have been published in nearly 30 countries, including an illegal translation produced in Iran.



His work has been praised by James Patterson, Dean Koontz, Michael Connelly, Lee Child, Tess Gerritsen, Jeffery Deaver, Sandra Brown, James Rollins, Brad Thor, Nick Stone, David Morrell, Allison Brennan, Heather Graham, Linwood Barclay, Peter Robinson, Håkan Nesser and Kay Hooper.

The Crime Writers of Canada, The International Thriller Writers and The Private Eye Writers of America have listed his titles among the best in crime fiction. As a two-time winner of Canada's Arthur Ellis Award, a four-time Thriller Award finalist and a two-time Shamus Award finalist, the Library Journal calls him, "One of the best thriller writers in the business."

For more information please visit www.rickmofina.com
<https://www.facebook.com/rickmofina> or
follow Rick on Twitter @Rick Mofina [less](#)

Rick Mofina

www.bookbub.com/authors/rick-mofina

Including first-hand experiences as a journalist lends Rick credibility in his genres of crime fiction and thrillers. He also includes a list of well-known authors who have praised his work. These endorsements may encourage those authors' fans to give Rick a try.

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Glynnis Campbell

Follow +

GLYNNIS CAMPBELL is a USA Today bestselling author of swashbuckling action-adventure romance. She's the wife of a rock star, and the mother of two young adults, but she's also been a ballerina, a typographer, a film composer, a piano player, a singer in an all-girl rock band, and a voice in those violent video games you won't let your kids play. She does her best writing on cruise ships, in Scottish castles, on her husband's tour bus, and at home in her sunny southern California garden. Glynnis loves to play medieval matchmaker, transporting readers to a place where the bold heroes have endearing flaws, the women are stronger than they look, the land is lush and untamed, and chivalry is alive and well! [less](#)



Glynnis Campbell

www.bookbub.com/authors/glynnis-campbell

Glynnis leads with her bestseller status and subgenre before launching into her diverse and unique personal information. She also includes the characteristics of her books in a fun way so readers will know what to expect from her work.



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Courtney Milan

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Courtney Milan is a New York Times and USA Today bestselling author of historical romance. Her books have received starred reviews in Publishers Weekly and Booklist.



Courtney lives in the Rocky Mountains with her husband, a medium-sized dog, and an attack cat. Before she started writing historical romance, she experimented with various occupations: computer programming, dog-training, scientificating.... But her favorite job is the one she's now doing full time-- writing romance.

If you want to know when Courtney's next book will come out, please visit her website at <http://www.courtneymilan.com>, where you can sign up to receive an email when she has her next release. [less](#)

Courtney Milan

www.bookbub.com/authors/courtney-milan

Courtney leads with her bestseller status and accolades in a concise manner. She also finishes her bio with a call-to-action for her mailing list, so we applaud her marketing prowess!



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Melissa Foster

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Melissa Foster is a New York Times & USA Today bestselling and award-winning author. She writes sexy and heartwarming contemporary romance, new adult romance (M/F, M/M, F/F), romantic suspense, thrillers, and historical fiction with emotionally compelling characters that stay with you long after you turn the last page. Melissa's emotional journeys are lovingly erotic and always family oriented. Her books have been recommended by USA Today's book blog, Hagerstown Magazine, The Patriot, and several other print venues. She is the founder of the World Literary Café. When she's not writing, Melissa helps authors navigate the publishing industry through her author training programs on Fostering Success. [less](#)



Melissa Foster

www.bookbub.com/authors/melissa-foster

We love how Melissa specifies the types of stories she has to offer. She also does a great job of including her bestseller status and various accolades.



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Laurelin Paige

Follow +

Laurelin Paige is the NY Times, Wall Street Journal, and USA Today Bestselling Author of the Fixed Trilogy. She's a sucker for a good romance and gets giddy anytime there's kissing, much to the embarrassment of her three daughters. Her husband doesn't seem to complain, however. When she isn't reading or writing sexy stories, she's probably singing, watching Game of Thrones and the Walking Dead, or dreaming of Michael Fassbender. She's also a proud member of Mensa International though she doesn't do anything with the organization except use it as material for her bio. You can connect with Laurelin on Facebook at facebook.com/LaurelinPaige or on twitter [@laurelinpaige](https://twitter.com/laurelinpaige). You can also visit her website, laurelinpaige.com, to sign up for emails about new releases and a chance to win a \$100 Amazon Gift Certificate in a monthly drawing. [less](#)



Laurelin Paige

www.bookbub.com/authors/laurelin-paige

We love Laurelin's bio because she lets her lighthearted personality shine through! She also includes information about a monthly giveaway she runs through her mailing list, which is enticing and unique



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Michael Siemsen

Follow +

Michael Siemsen is the USA Today Bestselling author of 6 novels, including *The Dig*, *A Warm Place to Call Home (A Demon's Story)*, and *Exigency*. He lives in Northern California with "the wife," "the kids," "the dogs," "that cat," and he occasionally wears pants. His upcoming release, *Frederick & Samuel*, is the third book in his award-winning *A Demon's Story* series.



Michael Siemsen

www.bookbub.com/authors/michael-siemsen

Michael's bio accomplishes a lot in one short paragraph — it includes his bestseller status, his most popular novels, info about his upcoming release, brief biographical information, and still lets his personality shine.

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Claire Delacroix

Follow +

Bestselling author Claire Delacroix published her first romance novel - a medieval romance called THE ROMANCE OF THE ROSE - in 1993. Since then, she has published over fifty romance novels and numerous novellas, including time travel romances, contemporary romances and paranormal romances. THE BEAUTY, part of her successful Bride Quest series, was her first book to land on the New York Times list of bestselling books. Claire has written under the name Claire Cross and continues to write as Deborah Cooke as well as Claire Delacroix. Claire makes her home in Canada with her family, a large undisciplined garden and a growing number of incomplete knitting projects. [less](#)



Claire Delacroix

www.bookbub.com/authors/claire-delacroix

While Claire has an extensive backlist, she succinctly describes her publishing success and subgenres. She also includes all of her pen names so readers can easily find her, no matter which name they're looking for.



BookBub Search for a book or author Latest Deals Bookmarks Sign

April White

Follow +

APRIL WHITE has been a film producer, private investigator, bouncer, teacher and screenwriter. She has climbed in the Himalayas, survived a shipwreck, and lived on a gold mine in the Yukon. She and her husband share their home in Southern California with two extraordinary boys and a lifetime collection of books.



All four books in the Immortal Descendants series are on the Amazon Top 100 lists in Time Travel Romance and Historical Fantasy. More information and her blog can be found at aprilwhitebooks.com. [less](#)

April White

www.bookbub.com/authors/april-white

April's bio is short and sweet, but is packed with interesting information. She was a private investigator and survived a shipwreck? How can you not want to learn more about this author? She also elegantly includes her books' status and subgenres in the last paragraph, along with a call-to-action for readers to learn more.



BookBub Search for a book or author Latest Deals Bookmarks Sign

Michael R. Hicks

Follow +

Born in 1963, Michael Hicks grew up in the age of the Apollo program and spent his youth glued to the television watching the original Star Trek series and other science fiction movies, which continues to be a source of entertainment and inspiration. Having spent the majority of his life as a voracious reader, he has been heavily influenced by writers ranging from Robert Heinlein to Jerry Pournelle and Larry Niven, and David Weber to S.M. Stirling. Living in Maryland with his beautiful wife, two wonderful stepsons and two mischievous Siberian cats, he continues to work full-time while dreaming and writing. [less](#)



Michael R. Hicks

www.bookbub.com/authors/michael-r-hicks

Michael's bio focuses on what influences his writing: Star Trek, science fiction, and several high-profile authors. This helps readers who are also fans of those mediums connect with Michael, and understand what they can expect from his work.



BookBub Search for a book or author Latest Deals Bookmarks Sig

Angie Fox

Follow +

New York Times bestselling author Angie Fox writes sweet, fun, action-packed mysteries. Her characters are clever and fearless, but in real life, Angie is afraid of basements, bees, and going up stairs when it is dark behind her. Let's face it. Angie wouldn't last five minutes in one of her books.



Angie is best known for her Southern Ghost Hunter mysteries and for her Accidental Demon Slayer books. Visit her at www.angiefox.com

Angie Fox

www.bookbub.com/authors/angie-fox

We love how Angie distinguishes herself from her characters, and in the process makes herself relatable to readers. She also mentions her bestseller status and best-known works in a humble way.

BookBub Search for a book or author Latest Deals Bookmarks Sign

Tamera Alexander

Follow +

Tamera Alexander is the USA Today best-selling author of numerous books including *Revealed*, *A Lasting Impression*, *To Whisper Her Name*, and *The Inheritance*. Her richly-drawn characters and thought-provoking plots have earned her devoted readers worldwide. Tamera is a two-time Christy Award winner, two-time RITA Award winner, and a recipient of the prestigious Library Journal Award. Tamera and her husband make their home in Nashville, Tennessee, not far from the historic Southern mansions she writes about in her two award-winning series, the Belmont Mansion novels and the Belle Meade Plantation novels. Visit Tamera's website at www.tameraalexander.com Facebook: [tamera.alexander](https://www.facebook.com/tamera.alexander) Twitter: [@tameraalexander](https://twitter.com/tameraalexander) [less](#)



Tamera Alexander

www.bookbub.com/authors/tamera-alexander

Tamera includes a lot of great info in her short bio, including what draws readers: “richly-drawn characters and thought-provoking plots.” She also makes it clear that she’s well-qualified to write about the settings of her books, as that’s where she lives! This enticing bio makes it clear what we can expect from her stories.

BookBub Search for a book or author Latest Deals Bookmarks Sig

Jayne Ann Krentz

Also writes as [Jayne Castle](#), [Amanda Quick](#)

Follow +

Jayne Ann Krentz received a B.A. in history from the University of California at Santa Cruz and a master's degree in library science from San Jose State University. Before becoming a full-time author, she worked as a librarian. She uses the name Jayne Ann Krentz for her contemporary pieces, Amanda Quick for her historical fiction pieces, and Jayne Castle for her futuristic/paranormal pieces.



Jayne Ann Krentz

www.bookbub.com/authors/jayne-ann-krentz

We love how Jayne manages multiple pen names. She has claimed an Author Profile for each of her pseudonyms (which you can see under her name), and in her bio she specifies which pen name writes for which genre.



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Suzanne Woods Fisher

Follow +

Suzanne Woods Fisher is the bestselling author of *The Letters*, *The Calling*, the *Lancaster County Secrets* series, and the *Stoney Ridge Seasons* series, as well as nonfiction books about the Amish, including *Amish Peace*. She is also the coauthor of an Amish children's series, *The Adventures of Lily Lapp*. Suzanne is a Carol Award winner for *The Search*, a Carol Award finalist for *The Choice*, and a Christy Award finalist for *The Waiting*. She is also a columnist for *Christian Post* and *Cooking & Such* magazines. She lives in California. Learn more at www.suzannewoodsfisher.com and connect with Suzanne on Twitter @suzannefisher. [less](#)



Suzanne Woods Fisher

www.bookbub.com/authors/suzanne-woods-fisher

Suzanne includes her top works in her bio so readers can easily make the connection to her books that they've read — or see which they should read next. She also provides links to her website and Twitter profile. And we love that profile picture!

BookBub Search for a book or author Latest Deals Bookmarks Sig

Rebecca Zanetti

Follow +

New York Times and USA Today Bestselling author Rebecca Zanetti is the author of over twenty-five dark paranormals, romantic suspense, and contemporary romances, including the Dark Protectors, Sin Brothers, and Scorpius Syndrome series. She lives in the wilds of the Pacific Northwest with her own Alpha hero, two kids, a couple of dogs, a crazy cat...and a huge extended family. She believes strongly in luck, karma, and working her butt off...and she thinks one of the best things about being an author, unlike the lawyer she used to be, is that she can let the crazy out. Find Rebecca at: www.rebeccazanetti.com [less](#)



Rebecca Zanetti

www.bookbub.com/authors/rebecca-zanetti

We love the insight into Rebecca's personality and work ethic here; the bio is a lot more than just a list of accolades and titles, yet she manages to fit all of it into such a small space.



BookBub Search for a book or author Latest Deals Bookmarks Sig

Scott William Carter

Follow +

SCOTT WILLIAM CARTER's first novel, *The Last Great Getaway of the Water Balloon Boys*, was hailed by Publishers Weekly as a "touching and impressive debut" and won an Oregon Book Award. Since then, he has published many books, including the popular Garrison Gage mystery series. He lives in Oregon with his wife and two children. Visit him online at ScottWilliamCarter.com.



Scott William Carter

www.bookbub.com/authors/scott-william-carter

Scott has a succinct bio that includes a blurb from a major publication, information on his most popular series, biographical details, and a call-to-action to visit his website, all in a few lines. Plus, we love that unique headshot style!



Bella Andre

Follow +

"Not since Nora Roberts has anyone been able to write a big family romance series with every book as good as the last. Bella Andre never disappoints." – Revolving Bookcase Reviews

Bella Andre's New York Times and USA Today bestselling novels have been #1 bestsellers around the world, with more than 5 million copies sold so far. Known for "sensual, empowered stories enveloped in heady romance" (Publishers Weekly), her books have been Cosmopolitan Magazine "Red Hot Reads" twice and have been translated into ten languages. Bella also writes bestselling sweet contemporary romances under the pen name Lucy Kevin.



THE SULLIVANS:

The Look of Love (Chase & Chloe)
From This Moment On (Marcus & Nicola)
Can't Help Falling In Love (Gabe & Megan)
I Only Have Eyes For You (Sophie & Jake)
If You Were Mine (Zach & Heather)
Let Me Be The One (Ryan & Vicki)
Come A Little Bit Closer (Smith & Valentina)
Always On My Mind (Lori & Grayson)
Kissing Under The Mistletoe (Mary & Jack)
One Perfect Night (co-starring Mia & Rafe Sullivan, The Seattle Sullivans)
The Way You Look Tonight (Rafe & Brooke, The Seattle Sullivans)
It Must Be Your Love (Mia & Ford, The Seattle Sullivans)
Just To Be With You (Ian & Tatiana, The Seattle Sullivans)
I Love How You Love Me (Dylan & Grace, The Seattle Sullivans)
All I Ever Need Is You (Adam & Kerry, The Seattle Sullivans)
COMING APRIL 13, 2016! Now That I've Found You (Drake Sullivan, The New York Sullivans)

THE MORRISONS:

Kiss Me Like This
Tempt Me Like This

Bella Andre

www.bookbub.com/authors/bella-andre

Bella takes the unique approach of beginning her bio with a blurb from a publication, which compares her to a highly recognizable author. Bella has an extensive backlist, and we also love how she lists all of her titles in order for ardent fans who want to read everything in a series chronologically.

Karen Marie Moning

Follow



"The only other calling I ever felt was an irrepressible desire to be Captain of my own Starship. I was born in the wrong century and it wasn't possible, so I chose to explore the universe by writing fiction instead. Books are doors to endless adventure." -KMM

Karen Marie Moning was born in Cincinnati, Ohio in 1964, the daughter of Anthony R. and Janet L. Moning. The family moved to a self-sustaining farm in Indiana when she was six years old, where she spent her youth raising cows, horses, tobacco, corn and other crops with her sisters and brother.

An alum of the Immaculate Conception Academy, at seventeen she attended Purdue University where she completed a BA in Society & Law, with minors in Philosophy, Creative Writing and Theatre, while working full time as a bartender and computer consultant. She intended to go to law school but after an internship with a firm of Criminal Attorneys, decided against it. For the next decade, she worked in insurance, where she wrote intercompany arbitrations and directed commercial litigation. At the age of thirty, she decided it was time to get serious and do what she'd always wanted to do: write fiction novels.

Beyond the Highland Mist was published in 1999 and nominated for two RITA awards. She then published six more novels in her award-winning HIGHLANDER series, and received the RITA Award in 2001 for The Highlander's Touch.

In 2004, she began writing the #1 New York Times bestselling FEVER series. The books have been optioned twice for potential franchise development by Twentieth Century Fox and DreamWorks Studios, but the rights are currently held by Moning who has expressed a desire to one day see it as a television series. Her novels have been published in thirty-five countries and are performed on audio by Phil Gigante and Natalie Ross. She divides her time between Ohio and Florida and is working on two future projects for Random House Publishing.

"I have always imagined that Paradise will be a kind of library." - Jorge Luis Borges [less](#)

Karen Marie Moning

www.bookbub.com/authors/karen-marie-moning

Karen's bio is a great example of a longer bio. She starts with a quote showing her own passion for writing fiction, and delves into her personal history, accolades, and bestseller status.



FACEBOOK COVER DESIGNS

Facebook Cover Designs

Social media is an important element of any author's online platform. [According to a survey of 6,000 readers by Marie Force](#), 69% of readers use Facebook to find information about their favorite author, and 88% of readers follow their favorite author on Facebook. Facebook pages, public profiles, and groups can each be branded with unique cover photo design.

Whenever a Facebook user likes an author's page, follows an author's profile, or joins an author's group, the cover photo will appear on her News Feed for her friends to see. (Facebook's algorithm determines exactly how many of her friends will see it.) The cover photo will also appear on fans' News Feeds whenever it's updated.

Here are some designs from a mix of traditionally and independently published authors to provide inspiration when creating a new cover photo.



Dean Koontz



Dean's cover photo includes his bestseller status accolades, as well as a tease about his upcoming book launch.

Debbie Macomber



Debbie's cover photo promotes her upcoming release. The photo includes information about which series the book is part of, as well as the release date.

Philippa Gregory



Philippa's upcoming novel has two different cover designs, and she includes both so each would be recognized by readers.

Lee Child



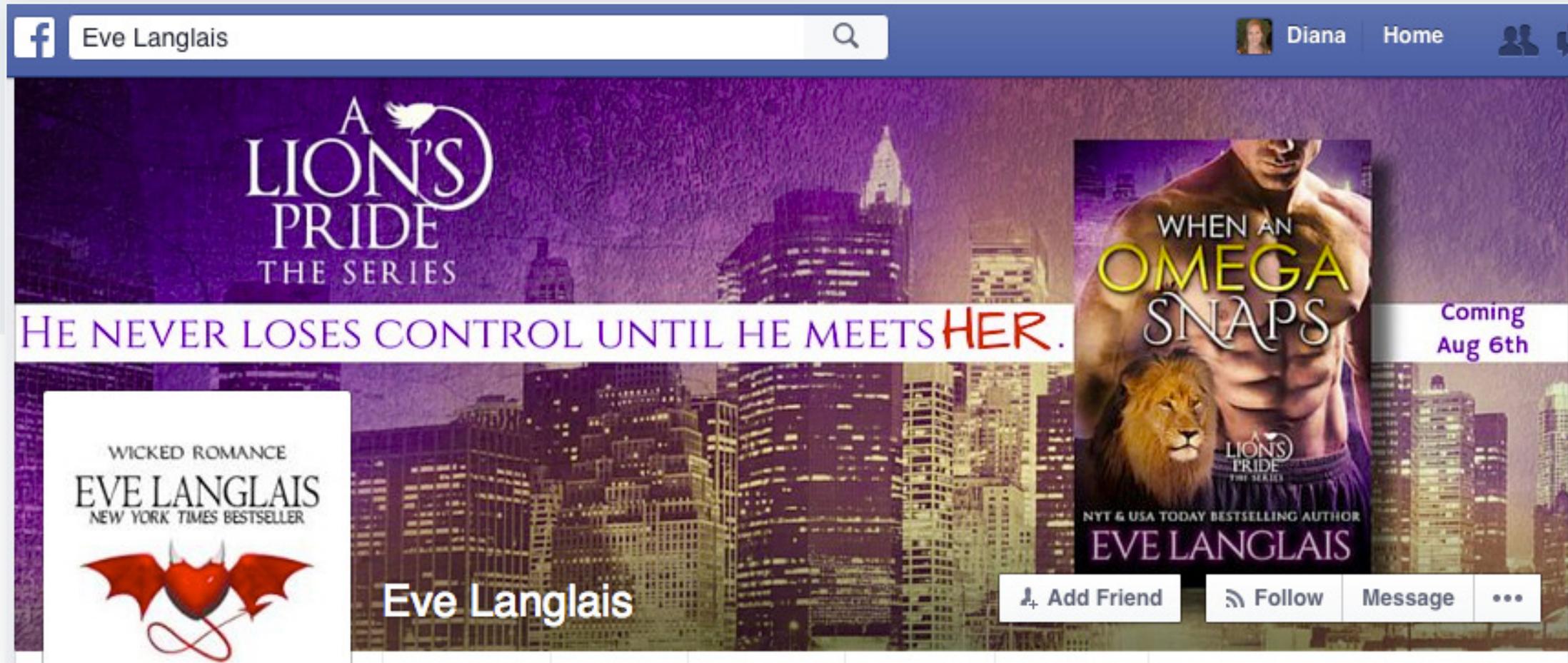
Lee includes his author photo, as well as the release date of his upcoming novel.

M. S. Parker



M. S. Parker's cover photo includes her next book's cover and its release date.

Eve Langlais



Eve fits a lot into this cover photo — her upcoming novel's cover, the release date, the series logo, and the book's enticing logline.

Julie James



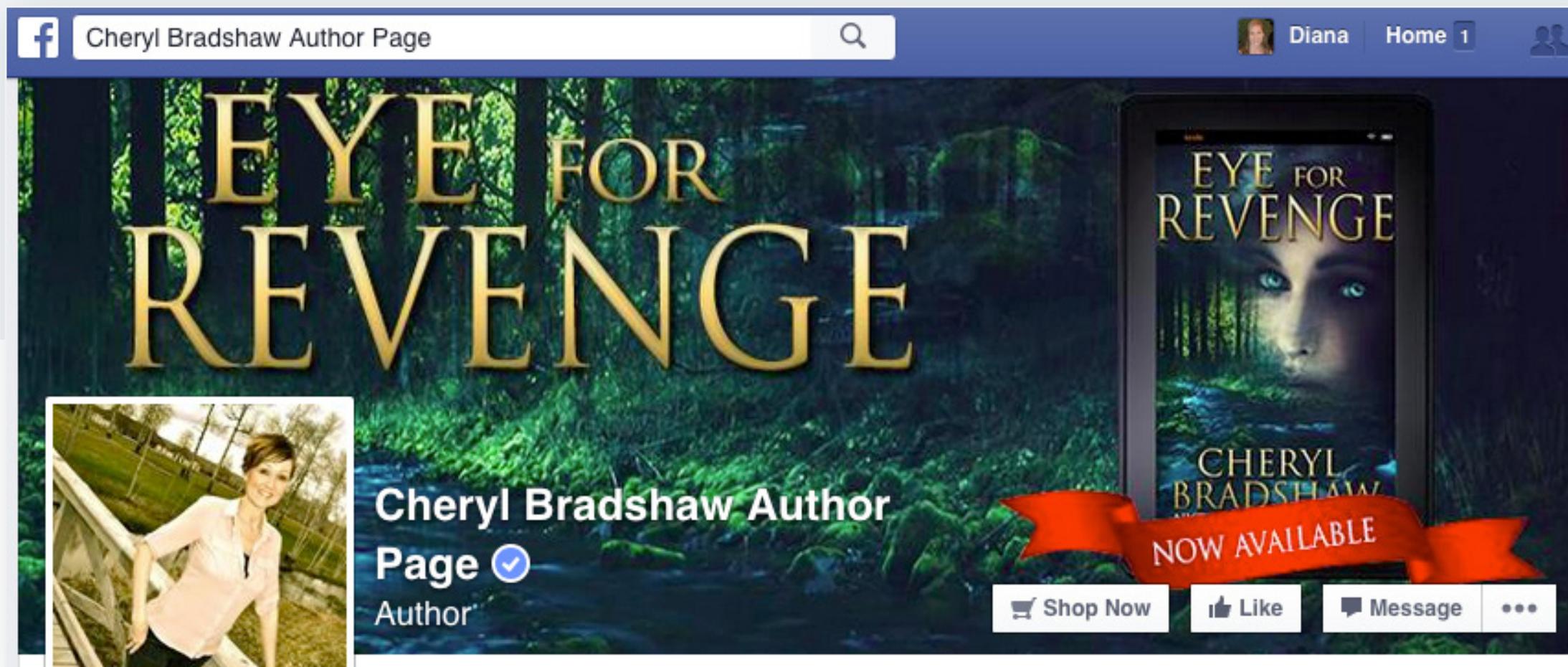
Julie's designs are always consistent across her platforms — from her website, to Facebook, to Twitter. Her cover design also includes a blurb about her new release from a major publication.

Lauren Weisberger

A screenshot of a Facebook post from Lauren Weisberger. The post features a promotional graphic for her book 'The Devil Wears Prada Returns'. The graphic includes the text: 'THE NEW YORK TIMES BESTSELLER NOW IN PAPERBACK WITH ALL-NEW SCENES STARRING THE DEVIL HERSELF!'. It also features a portrait of Lauren Weisberger, a purple circle with the quote '“Juicy!” —US Weekly', and a pink circle with the quote '“A must-have beach read!” —OKMagazine.com'. The book cover is shown on the right, with the title 'revenge the Devil wears prada Returns' and the author's name 'lauren weisberger'. The Facebook interface shows the user's name 'Lauren Weisberger', a search bar, and navigation options like 'Home 1'. At the bottom of the post are 'Like', 'Follow', and 'Message' buttons.

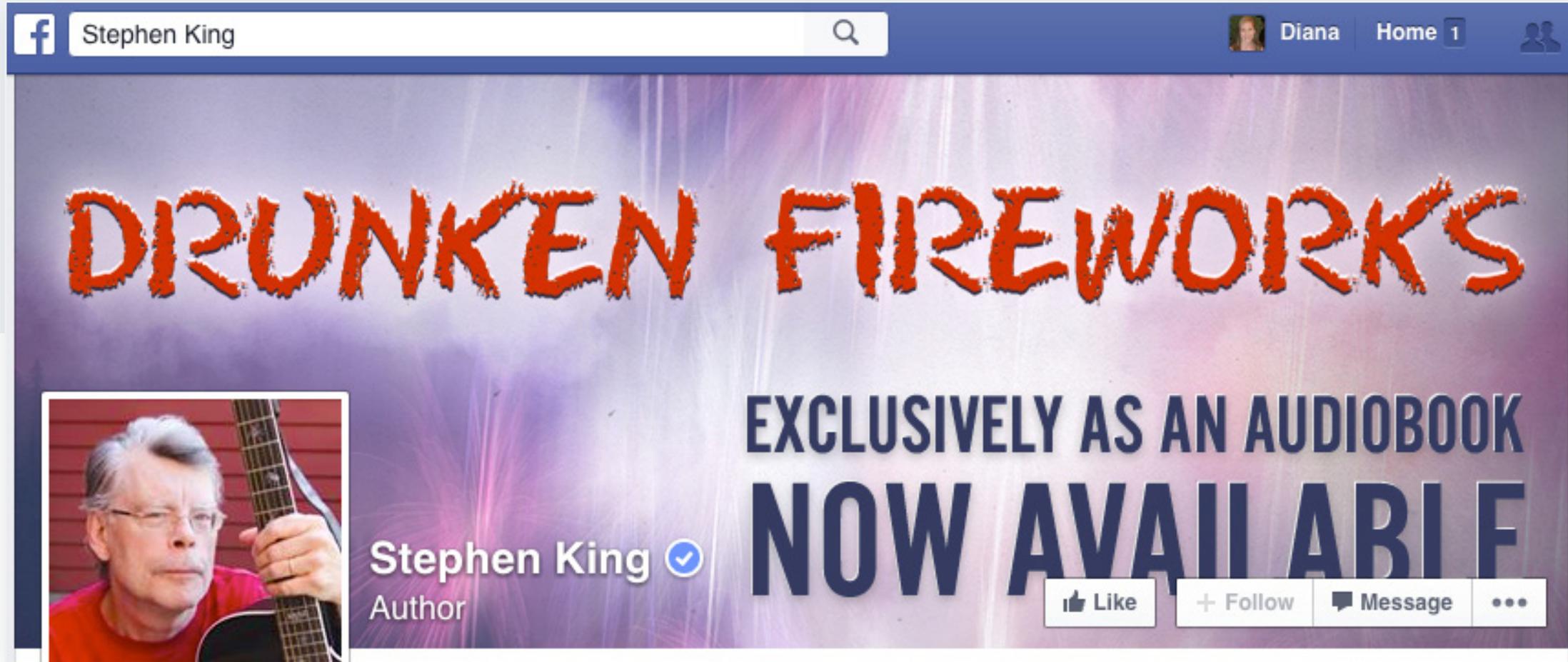
Lauren’s playful design promotes a book now available in paperback. It includes blurbs, a reason for readers to pick up the new book, and the book’s cover.

Cheryl Bradshaw



Cheryl swaps out her cover design any time she's about to launch a new book, has released a new book, or is running a special promotion.

Stephen King



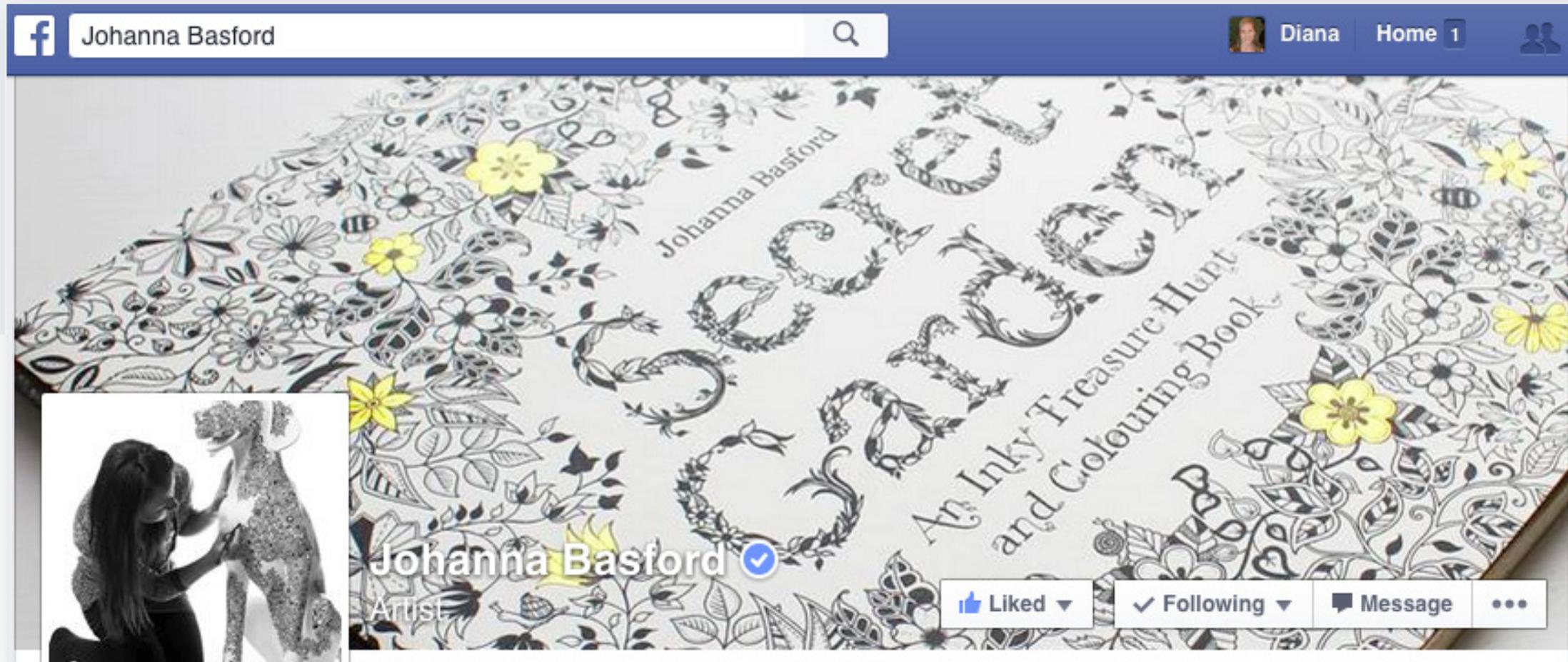
Stephen's cover photo announces that one of his books is exclusively available as an audiobook.

Brenda Novak



Brenda's cover photo emphasizes the launch date of her upcoming new release — and makes us want to take off our shoes and head to the beach!

Johanna Basford



Johanna shows off some fun by focusing on the cover of one of her bestselling adult coloring books.

Nancy Herkness



Nancy's cover photo makes it clear that the book she's showcasing is the first book in a series.

Jeanne Mackin



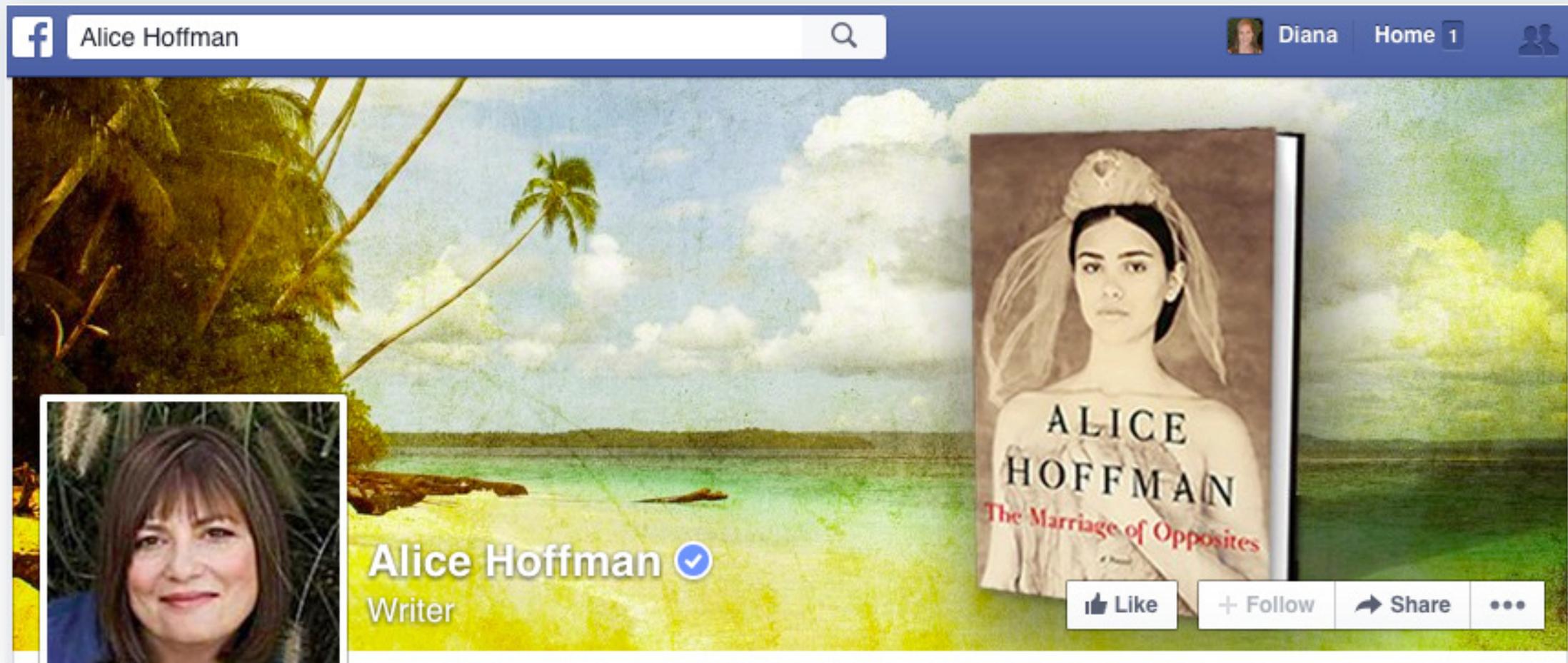
Jeanne's cover photo is a great example of how a simple background coordinated with the book's cover can create an elegant design

James Patterson



James's cover photo showcases his newest release, highlighting the word "new."

Alice Hoffman



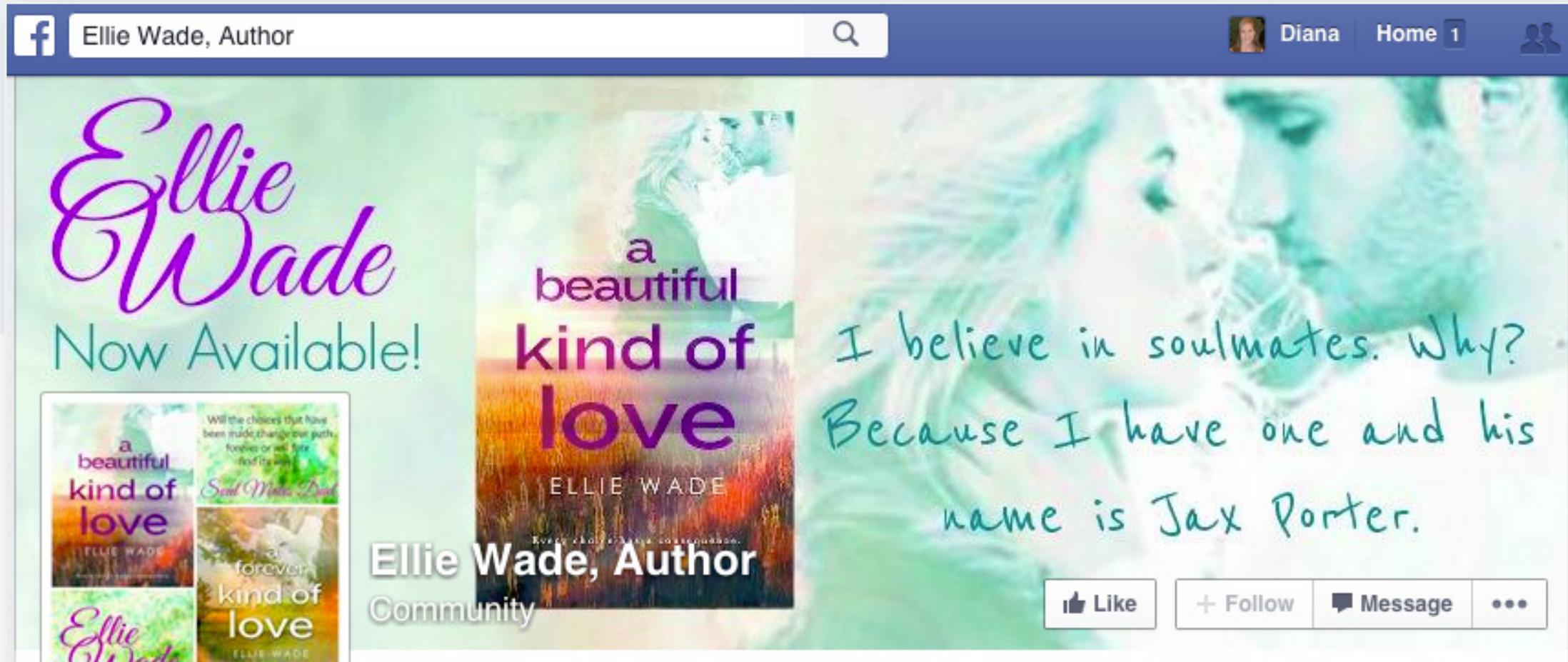
Alice's cover photo displays her bestselling book in front of a visual representation of the setting from the novel.

Sejal Badani



The background of Sejal Badani's cover photo is like an extension of her book's cover, creating recognizable branding.

Ellie Wade



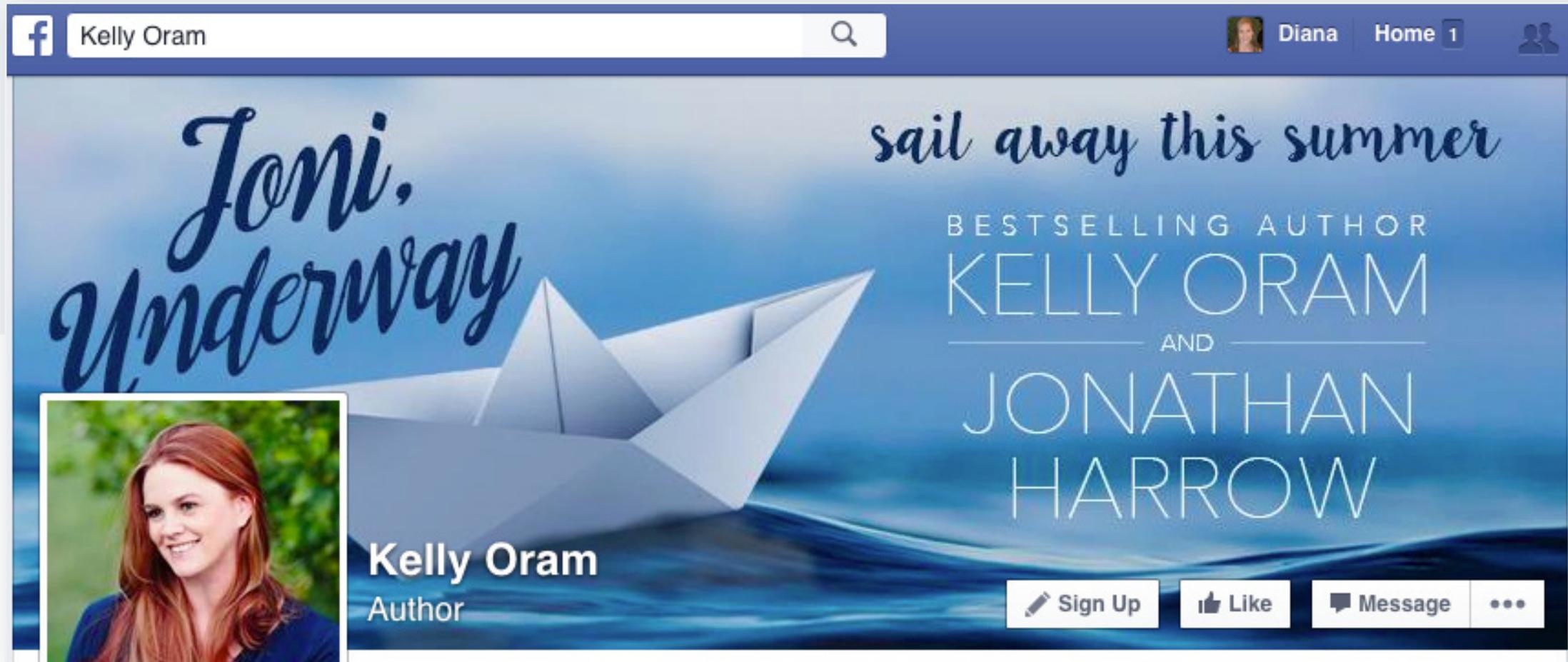
Ellie's cover photo includes a teaser quote from the book's narrator in a handwritten font.

Daniel Silva



Daniel's cover photo is simple yet effective, including his bestseller status and the cover of his popular book.

Kelly Oram



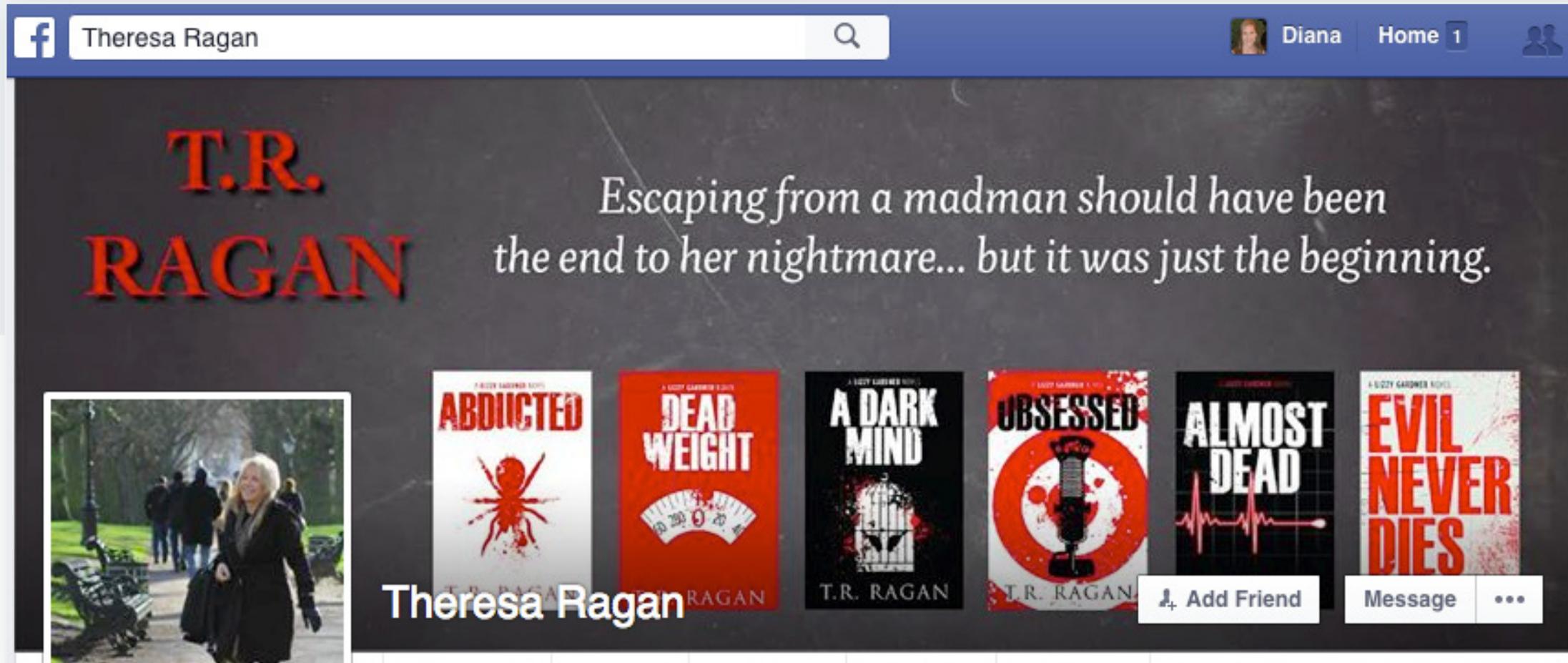
Kelly's cover photo acts as a teaser for her upcoming book release.

Susan Ee



Susan's cover photo showcases the books in her series, along with a [URL for a page](https://tinyurl.com/SusanEeEndOfDays) where readers can sign up for her mailing list to be notified of her next book release.

Theresa Ragan



Theresa's cover photo showcases the books in her series along with an enticing tagline

James Dashner



James includes the covers from his latest series, along with a reminder that he's the author of the popular *Maze Runner* series.

Catherine Coulter



Catherine is promoting a new series book, and also displays the first cover in her series to spark recognition for existing readers.

Susan Hatler



Susan showcases three books in her series with a backdrop of a setting from these books.

Claire Cook



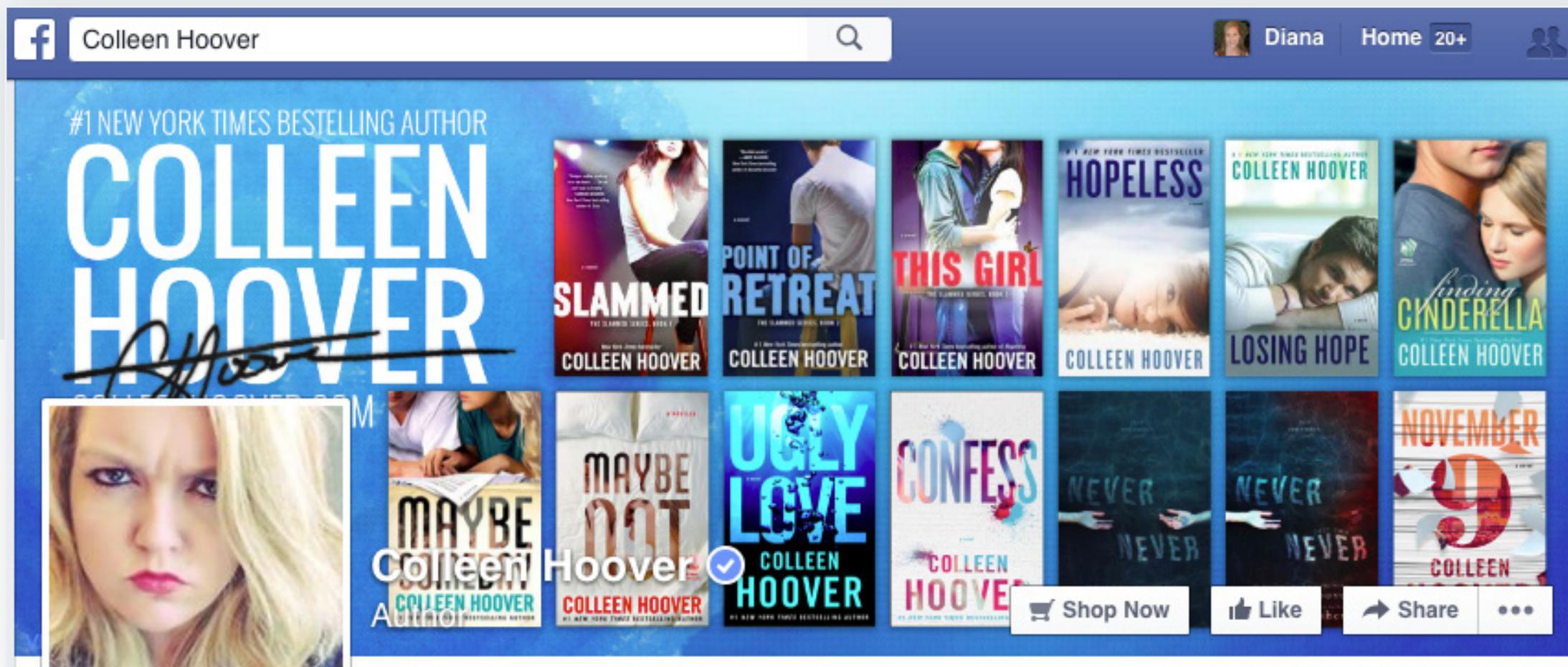
Claire includes the cover designs of her *Must Love Dogs* series, along with a call-to-action for her website.

Barbara Freethy

Facebook profile for Barbara Freethy Books. The profile picture shows a smiling woman. The cover photo features a sunset over a beach with a wooden boardwalk. A large purple banner at the top left reads "BIG NEWS! THE CALLAWAY PAPERBACKS ARE NOW AVAILABLE IN YOUR FAVORITE STORES ALL ACROSS THE U.S." Below this, there are two rows of book covers. The top row includes "On a night like this", "So this is love", "Falling for a stranger", and "Between now and forever". The bottom row includes "All a heart needs", "That summer night", "When shadows fall", and "Somewhere only we know". A quote from Library Journal is displayed in a purple box: "Freethy is a pro at creating believable characters." At the bottom, there are buttons for "Sign Up", "Like", and "Message".

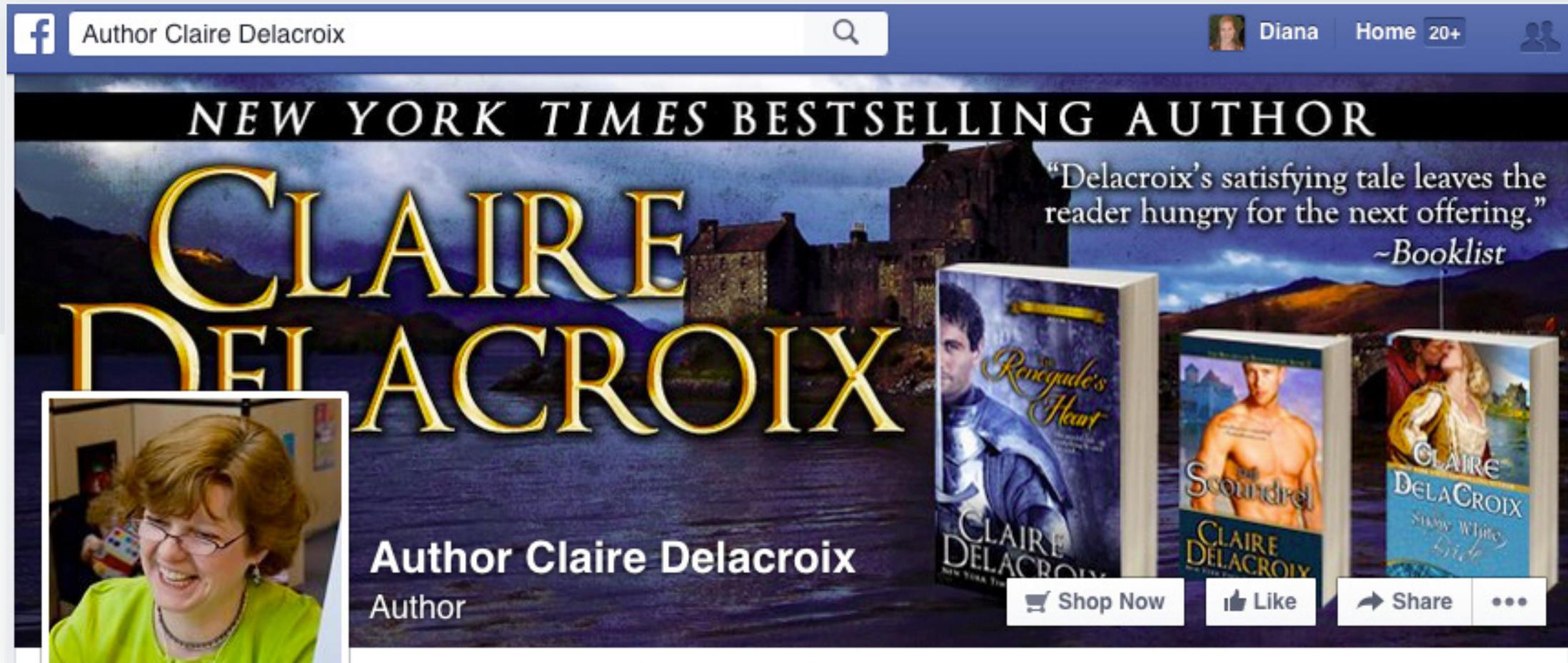
Barbara fits a lot into her design, including space for news updates and a blurb from a publication.

Colleen Hoover



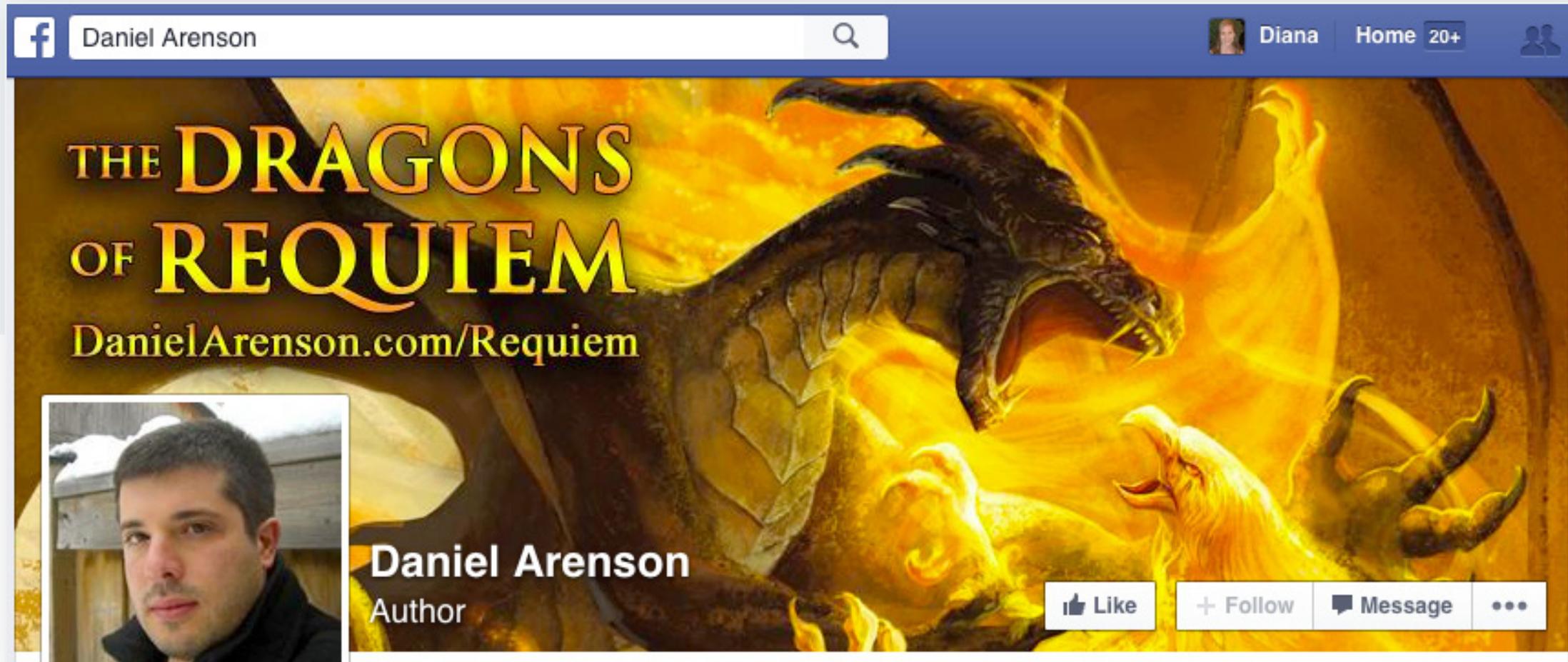
Colleen has an extensive backlist, and she includes many of her books in her cover photos.

Claire Delacroix



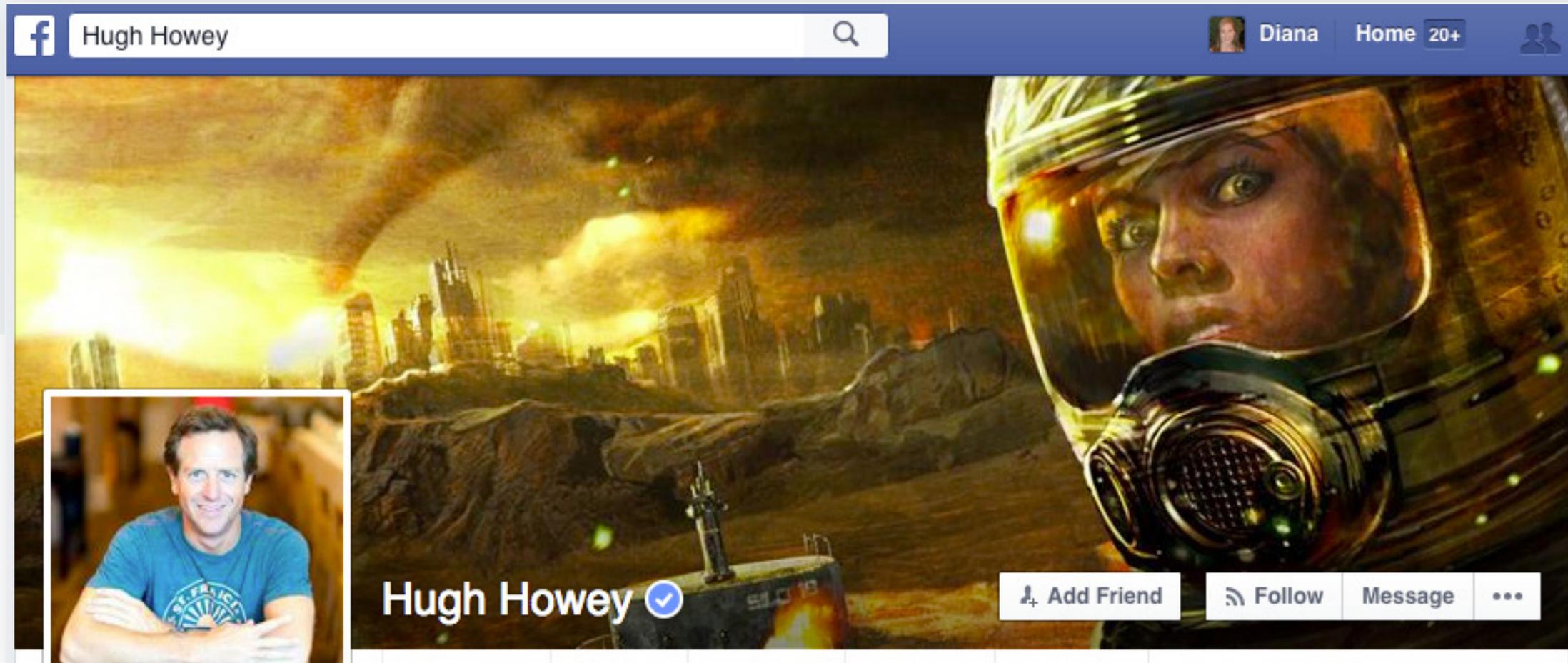
We love the “*New York Times* Bestselling Author” banner, and the blurb above her book covers.

Daniel Arenson



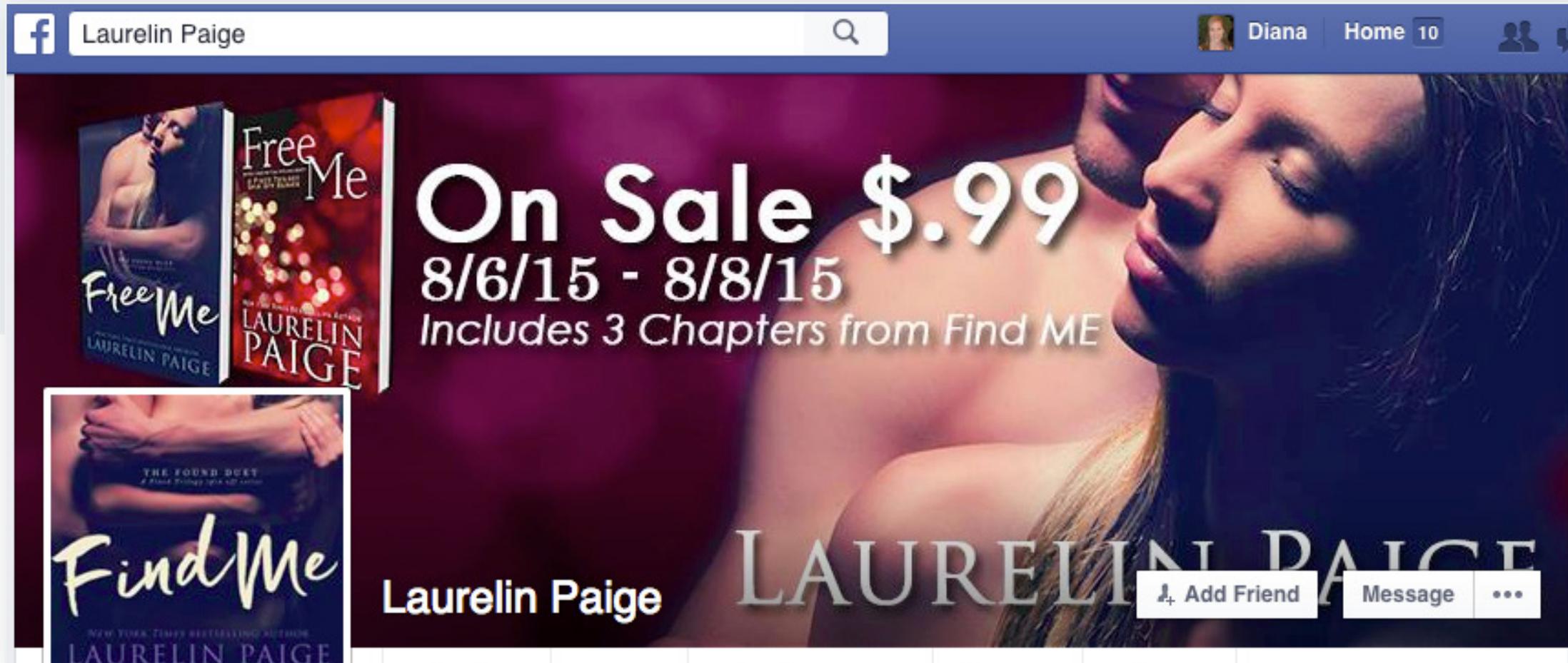
Daniel showcases artwork from his novel, along with a URL for readers to learn more.

Hugh Howey



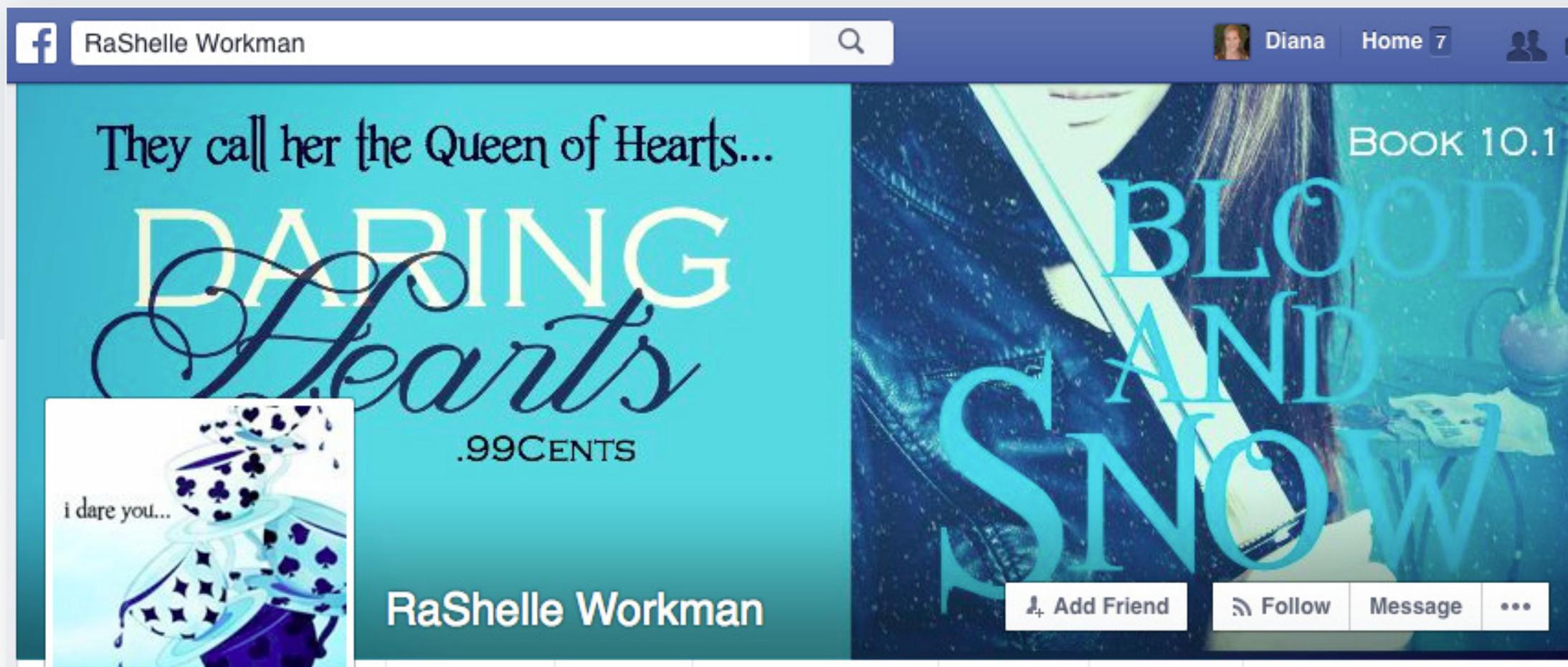
Hugh also displays artwork from one of his books in his cover photo.

Laurelin Paige



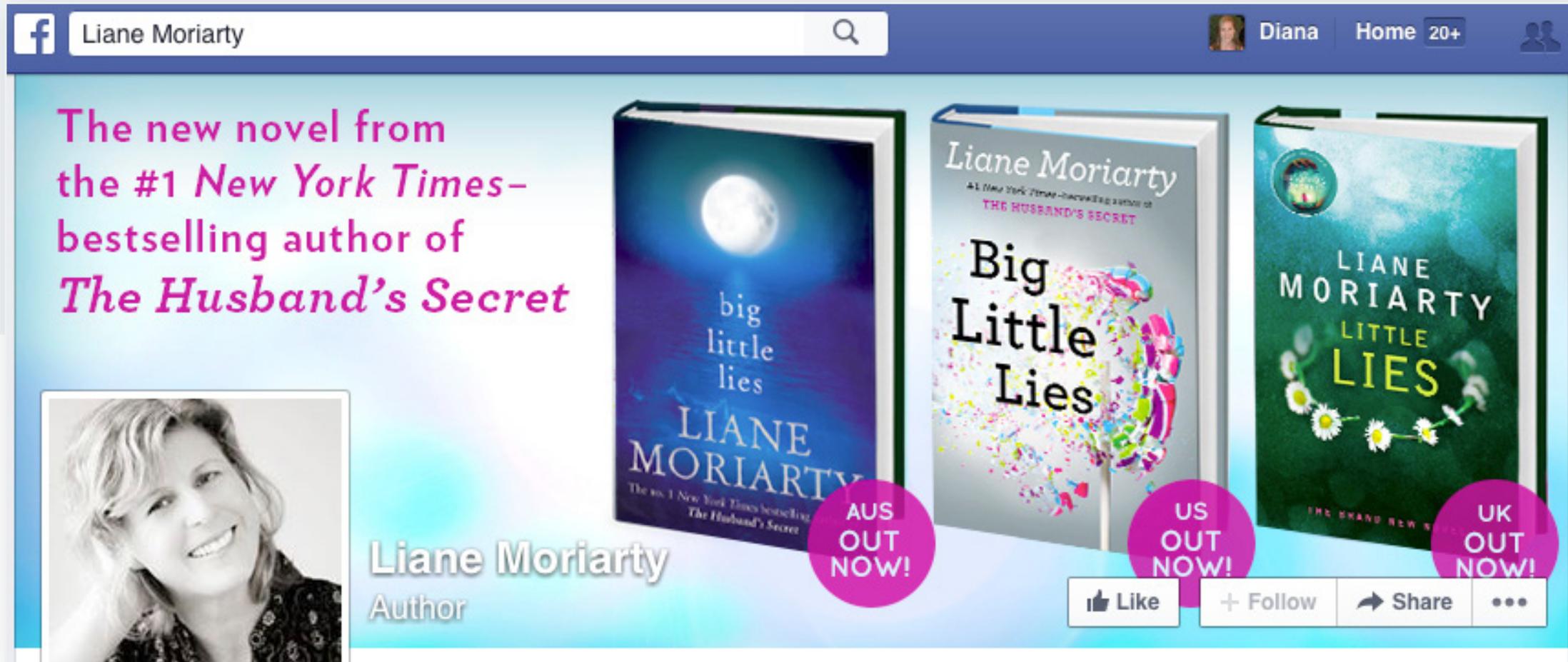
Lauren uses her cover photo as a tool to promote her limited-time discount.

RaShelle Workman



Rachelle also includes the discounted price of her book in her cover photo.

Liane Moriarty



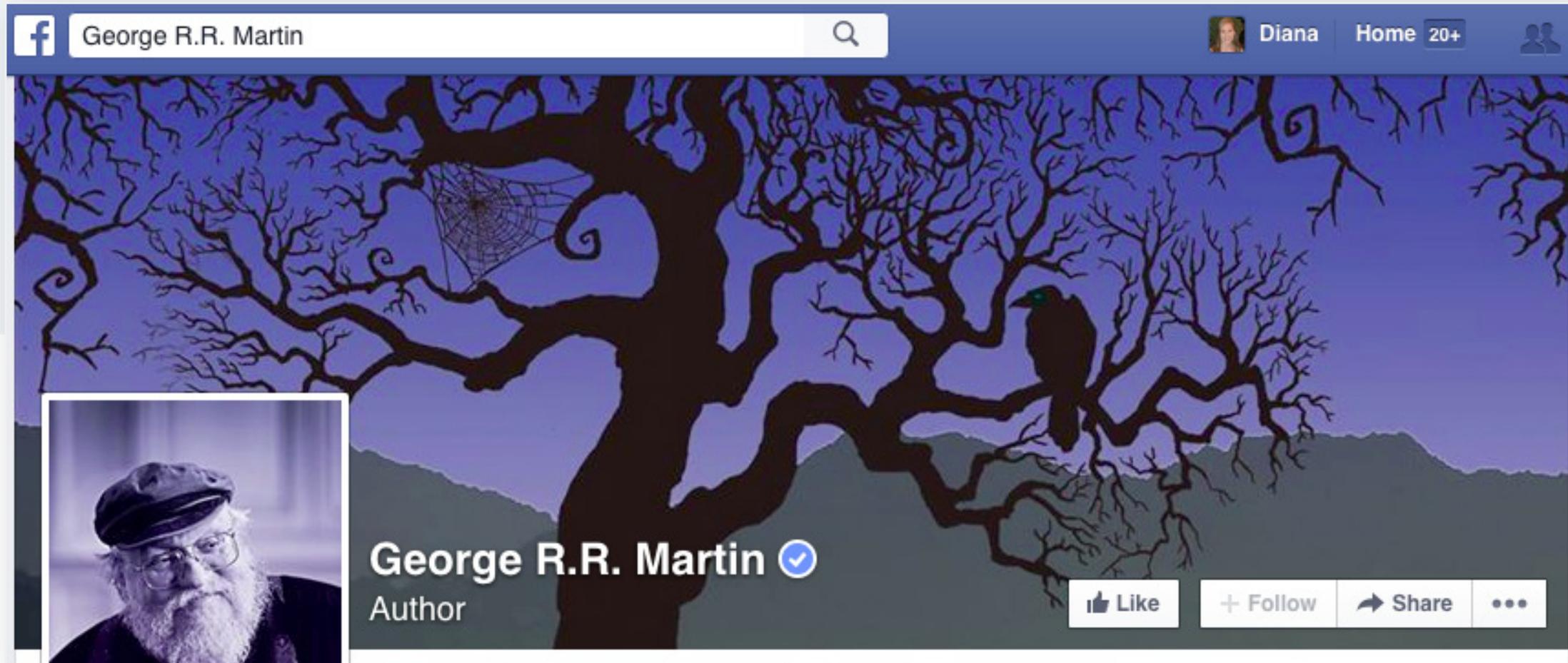
Liane’s book *Big Little Lies* has been published across multiple regions with different covers, and her cover photo includes all three variations so readers can recognize them no matter where they live.

Tanya Anne Crosby



Tanya's cover photo is more focused on author branding, and includes the genres she writes so fans can see what kinds of books to expect from her.

George R.R. Martin



George includes a great illustration showing the crow from *Game of Thrones*.

Allison Parr



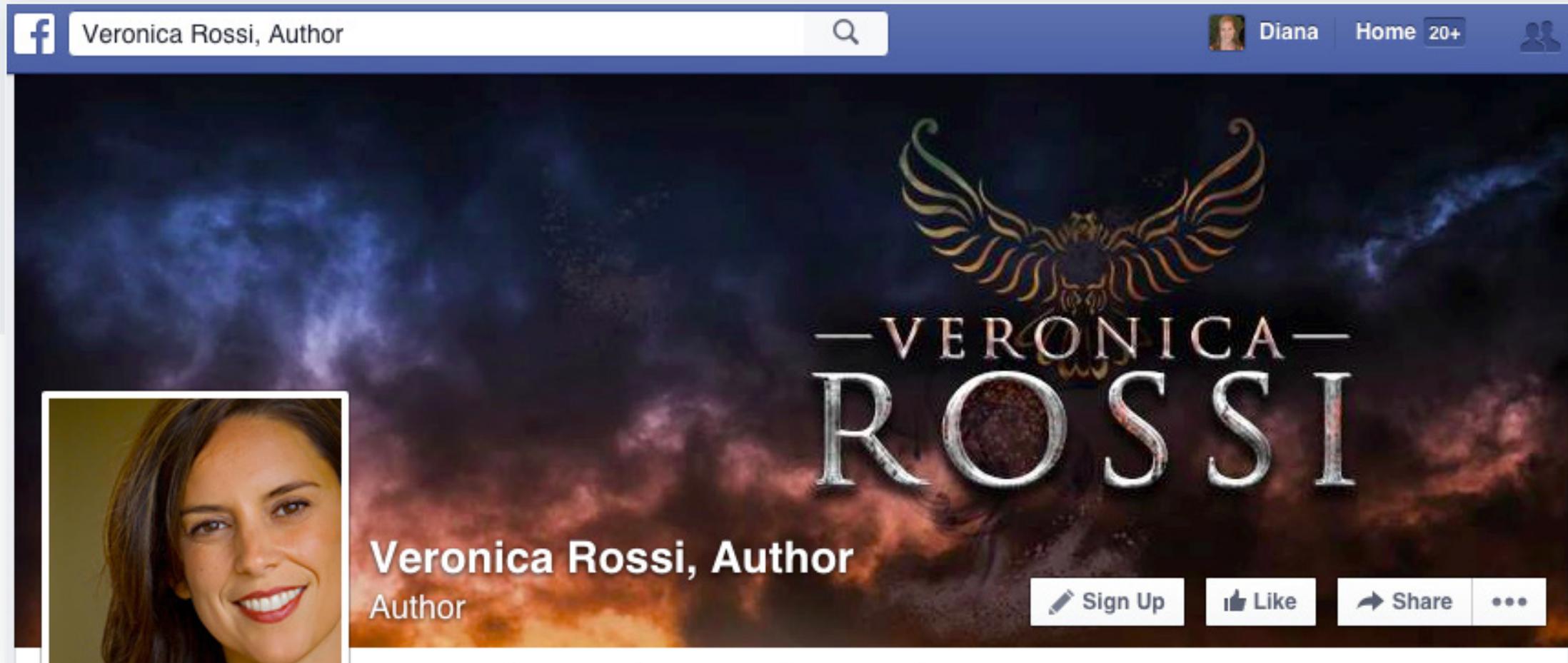
Allison uses her cover photo to give fans a behind-the-scenes look at life as a writer.

Brené Brown



Brené Brown also focuses on author branding in her cover photo, along with an inspiring quote.

Veronica Rossi



Veronica has created an emblem to represent her author brand, and she shows it off in her cover photo.



INSTAGRAM

Instagram

Log in to see photos and videos
from your friends.

SIGN UP

LOG IN

Forgot?



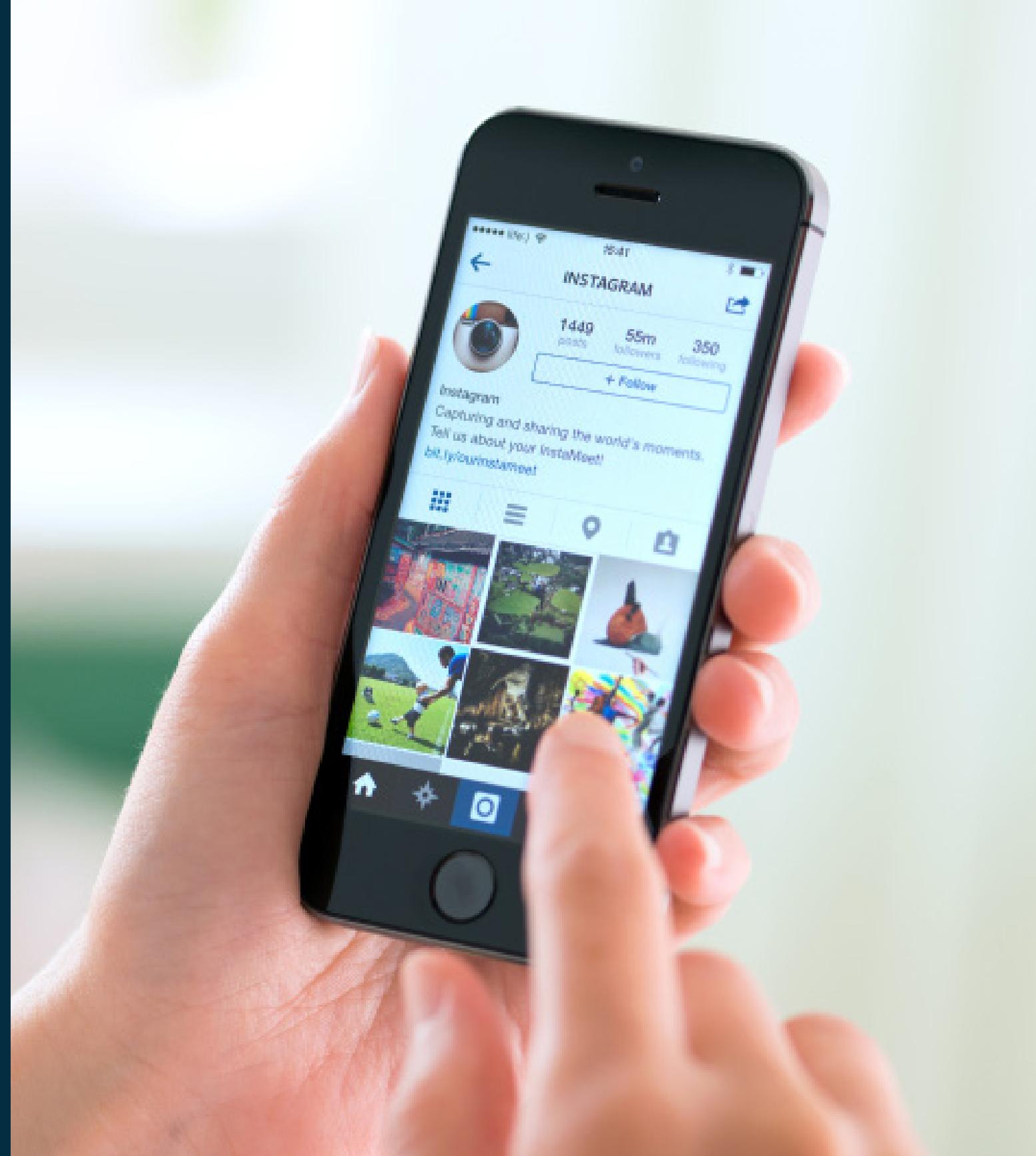
Log In With Facebook

Instagram

Why are publishers and authors using Instagram to promote their books and brands?

It's not an ROI-driven marketing tool, but it can have a big impact on brands. [According to Socialbakers](#), the top brands on Instagram have a 47x higher average post engagement rate than the top brands on Twitter. And then there's the scale. As of September 2015, Instagram had [400 million monthly active users](#), more than Twitter's 316 million.

If you're looking to use Instagram for book marketing but aren't sure how, take a look at what publishers and authors are doing. Here are some of our favorite examples.



Maggie Stiefvater



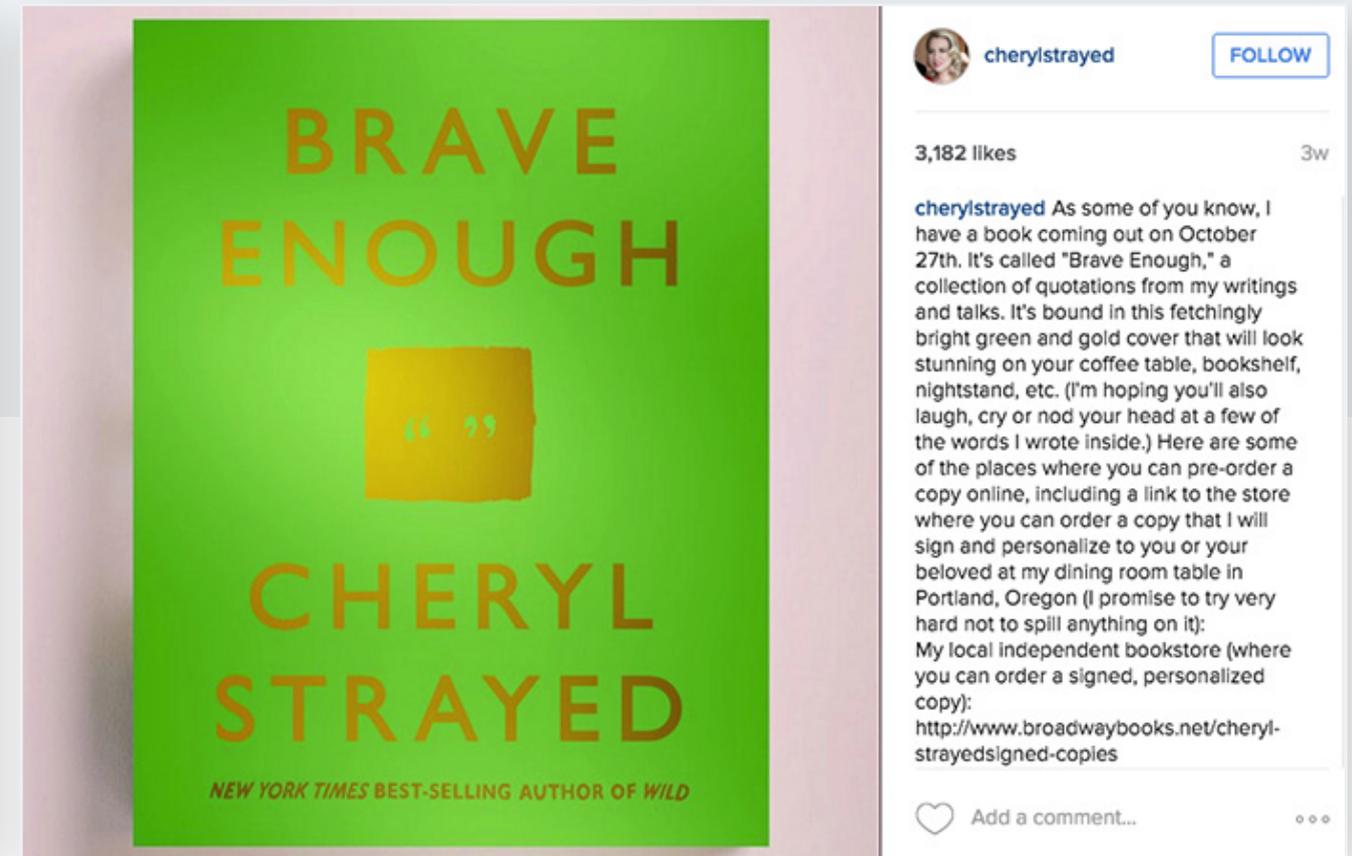
Maggie holds her newest book and shows props from a scene in the book (the tarot cards were also [part of a month-long giveaway](#) and offered as a prize to fans).

J. Daniels



J. Daniels often promotes giveaways and free promotions on her Instagram channel.

Cheryl Strayed



Cheryl features a teaser quote from her novel, as well as the cover with a comment explaining how readers can order a signed, personalized copy (along with the URL).

Jennifer Niven



 jenniferniven FOLLOWING

1,090 likes 1w

jenniferniven So last week I wrote the very last chapter of my new YA novel, and I've spent this weekend reading the entire thing aloud, all 380 pages. (There it is in the pink binder next to Lulu!) In two weeks, I'll hand it over to my editor...! Aaaahhhhhhhhhhhhh! I can't wait till I can tell you more! 💕 #allthebrightplaces #amwriting #mynextbook #ya #novel #books #author #jenniferniven #teen #literarycat

[view all 94 comments](#)

heather27284 I cannot wait and hope it comes out soon @jenniferniven

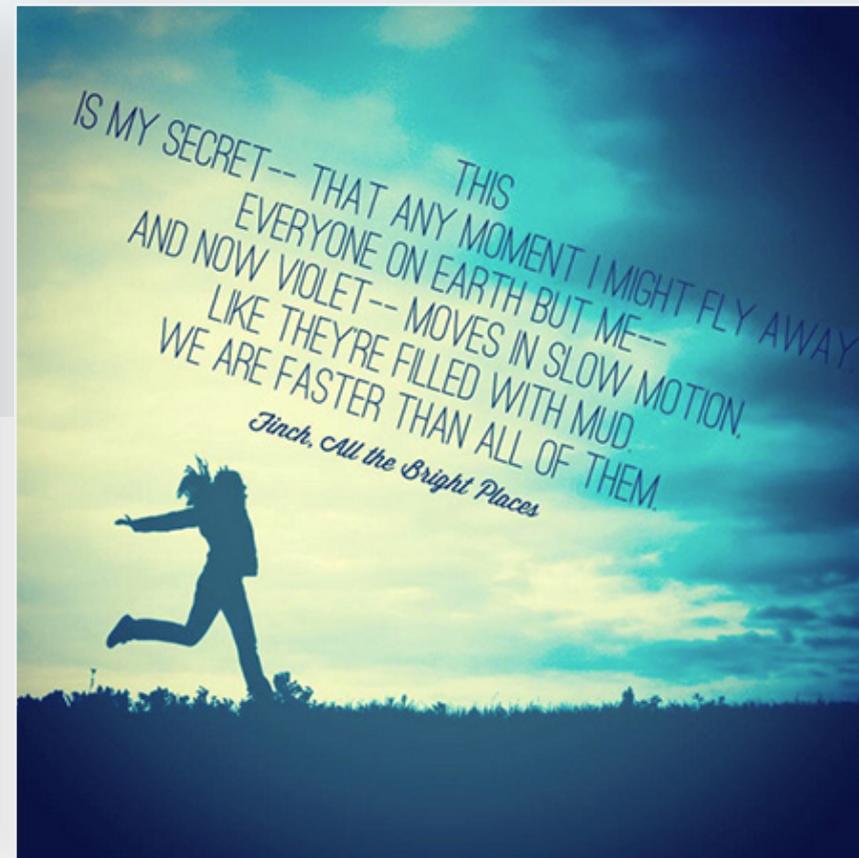
fictionalxutopia I am so excited omg 🥰👉👈💕

bswanson44 Way to go! Can't wait.

krisdinnison Such a great feeling! Congrats!

tancev1216 🥰👏

♡ Add a comment... ⋮



 jenniferniven FOLLOWING

835 likes 4d

jenniferniven I wrote this scene into the All the Bright Places movie script today. And there might have been a few tears shed. 😭💕 #allthebrightplaces #allthebrightplacesmovie #atbp #pagetoscreen #violet #violetmarkey #finch #theodorefinch #imagequotes #bookquote #screenplay

[view all 46 comments](#)

megan.daun @_chellseaweller

pointeyourtoes03 I love this quote. This is so pretty. I'm so excited for this movie

sumayy0 @runaway.17

elliekoike @basmakhalifa

_gryffindors Well if you cried then you can be damn well sure that I cried too. Or will cry. Whatever this movie will break my heart again

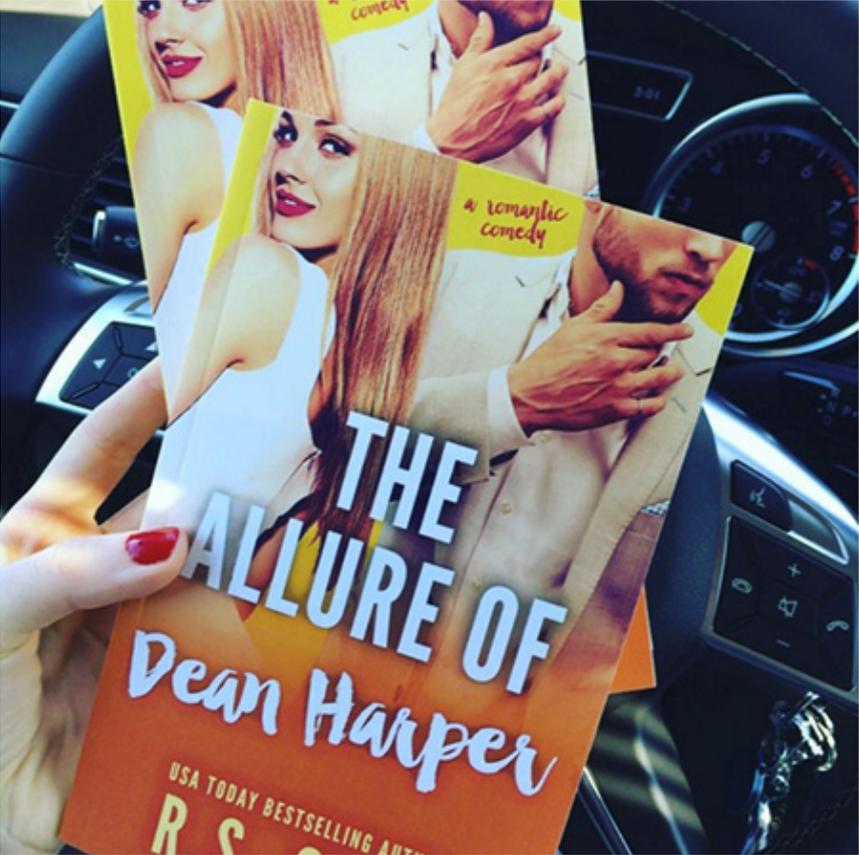
luiza_cxavier 🥰🥰🥰🥰🥰🥰🥰🥰🥰

♡ Add a comment... ⋮

Jennifer often uses teaser quotes and artsy images of her workspace to connect with fans.



R.S. Grey



 **authorrrsgrey** FOLLOW

291 likes 2w

authorrrsgrey After writing the day away, I'm finally headed down to hangout at #RTHouston and I'm bringing two copies of Dean with me to giveaway! Come say hi if you see me 🥰🥰🥰🥰

mknicholson Just finished this book last night - so cute, I loved it!

crystallovesbooks I need one of those!

mrsdaniel1028 I'm so sad I had to leave already! Just send one to room 311! 😭

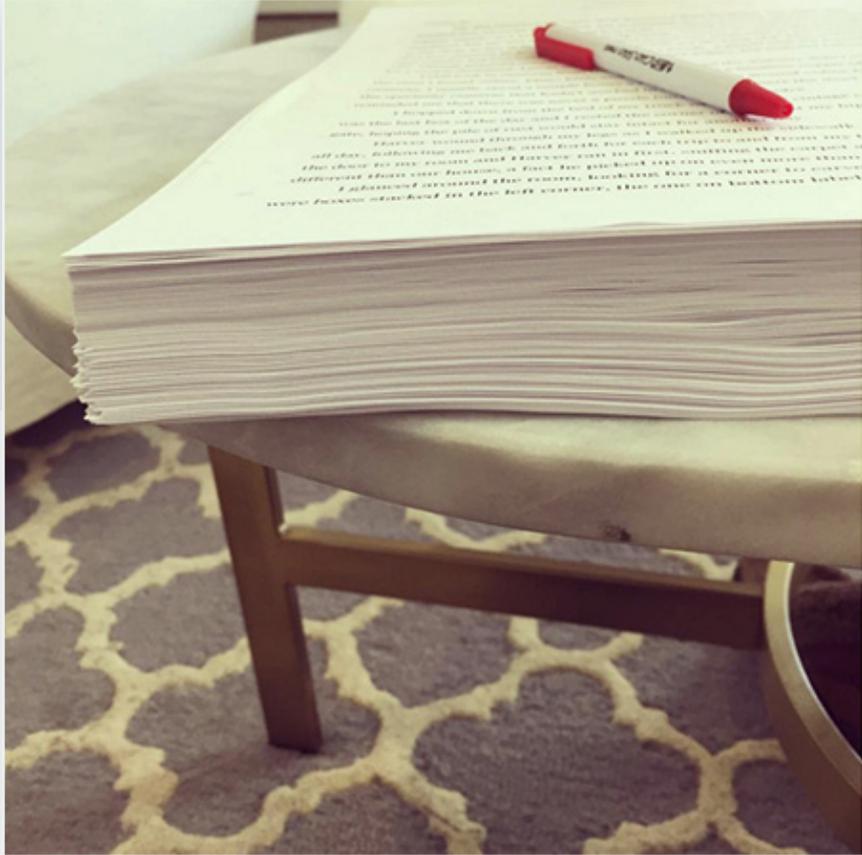
td_bookblog I would have tackled you. Ah! Wish I had seen you. Only a few more months.. 🥰

cristee982 Just finished it earlier...need more Dean and Julian please

kelwit @authorrrsgrey reading now!!! 📖

beka2029 I hope I see you tonight!!! Loved this book!

♡ Add a comment... ...



 **authorrrsgrey** FOLLOW

268 likes 1w

authorrrsgrey Chasing Spring is my favorite book I've ever written, and early next year, I'll finally publish it.

livingthroughbookss So excited 🥰🥰🥰

meg_fee 🥰🥰🥰🥰🥰🥰🥰🥰🥰🥰

bananzabunny @authorrrsgrey those are some pretty big words Missy!!!! Xoxo

thegraduatedbookworm So excited to read!!! 🙌🙌🙌

chronicandfabulous_ Eeek can't wait!!

ter_err So excited!

mrsdaniel1028 Your favorite book you have written?!? Eeek! Can't wait to read it!

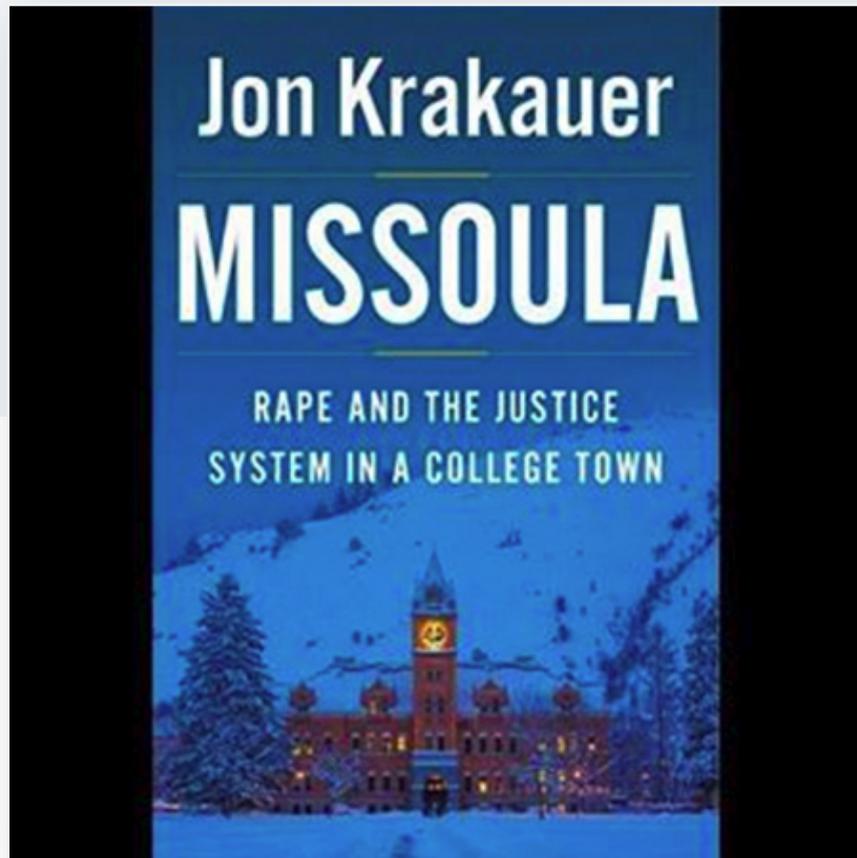
michellelmabr Omg i cant wait!!! I loved the allure of julian lefray and can't wait to read dean harper now! But I'd love to see a book about lorena too, she seemed so

♡ Add a comment... ...

R.S. Grey provides insight into her writing process, and also shows off the cover of a book she'll be giving away at a conference.



Jon Krakauer



 **krakauernotwriting** FOLLOW

1,127 likes 10w

krakauernotwriting My latest book is extremely disturbing. It may infuriate you. If you are a young woman soon heading off to college, or the parent of one, it is likely to scare the daylights out of you. But the book's subject matter is a serious national problem, and ignoring will not make it go away.

[view all 88 comments](#)

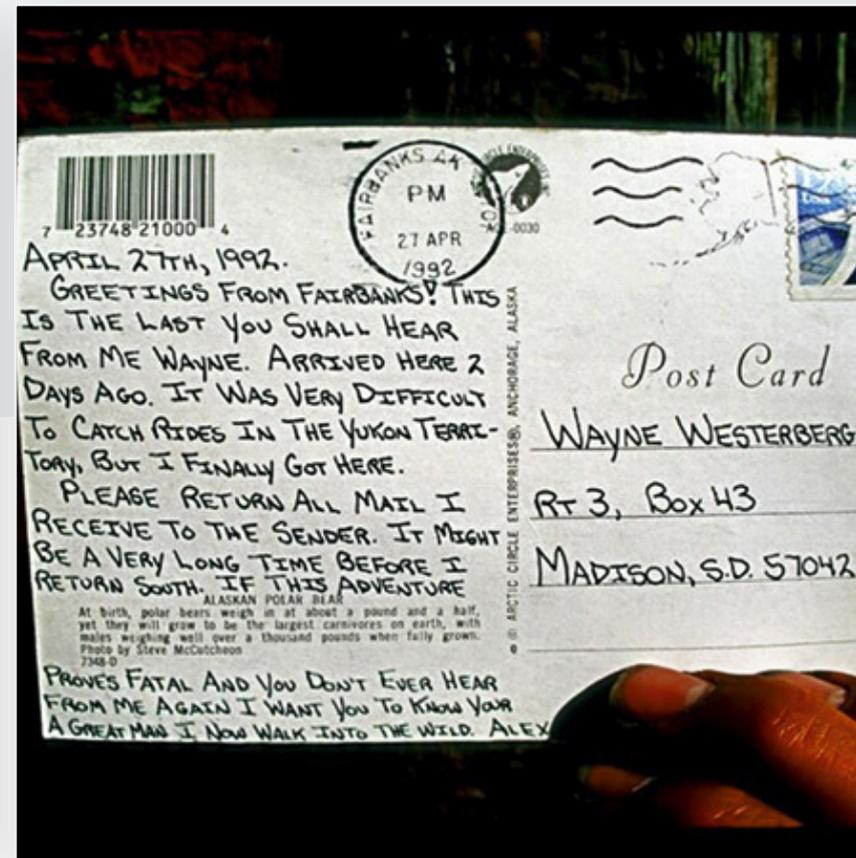
msraevaganbea I just finished this book. thank you for writing it.

mydharma9 @noah_j_howell You want to get this for book club? Why...are you featured in it? 🐻

erickimberlin Thank you sir.

ongun.hatice @krakauernotwriting Mr. Jon, that you love so much, I can not possibly describe it with words. alexander supertramp you feel particularly sensitivity you have shown

♡ Add a comment... ⋮



 **krakauernotwriting** FOLLOW

762 likes 119w

krakauernotwriting I took this photo in October 1992, a month after the remains of Chris McCandless were discovered in an old bus in the Alaskan backcountry. A day before he embarked on his final escapade, McCandless mailed this postcard to his friend Wayne Westerberg. Those are Wayne's fingers holding the card, from which I derived the title of the book I wrote about Chris. The card reads: "April 27th, 1992. Greetings from Fairbanks! This is the last you shall hear from me Wayne. Arrived here 2 days ago. It was difficult to catch rides in the Yukon Territory, but I finally got here. Please return all mail I receive to the sender. It might be a very long time before I return South. If this adventure proves fatal and you don't ever hear from me again I want you to know your a great man. I now walk into the wild. Alex"

♡ Add a comment... ⋮

Jon posts photos with descriptions that delve into the process and inspiration for his writing.



Ransom Riggs



 **ransomriggs** FOLLOW

4,223 likes 8w

ransomriggs Spotted at Barnes and Noble -- Library of Souls chapter samplers!! They're at a bunch of stores and they're free!

view all 188 comments

stardustpanda Went to Barnes & Noble and flipped out when I saw them I got one for Library of souls and one for Magnus Chase and the sword of summer

koreentherese Wishing we have samplers here in Philippines also :(@ransomriggs

meg_septic_plier GET IN THE CAR!

jamazing182 @shannanotbanana @shannanotbanana @shannanotbanana

jenstormer Is Library of Souls going to be released in the Philippines too? Please please please!! 😊😭❤️

bookshelfofbooks notice me please 😊

♡ Add a comment... ⋮



 **ransomriggs** FOLLOW

3,896 likes 5w

ransomriggs One day left to pre-order Library of Souls and get Miss Peregrine's Peculiar Calendar! Submit your receipt at quirkbooks.com/Los & also get the first 100 pages of library of souls to read RIGHT NOW!

view all 108 comments

ricatglao @piaticala omagaaad can't breathe!!!

yeetongslow @anubispro1

_ashley._c I just bought Library of Souls and i am loving it!!!!

mlewsb Got my hardcover in the mail today!!! :)

lorisue82 I just started Library of Souls and am a big fan, so far! I love how it starts out right in the middle of some action!

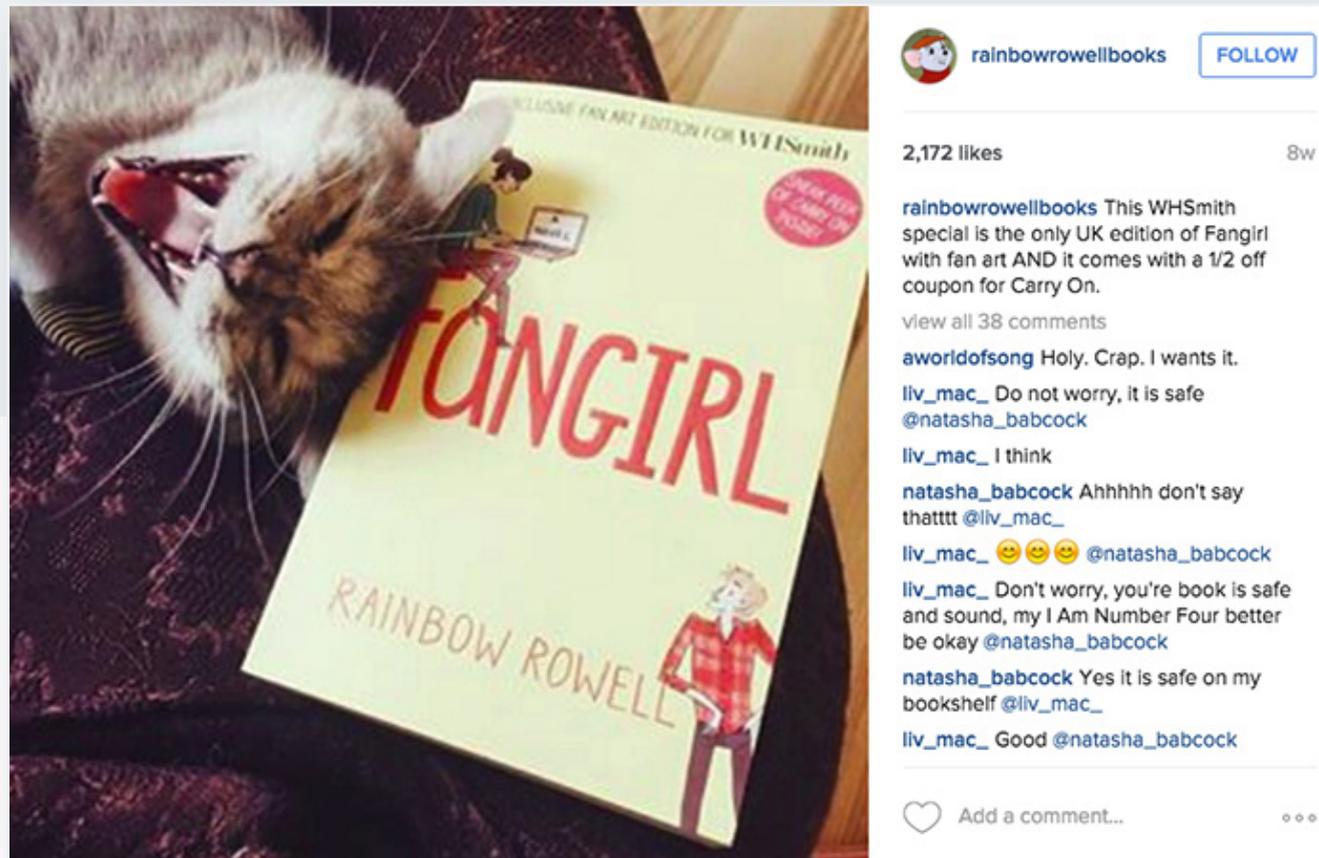
paengsanvictores @_carmzo22 bea ^

♡ Add a comment... ⋮

Ransom displays the cover of his upcoming book, as well as a photo of chapter samplers in a Barnes & Noble to create buzz for his new release.



Rainbow Rowell



Rainbow shows fun photos of her books and swag, sometimes with a cute feline sidekick.

Karina Halle

The McGregor Brothers
\$0.99 Sale

The Pact
KARINA HALLE

The Offer
KARINA HALLE

The Play
KARINA HALLE

Coming 3rd Nov
PreOrder Now!

authorhalle FOLLOW

248 likes 1w

authorhalle The Pact and The Offer are both on sale for 99 cents. What should you do with that money you've saved (books are normally \$4)??? PREORDER THE PLAY and \$1 from every sale is going toward animal charities. NOTE All three books are STANDALONES. Preorder link of The Play is in my bio!!!

beccy18 🙄

beccy18 Will it be that price on Kobo too or just Amazon?

authorhalle @beccy18 should reflect on Kobo soon. I've changed the price but Kobo is stupidly slow in all aspects.

beccy18 That's cool I look forward to reading the books 😊

brittany8671 I'm really interested in reading these books witch is the first book and 2nd? 😊

♡ Add a comment... ⋮

authorhalle FOLLOW

299 likes 2d

authorhalle Absolutely adore these teasers coming in for The Play. I honestly can't wait to share this book with you all. It's clocking in at 140,000 words, but good things take time and deserve extra pages ☐ Preorder link is in bio, \$1 from every preorder is going toward animal charities!

darkreadings Can't wait to read your beautiful words once again hon 💜

turzas Thanks for being generous! Excited to read!!!

tarshieree So excited about this book, and meeting you at FYM has just made me adore you and your words more. I also got stupidly excited that the action shot in this teaser is of my North Queensland Cowboys

emilycleone I'm in the midst of the worst book hangover of my life, I love Lachlan too hard to take on a new book

♡ Add a comment... ⋮

Karina posts images of teasers for upcoming releases and price promotions as part of a new release campaign.

Elizabeth Gilbert



 [elizabeth_gilbert_writer](#) FOLLOW

3,197 likes 2d

[elizabeth_gilbert_writer](#) About to speak at The University of Redlands, and so touched by this poster (and t-shirt!) that the students made for me. You're all lovely...thank you! #bigmagicinredlands

view all 52 comments

[franirad](#) I would so buy that shirt #bigmagicinredlands

[leapage75](#) Very cool--my hometown. So glad they are showing you the love!

[danabartone](#) @tbartone can you get me that shirt please

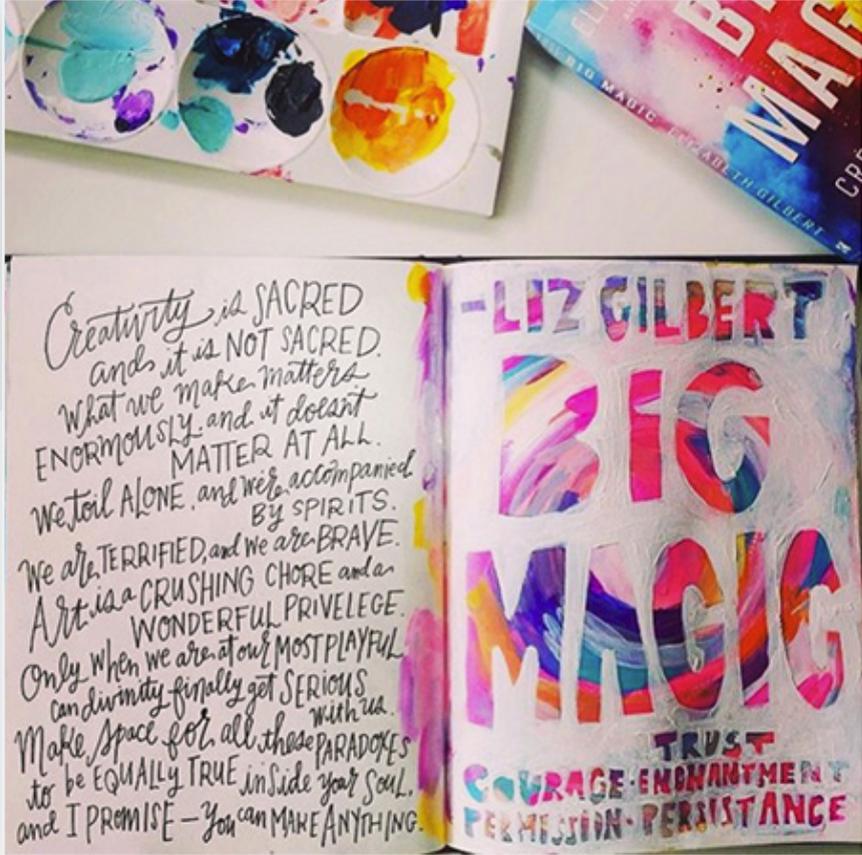
[bonluvspics](#) #eatpraylovemagic

[kikitheraven](#) You are so loved....

[carol_11](#) Thank you for coming! You were amazing!!!

[eatprayluv](#) I would love a tank top just like that!

♡ Add a comment...



 [elizabeth_gilbert_writer](#) FOLLOW

2,569 likes 1d

[elizabeth_gilbert_writer](#) Today's glimpse of my BIG MAGIC and yours comes from @ckelso — artist and "happiness hunter" extraordinaire. I adore this image...Thank you, dear Caroline![] #bigmagic

view all 66 comments

[borutale](#) @cookingarchitecture

[darcymj1875](#) @emmykayj

[cherry_tobacco](#) Just saw it today for the first time and peed my pants

[trinaflamenca](#) Big fan of the magic!

[naturallyrandikay](#) @ckelso 🙌🙌🙌

[luluoliveira22](#) @ohana.om 😊

[oceanamor](#) @kdnana love

[thisisericagonzalez](#) @angelikalus look:)

[angelikalus](#) @thisisericagonzalez 😍😍

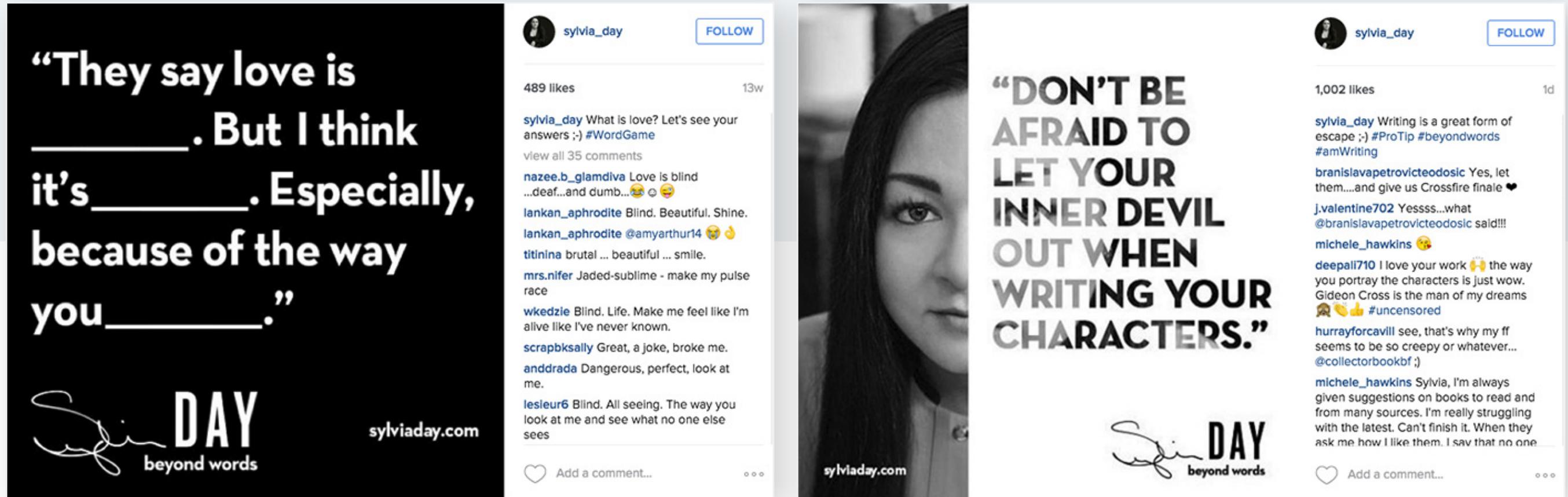
[devonna](#) empowers you Extraordinarily

♡ Add a comment...

Elizabeth showcases handwritten teasers of her new book, as well as a picture of herself with some swag at an event.

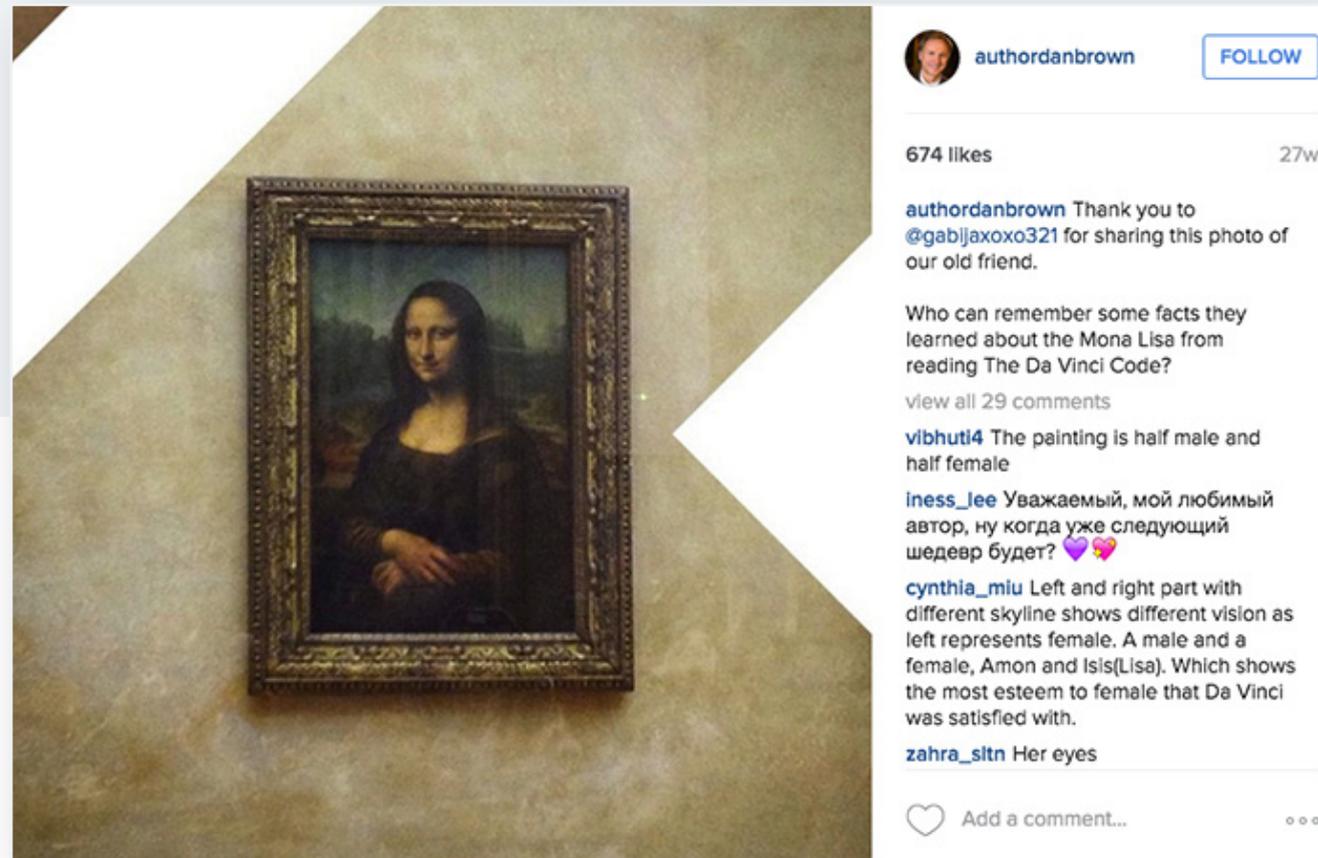


Sylvia Day



Sylvia often posts quotes and teasers to her Instagram. This fill-in-the-blank quote encouraged participation in the comments.

Dan Brown



Dan posts images that are scenes from his book. Not only that, if you look at his Instagram profile, most of the photos are connected to create another design — fitting for an author whose protagonist is a symbologist!

Jennifer L. Armentrout



 **authorjlarmentrout** FOLLOW

1,317 likes 5d

authorjlarmentrout Hey new White Hot Kiss Covers are available
view all 24 comments

palomuhafara I want Stay With Me Saga in Spanish pleaseeeeeeeee!!!!!!!

elytameas @lyndseyhirons goddammit the one dark element series that I own and she changes the cover 😭😭

luz_marian Beautiful!

authorjlarmentrout @elytameas I didn't change the covers. The publisher did

elytameas I'll still buy it 😊

bookishlyfe Is it good? @_karrie_999

_karrie_999 I really like them. All of @authorjlarmentrout 's books are amazing, but I like these in particular because the things it keeps you guessing. There's already an intriguing love going on and this is my second time

♡ Add a comment... ⋮

COMING SEPTEMBER 29, 2015



“This is the kind of book that sits with you and you find yourself thinking about it randomly days and weeks later. Just don't miss this one please.”
-Readers Live A 1000 Lives

FOREVER WITH YOU

NEW YORK TIMES BESTSELLER

JENNIFER L. ARMENTROUT

 **authorjlarmentrout** FOLLOW

762 likes 3w

authorjlarmentrout You can read it now !!
amazon: <http://amzn.to/1JLWca>
B&N: <http://bit.ly/1NFRo95>
iBooks: <http://apple.co/1JrKNkQ>

You can still order the bonus Cam and Avery scene that will be emailed to you on and after October 7th!
: <http://bit.ly/1KFfm5J>

all_726 Soooo good!!! 🙌🙌🙌🙌🙌🙌🙌🙌

whatharhsay OMGOMG, SO EXCITING I HAVE TO WAIT THE TRANSLATION

whatharhsay Wait* but I know that it's gonna be good

debbiea89 Can't wait to read it. 😊

travelthrubooks @readdangerously 🙌🙌

haley_ross Best read in a long time 😊

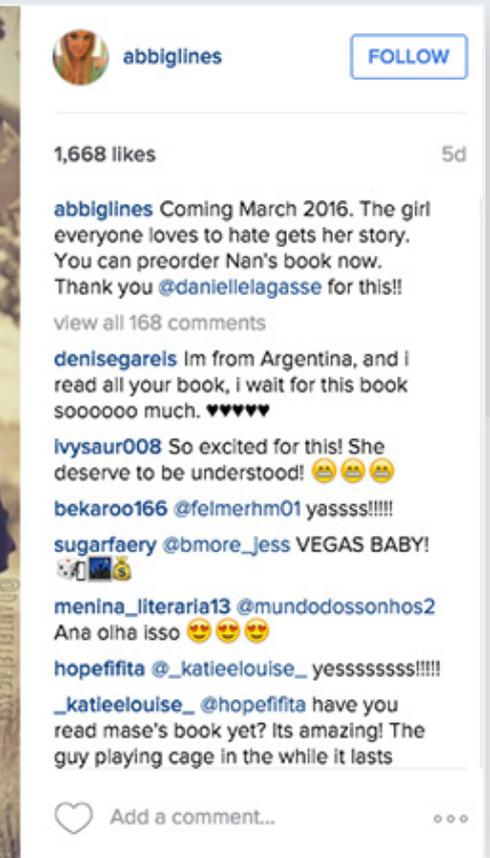
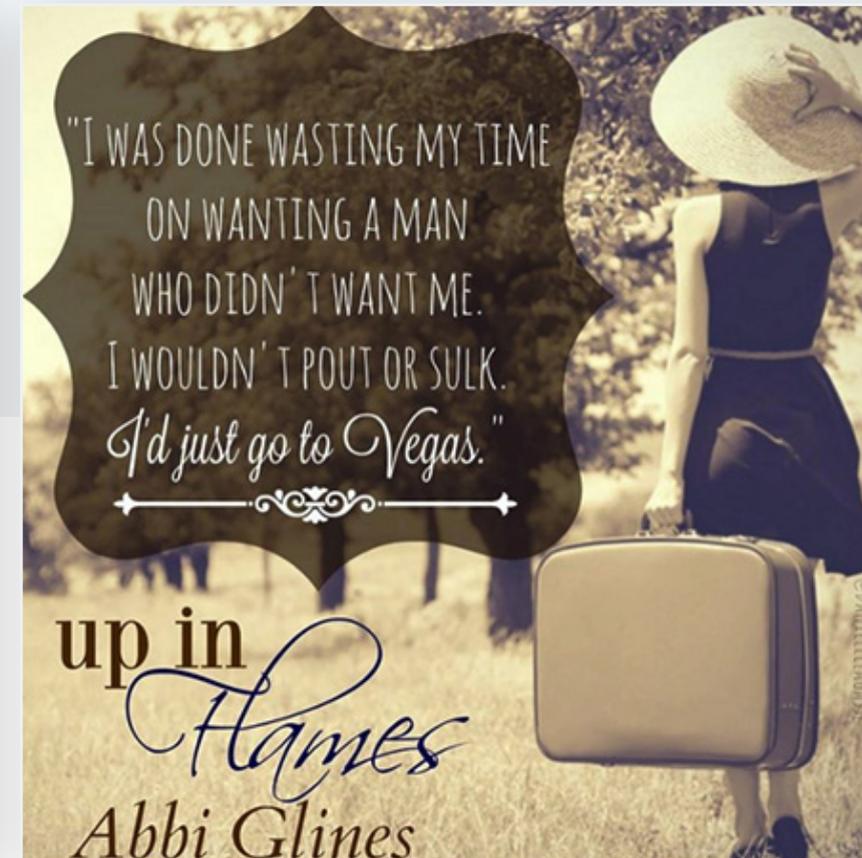
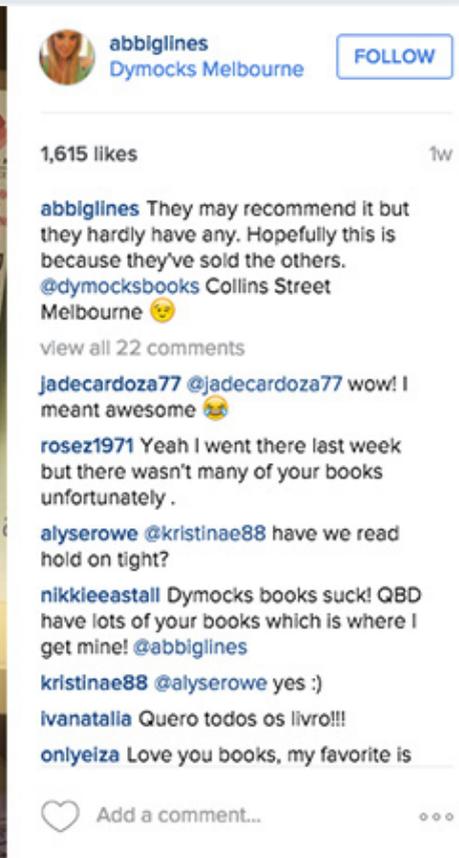
koala528 Absolutely loved it 😊💜

♡ Add a comment... ⋮

Jennifer posted photos of her book covers, as well as a promotion for an upcoming release that got fans excited.



Abbi Glines



Abbi's images include teasers from her upcoming release and her book on shelves (so fans can see that it was a staff recommendation).

A smartphone displaying the Instagram app's login screen. The screen shows the Instagram logo at the top, followed by the text "Log in to see photos and videos from your friends." and a "Log In With Facebook" button at the bottom. The phone is held by a hand, and the background is a dark blue desk with various office supplies like a pen, paper clips, and a coffee cup.

Instagram

Log in to see photos and videos from your friends.

INSTAGRAM

PUBLISHER EXAMPLES

Log In With Facebook

Penguin Random House



 penguinrandomho... [FOLLOW](#)

680 likes 1w

penguinrandomhouse What are you reading on Super Bowl Sunday? Comment for a chance to WIN a copy of **THIS IS YOUR BRAIN ON SPORTS** by L. Jon Wertheim and Sam Sommers! #sweepstakes #broncos #panthers

view all 57 comments

kadaly1 Your Heart is a Muscle the Size of a Fist

booksbythedozen You Before Me by Jojo Moyes 📖😭

voxceleste5 Magic for Beginners by

♡ Add a comment... ⋮



 penguinrandomho... House of Small Wo... [FOLLOW](#)

928 likes 3d

penguinrandomhouse Books are my Valentine📖

#bookworm #booknerd #booklove #instabook #bookstagram #tea #perspective #nyc #brooklyn #books #ishmael #rose #valentinesday

lausreadsbooks @penguinrandomhouse amen to that 🍵📖💕

insideawritersmind Absolutely love Ishmael! One of my favorites!! 📖📖

romannevell #Ishmael great read!

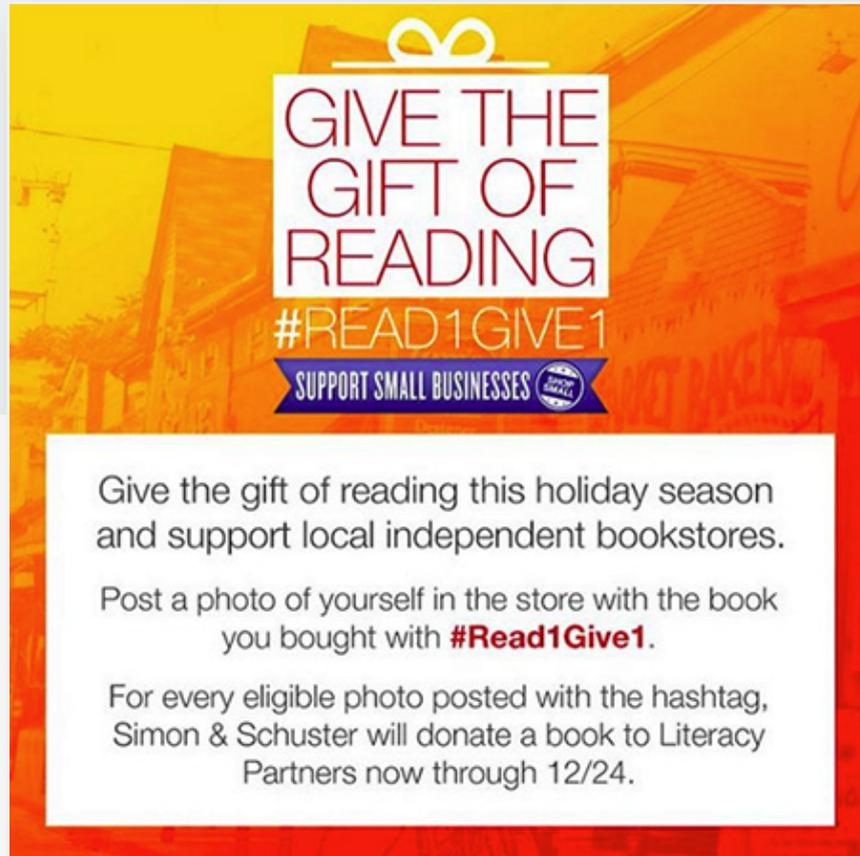
foodfashionparty AMEN!! 💕

♡ Add a comment... ⋮

Penguin Random House posted timely content around the holidays and current events.



Simon & Schuster

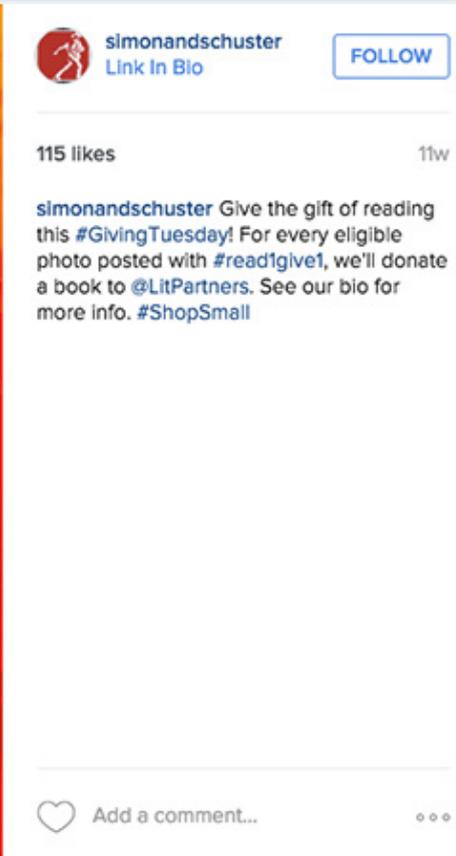


GIVE THE GIFT OF READING
#READ1GIVE1
SUPPORT SMALL BUSINESSES

Give the gift of reading this holiday season and support local independent bookstores.

Post a photo of yourself in the store with the book you bought with **#Read1Give1**.

For every eligible photo posted with the hashtag, Simon & Schuster will donate a book to Literacy Partners now through 12/24.



simonandschuster
Link In Bio FOLLOW

115 likes 11w

simonandschuster Give the gift of reading this #GivingTuesday! For every eligible photo posted with #read1give1, we'll donate a book to @LitPartners. See our bio for more info. #ShopSmall

Add a comment...



ENTER FOR A CHANCE TO WIN

5 RELAXING NIGHTS IN MAUI

ENTER HERE

simonandschuster
Link In Bio FOLLOW

85 likes 14w

simonandschuster Here's your chance to #win 5 nights in Maui, \$1,000 towards airfare, and lots of books to read on the trip! Link to enter is in our bio.

laurelsara Can your authors enter?! ☐

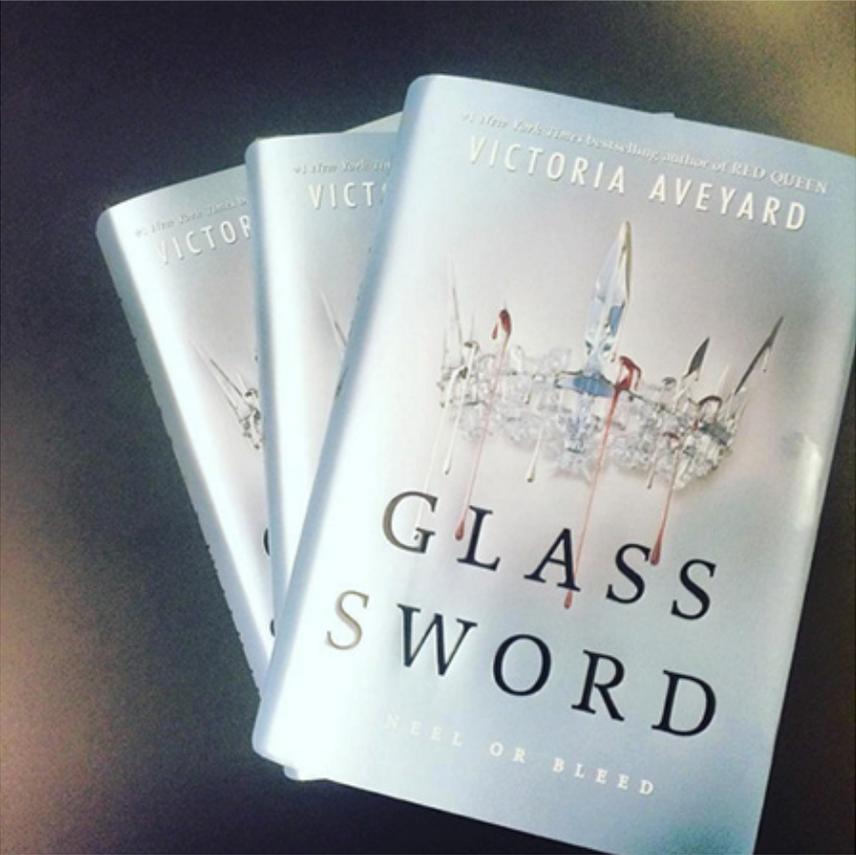
flyme2_thestar You know you're a book nerd and agoraphobic to the almost highest level when you want to enter, but you don't want the trip...well you do, but agoraphobia kinda kills that, so the books are what you'd want to enter for. I've bypassed many contests with trips involved. Wish I was normal cuz this looks wonderful! @simonbooks Good Luck to all!! Send pics please, lol! ;)

Plus a great bundle of books from **SIMON & SCHUSTER**

Add a comment...

Books aren't the only prize you can give away. In these examples Simon & Schuster gave away a vacation and book bundle, and offered to donate a book every time fans used a hashtag.

HarperCollins



 harpercollinsus FOLLOW

739 likes 1w

harpercollinsus THIS.

At long last, @victoriaaveyard's Glass Sword—the sequel to Red Queen—is on sale today. #redqueen #yalovin

gersolmar Haven't read Red Queen yet but i have it waiting in my bookshelf! 😊😊 as soon as i finish my exams i will read it! Can't wait! 😊

trisfourdivergent FINALLY! I'm reading it right now and it's SO good!!

abookishpeach I hope it's on my doorstep!!

novelpaws GLASS SWORD!!!!!!

novelpaws ██████████

rose_rablaa I just finished reading Red Queen and now I'm moving to this great book, and I hope in this part Mare will kill Maven and his mother 😭😭😭

♡ Add a comment... ⋮



 harpercollinsus FOLLOW

925 likes 19h

harpercollinsus New and upcoming releases, everyone! #bookstagram

view all 21 comments

mel.mccurdy #Pax!!!!

litchick90 Ooh! I want to read "On Love." Is it a collection of essays? 😊

catebutler @harpercollinsus Can't wait for some of these titles!!

sufi_arthur 😊😊

alternativegrrl I've read Lita Ford memoir. RTK. Others look good. Having received review copies.

alternativegrrl Oops I actually reviewed The Ex and On Love... Quick glance.

crimebythebook Love this!!! 🙌📖

booksovertv I'll take them all thank you 😊

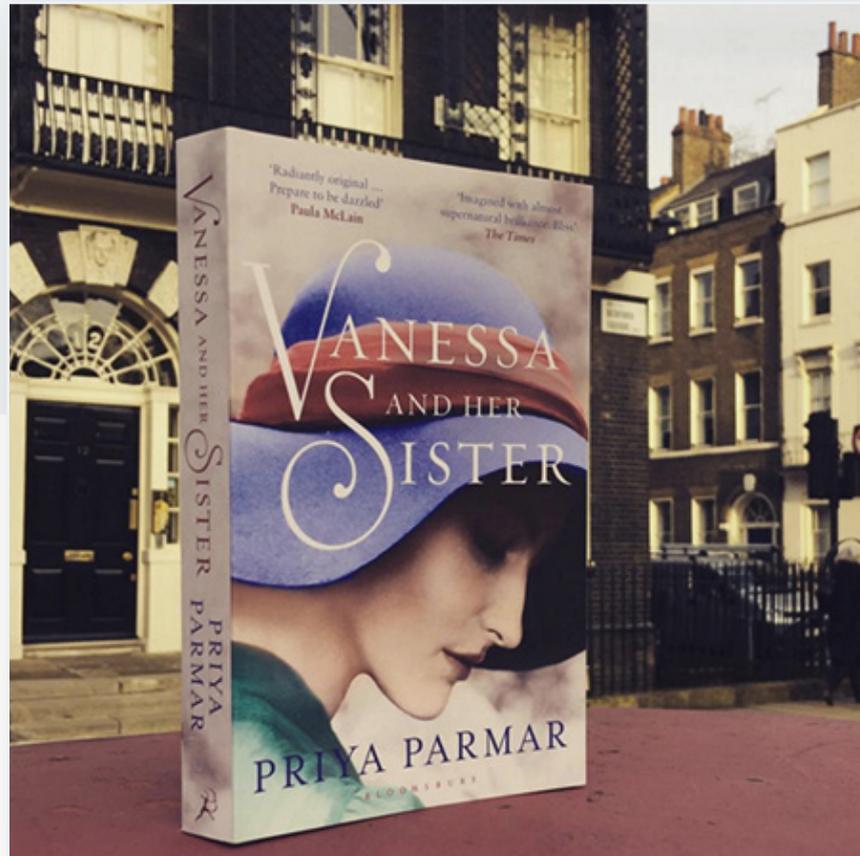
bookish.lauralee What is Pax about? It's

♡ Add a comment... ⋮

HarperCollins shared photos of stacks of their books and an upcoming release.



Bloomsbury Publishing



 bloomsburypublis...
Bloomsbury Publis... [FOLLOW](#)

747 likes 4w

bloomsburypublishing Walking about Bloomsbury with VANESSA AND HER SISTER, a richly compelling account of the Bloomsbury set's most famous family!

bloomsburypublishing #newbooks #book #bookstagram #books #bookworm #bloomsbury #london #virginiawoolf #vanessabell

the_bookaholic_girl I love the cover 😊

project_lectito Great cover and amazing pic!

reader.in.alagaesia What a beautiful cover 😊

nicolajporter Reading this now and loving it

jesslibrary The cover 😊

priyaparmarwriting I love it! Thank you @bloomsburypublishing!

bloomsburypublishing @nicolajporter

♡ Add a comment... ⋮



 bloomsburypublis...
Sydney Harbour [FOLLOW](#)

859 likes 2d

bloomsburypublishing Did you know that on this very day 10 years ago @elizabeth_gilbert_writer's memoir #eatpraylove was published for the very first time? In that time it has sold over 10 million copies, been made into a movie and inspired millions of people to live a better life. Thank you to everyone that has picked up a copy!

lguidarini_bluestalking TEN years ago?! How time does fly.

roksarehparsa 🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏

roksarehparsa Is the best one 🙏

mamarumaan 😭 #mamasays if only this was around when she was younger.... 😭

millelovesbooks Wow... Already 🙏 Love, love, loved her book soooo much 🙏 Thank you Liz @elizabeth_gilbert_writer 🙏🙏🙏 #grateful

♡ Add a comment... ⋮

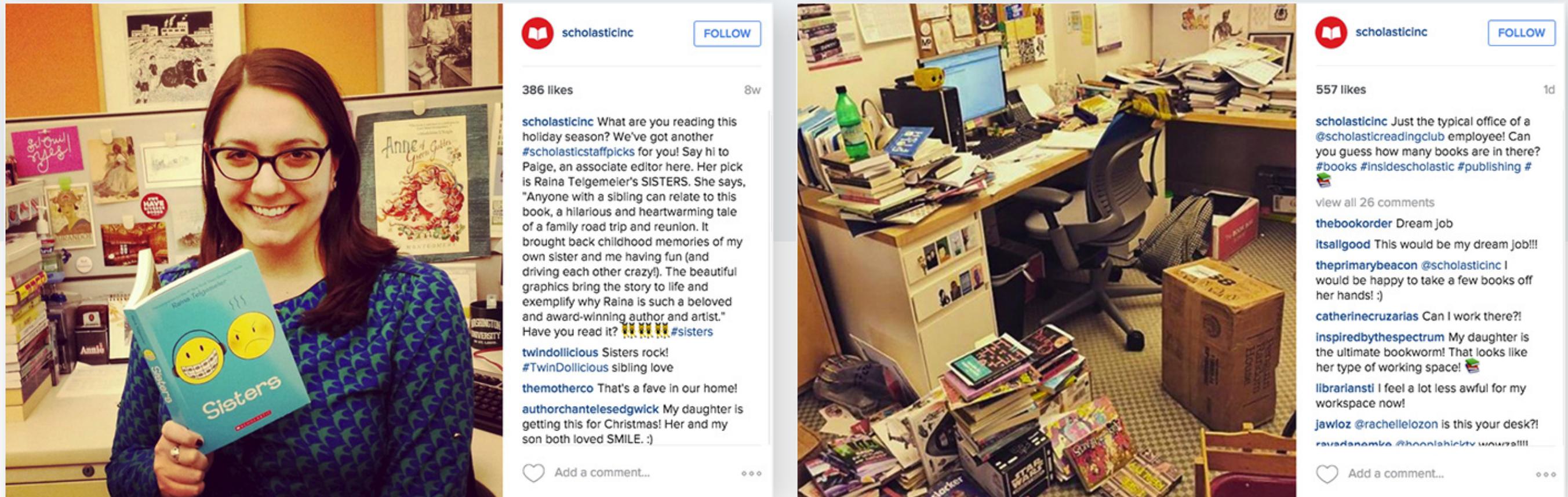


Harlequin Teen



Harlequin Teen displayed teaser quotes creatively, especially with the handwritten quote next to the book.

Scholastic



Scholastic provided a peek behind the scenes, giving fans a look into their brand and work process.

Disney Publishing



Disney displayed their books beautifully. Instead of taking a straight-on shot of a book, they used angles or interesting backdrops to make the book stand out in users' feeds.

Houghton Mifflin Harcourt



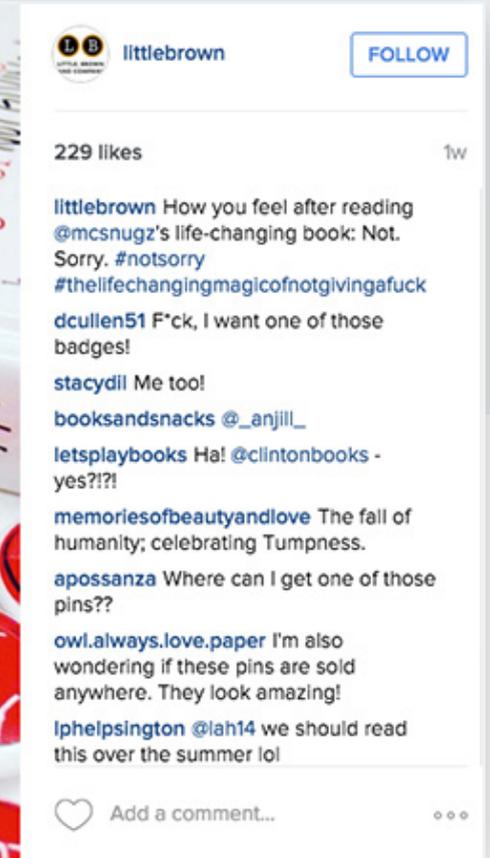
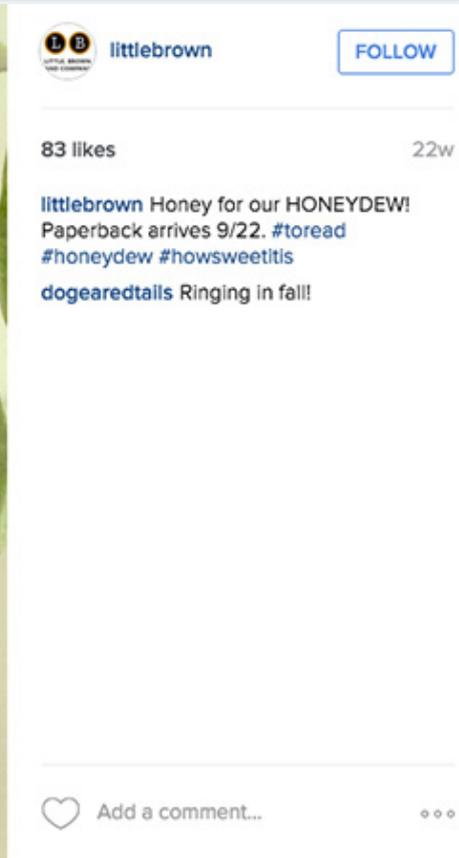
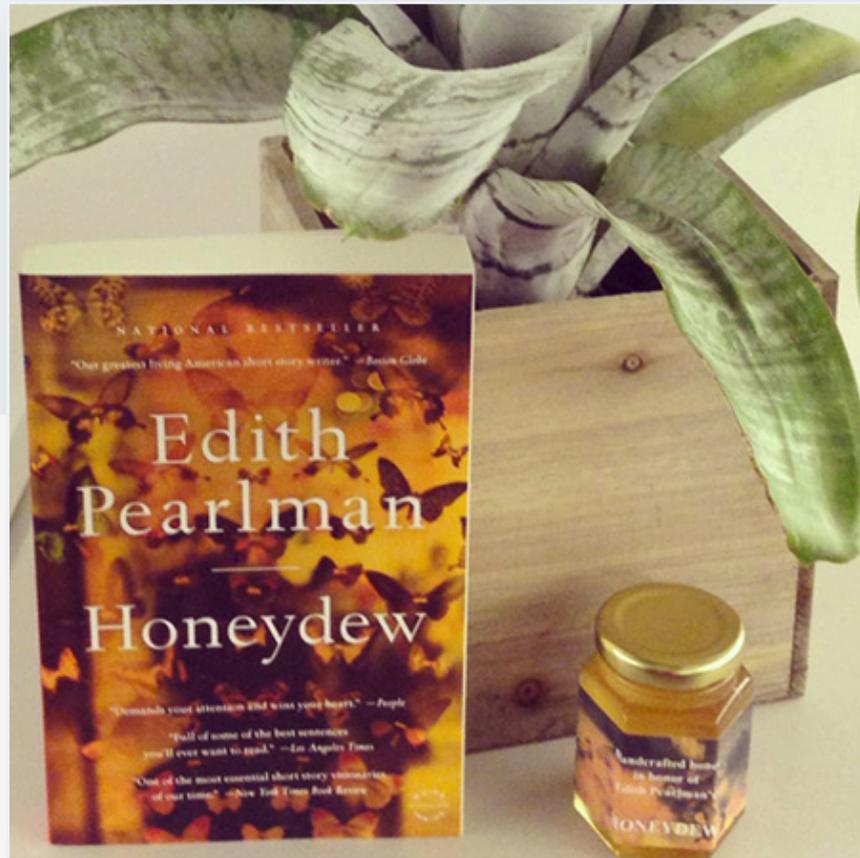
In these examples from Houghton Mifflin Harcourt, the props were relevant to the book and tied to a giveaway they're running.

Chronicle Books



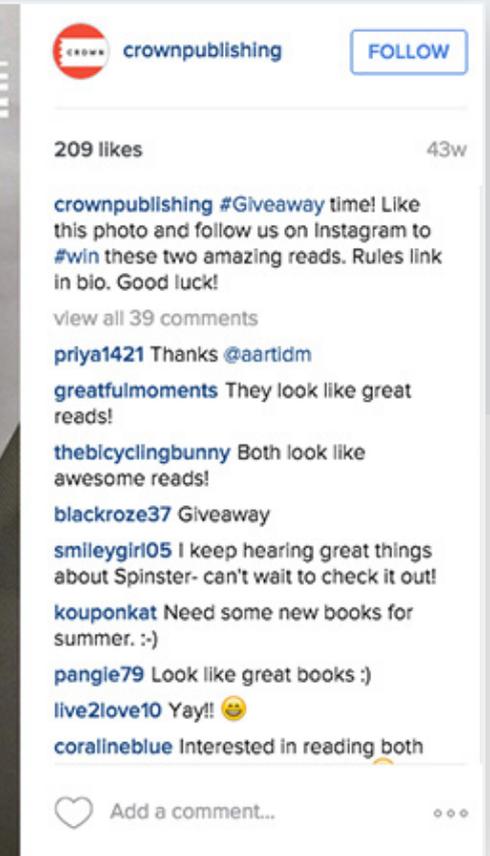
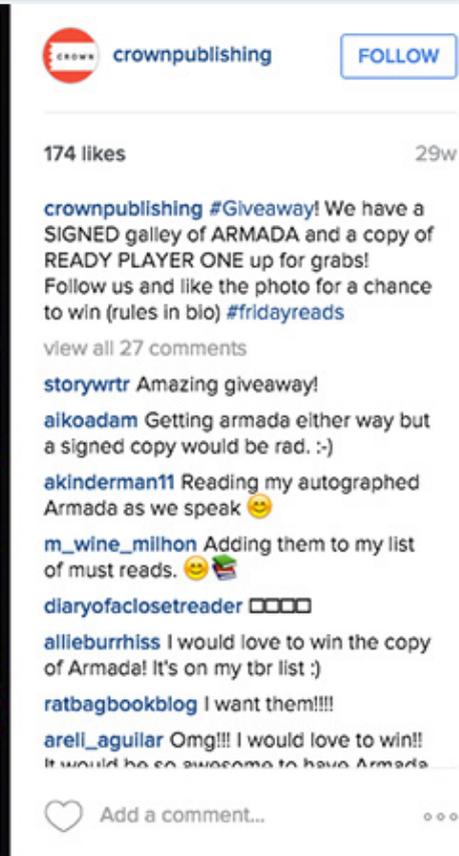
Chronicle sourced these photos from fans, and gave credit where it's due. They also created a hashtag for fans to submit photos for reposting on their Instagram.

Little, Brown and Company



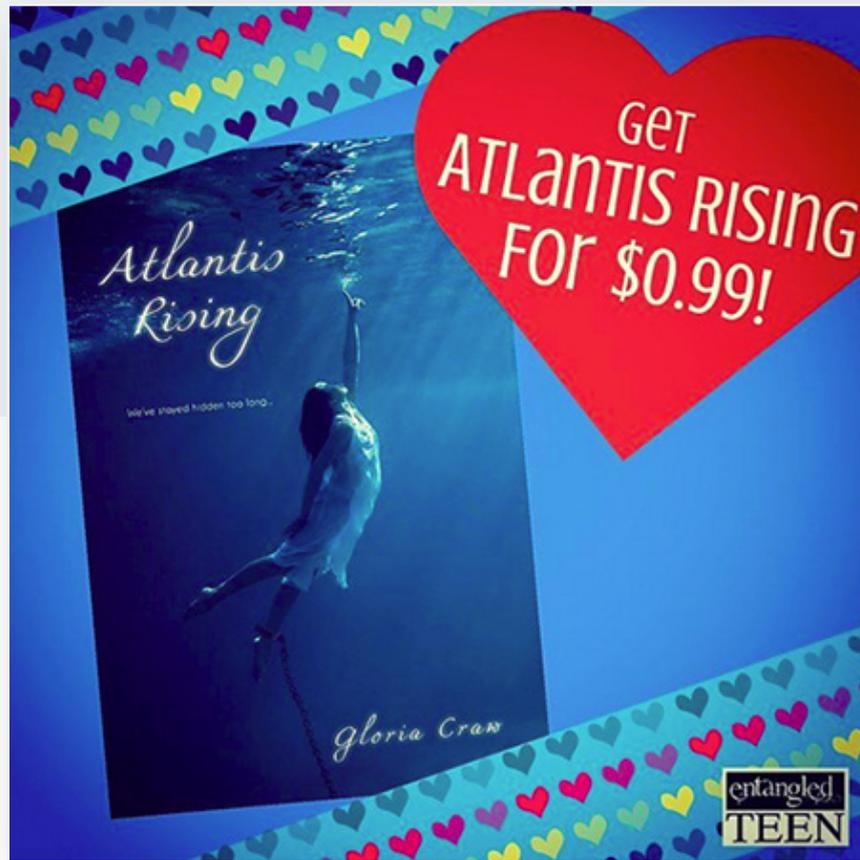
Little, Brown created art with their swag! The swag was also relevant to the books: “Not Sorry” buttons for [The Life-Changing Magic of Not Giving a F*ck](#) and honey with custom labels for [Honeydew](#).

Crown Publishing



Crown Publishing used Instagram to host book giveaways. They made it obvious that the books in the image are up for grabs by including the word “giveaway” in large red font.

Entangled Teen



In these posts, Entangled promoted deals and temporary discounts on Instagram.

Riverhead Books



riverheadbooks [FOLLOW](#)

424 likes 4w

riverheadbooks Getting ready for a night out on the town with @antondisclafani & @popsugarlove 🍷👠🍸 See you at #TheAfterParty!

riverheadbooks #antondisclafani #texas #saturdaynight #girlsnightout #popsugar

chapin802 Just put this in my pile. #antondisclafani @banksquarebooks @chapin802

donnwom Great cover! 👍👍

lupita.reads 🍷❤️

abd0025 😍😍😍

keliteracy When does this come out?? @riverheadbooks

lizho914 📖📖

glory_anne @keliteracy In May!

keliteracy Looking forward! @riverheadbooks

♡ Add a comment... ⋮



riverheadbooks [FOLLOW](#)
Royalton Hotel

356 likes 2w

riverheadbooks #Latergram from last night's swanky media party for bestselling author @antondisclafani's gorgeous novel THE AFTER PARTY, out in May! 🍷👠🍸 | 📸: @lydiahirt

riverheadbooks #antondisclafani #theafterparty #party #champagne #celebration #may

diaryofaclosetreader Very appropriate setting!

katharinescriv Adding this to my TBR list!

runningnreading So exciting!!

_schnuckl @menkozi продай Тютюнику инфо за деньги. Наездницы хорошо продавались!

menkozi @_schnuckl а не в модерне ли они хорошо продавались?

keliteracy I'd love an ARC of this! @riverheadbooks

♡ Add a comment... ⋮

Riverhead branded *The After Party* by using relevant props and lighting to set the tone.

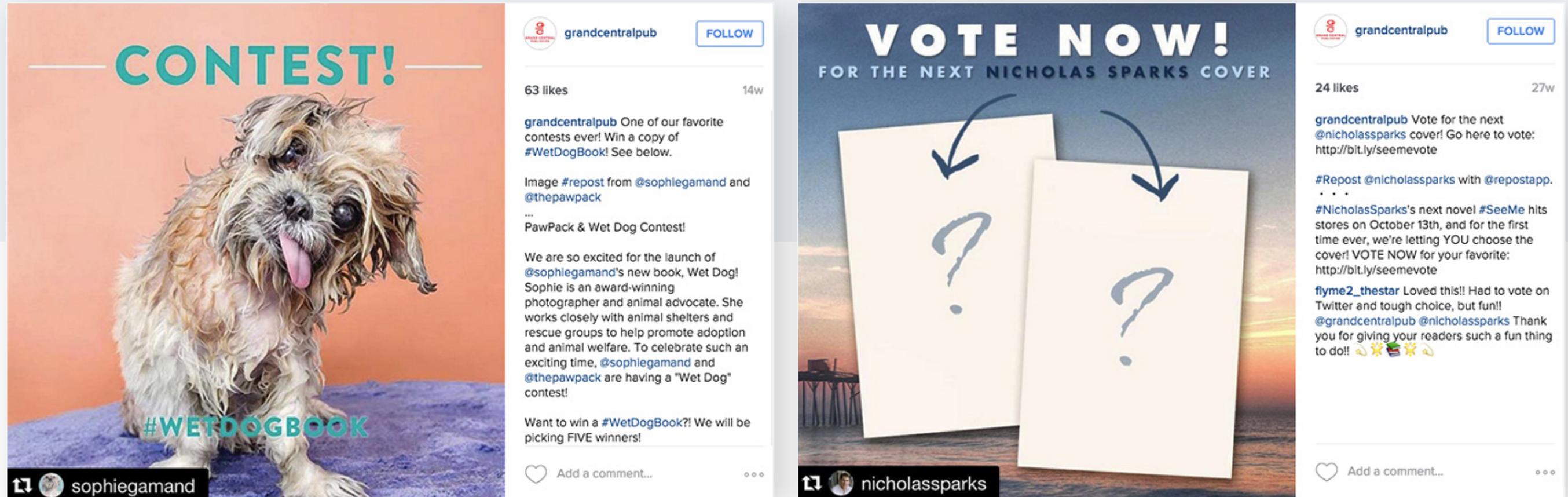


Viking Books



Viking Books knew their audience loves books. And everyone loves animals. Books + animals = #instawin.

Grand Central Publishing



Grand Central reposted fantastic photos and promotions from their authors using the Repost app ([iOS](#) | [Android](#)).

PINTEREST

She used Pinterest to
roll her first pasta

50 photos | 15 seconds

Continue with Facebook

Sign up

View all photos and photos sets

Have an account? Log in

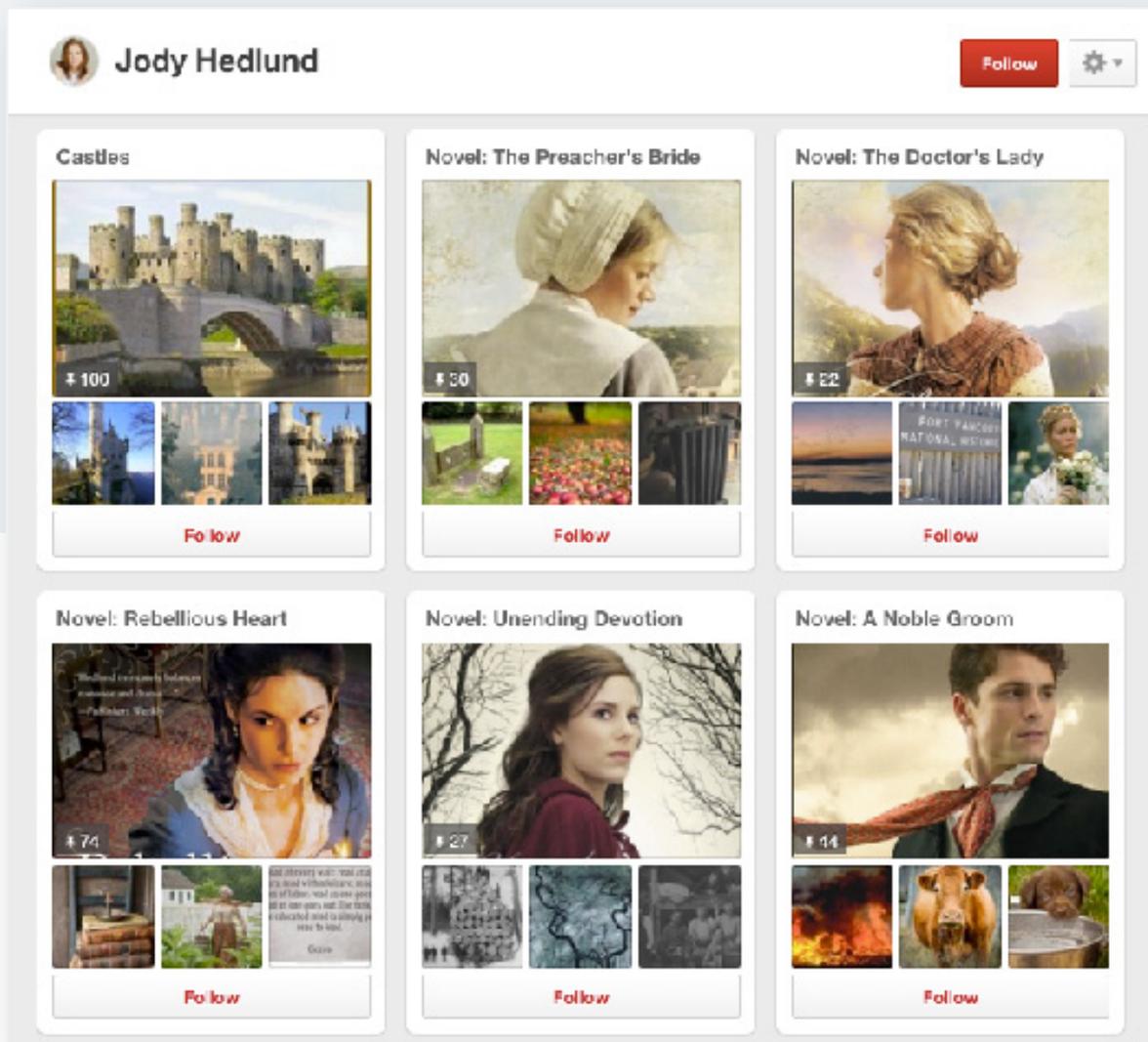
Pinterest

Today 42% of all women and 13% of all men online in the US use Pinterest. Those numbers make Pinterest one of the [world's most popular social networking sites](#) — and they're attracting publishers and authors hoping to reach more readers.

In case you're not familiar with Pinterest, it's a virtual pin board where you can pin images from other sites, linking back to the original source. Other users can re-pin those images to their boards, thus sharing the images with their followers. Just like Facebook or Twitter, Pinterest can be a great way to attract new audiences.

Here are examples of authors and publishers using Pinterest to reach fans and new reader





Jody Hedlund

Jody created a board for each of her books, providing visualizations of various scenes and characters.

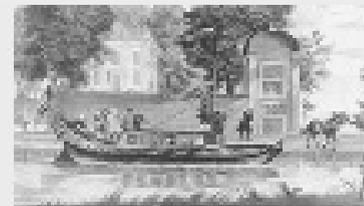
DEADLY PERIL: A Georgian Historical Mystery

Alex Halsey Series Book 3, Winter 1768. Alex, Lord Halsey is sent on a diplomatic mission to Midenich, imperial outpost of the Holy Roman Empire, to bargain for the freedom of imprisoned friends. "If you're looking to read a gripping, intelligently written and skillfully crafted historical mystery then look no further than DEADLY PERIL. I promise you won't regret it!" —ALL ABOUT ROMANCE, BEST BOOK 2016, FAVORITE BOOK 2016 Romantic Historical Reviews, Crowned Heart Review—InD Tale Magazine

Lucinda Brant Author

38 Pins 3k Followers

Follow board



From *Review, A Sledge: Gaining about Aboard. Researching Continents: Travel during the Eighteenth Century* by Lucinda Brant. Guest post on *A Crown Garden & Herk's Guide to L.L.C.* [Image: Pinterest named Treckmuisen, 1760s]

Pinned from [treckmuisen.com](#)



Alex sees Sir Gilbert Prynne about Lady Parsons, and remembers her pastime for making fly-tinges—a colorful trim of little silken tufts that decorated many dresses from the 1750s to 1770s. Above is fly-tinge detail adorning the stomacher of a silk robe in a manuscript c.1755. To make fly-tinges: [www.quintessential...](#)

Pinned from [www.quintessential.com](#)



The Marchate of Midenich (also known geographically as East Prussia) is bordered by the Dutch Republic (Holland) to the west and the Electorate of Hannover to the east with various German states of the Holy Roman Empire along its southern coast. It is also close to the Kingdom of Denmark and a few days sea travel from England. DEADLY PERIL

Pinned from [www.quintessential.com](#)



Lucinda Brant

Lucinda's novel-specific boards include a wealth of information about the time period, from jewelry and items characters used to paintings and maps depicting the settings. Each pin has a detailed description of the image's relevance to the book.

My Sloane Monroe Mystery Series

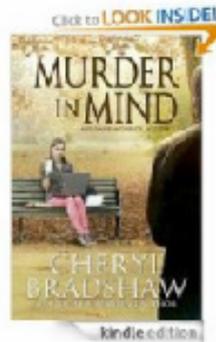


Cheryl Bradshaw Books

20 Pins

1.2k Followers

Follow board



I feel a super bowl Sunday WEEKEND SALE coming on... superbowl superbowl Sunday ebook Looksale

12 2 3

Pinned from amazon.com



Serial killer Sam Reids' 1970 Oldsmobile Cutlass Supreme. (Murder in Mind, Sloane Monroe Series #2)

1 1

Pinned from fliocera.com



Glass bottles serial killer Sam Reids uses to store the precious mementos he collected from his female victims. (Murder in Mind, Sloane Monroe Series #2)

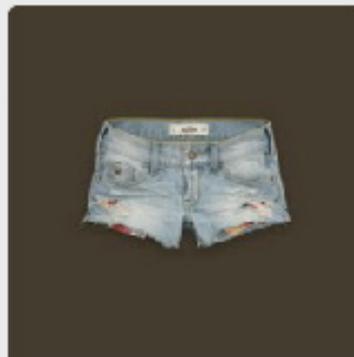
1 1

Pinned from coarcaneco.com

F38092



Chanel Bag used by Madrie -- wherein she keeps about twenty packs of fruit-flavored gum. (Murder in Mind, Sloane Monroe Series #2)



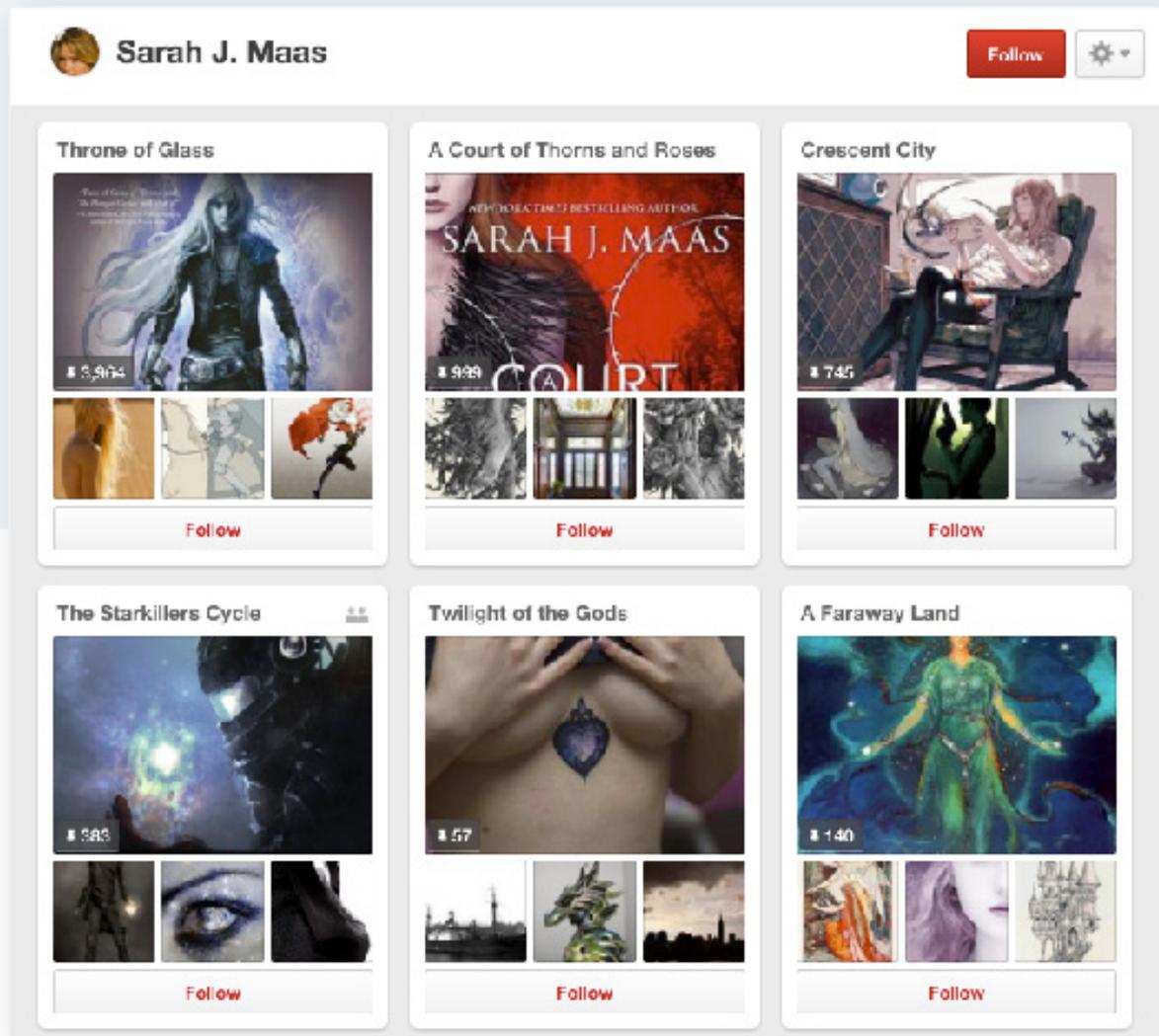
Daisy Duke style shorts worn by Madrie. Sloane's best friend and sidekick. (Murder in Mind, Sloane Monroe Series #2)



Cheryl Bradshaw

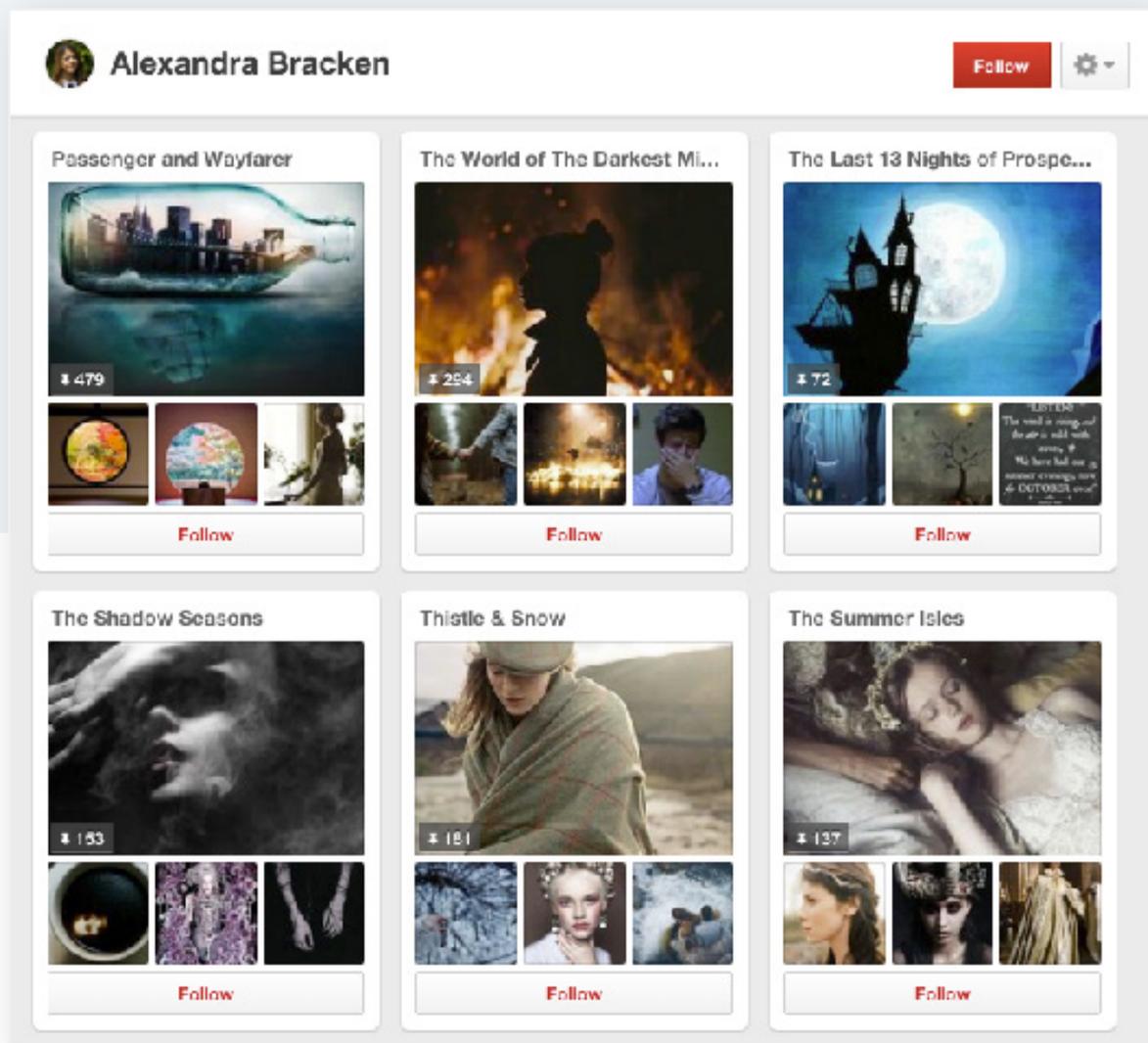
Cheryl compiled images of props and scenery from her book series with detailed descriptions, so readers could see how she envisioned these elements.





Sarah J. Maas

Sarah created boards for each of her books that are a mix of inspiration and fan art.



Alexandra Bracken

Each of Alexandra's boards include visualizations of scenes and fan art for her books.

Kefta Inspiration

Leigh Bardugo

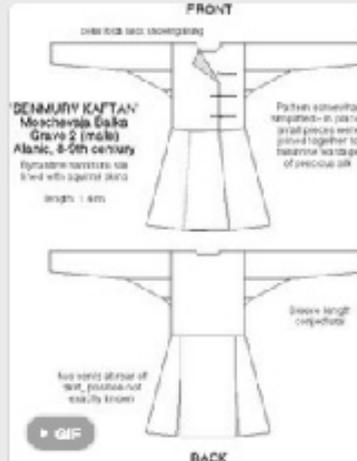
55

Pins

3.2k

Followers

Follow board



Rus Kaftan

3 1

Pinned from
milkbagand.org.ru

20 6

Pinned from
amortentifashion.tumblr.com

russlan kaftan, herrer kan jo gå i slike om vi skal holde oss til det moloiviske. I andet er inspirert av russiske kloor.

3 3

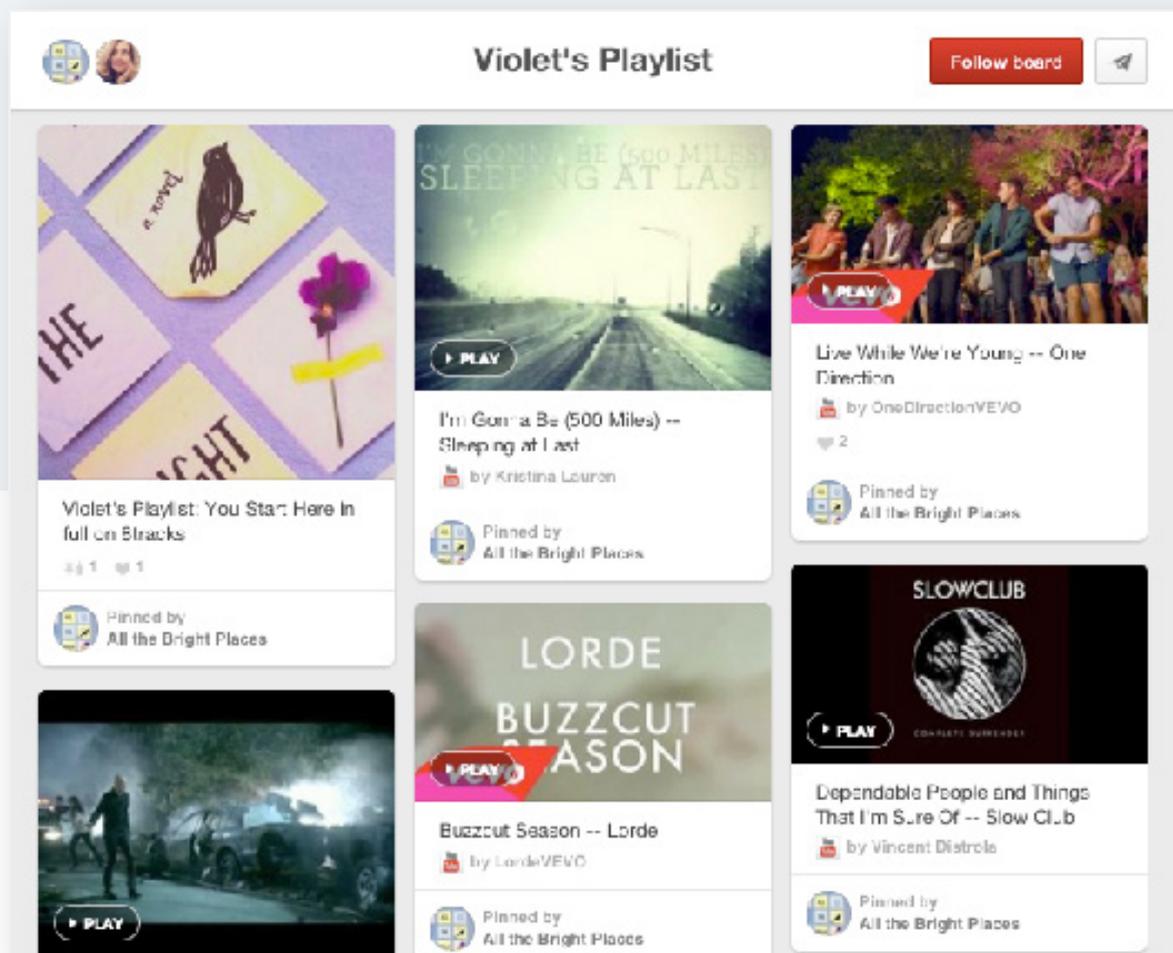
Pinned from
slaulibrary.ru



Leigh Bardugo

Leigh's character inspiration boards let readers see what her main characters look like and what kinds of clothes they wear.





Jennifer Niven

Jennifer lets readers take a peek into her main characters' playlists.

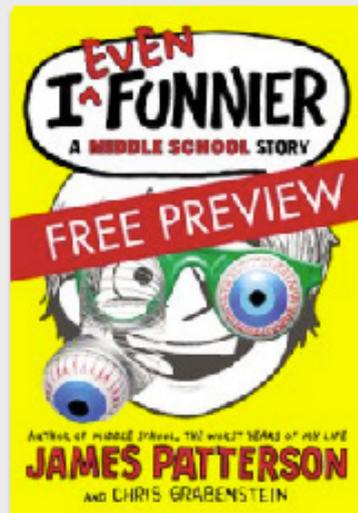
FREE Book Previews

 James Patterson

10
Pins

3.7k
Followers

Follow board



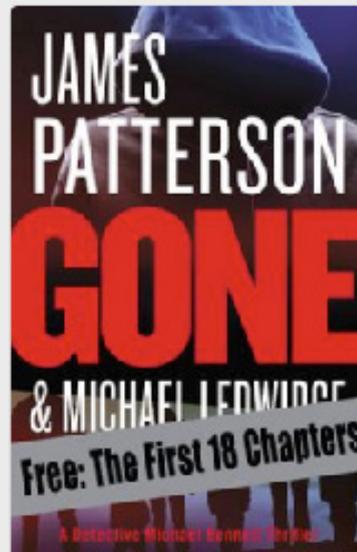
from Issuu

I Even Funnier: The First 13 Chapters

Read 13 chapters of I Even Funnier, by James Patterson, free!

827

Pinned from
issuu.com



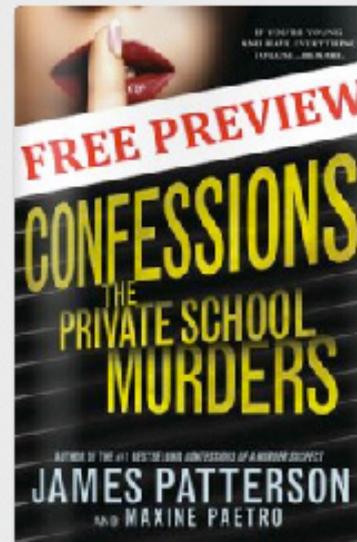
from Issuu

Gone preview

Read the first 18 chapters of GONE, by James Patterson, free!

8850 5

Pinned from
issuu.com



from Issuu

Confessions: The Private School Murders Preview

FREE: Read the first 15 chapters of my new ya mystery, Confessions: The Private School Murders.

8823 1

James Patterson

James has a board specifically promoting book previews available for readers to download for free.



Flash Fiction by Moi

Some free short stories that I've written



Author, Katie Ganshert

6

Pins

929

Followers

Follow board



Waiting for Sunset
A short romance about a man who goes to the beach to nurse his broken heart and finds healing in an unexpected way.

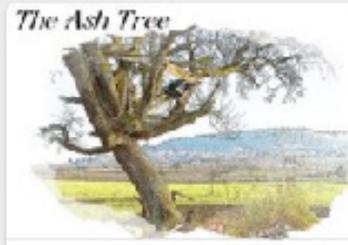
♥ 1

Pinned from christianfictiononlinemagazine.com



Goodbye Gavin
This short story is pretty morbid on it's own. Just know it's not the end. I'm planning to make it into a full-length novel.

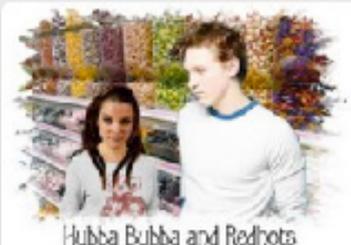
Pinned from christianfictiononlinemagazine.com



The Ash Tree
A short story about a father's abandonment and God's ability to restore what is broken.

📖 2

Pinned from christianfictiononlinemagazine.com



Hubba Bubba and Redhots
A short romance about a girl, a boy, a candy store, and some flirtatious eye contact.

Pinned from christianfictiononlinemagazine.com



For Scarlett
This quirky short story is my personal favorite. It's about an author who runs into his character at a book store. But really, it's a spiritual allegory inspired by Isaiah 29:16.

📖 2 ♥ 1

Pinned from christianfictiononlinemagazine.com



His Masterpiece
A short story that explores the concept of beauty.

Pinned from christianfictiononlinemagazine.com

Katie Ganshert

Katie has a board featuring short stories she's written that readers can get for free.



Interviews & Book Signings

Sometimes people want to interview me. Here's what I said...



Hugh Howey

29
Pins

413
Followers

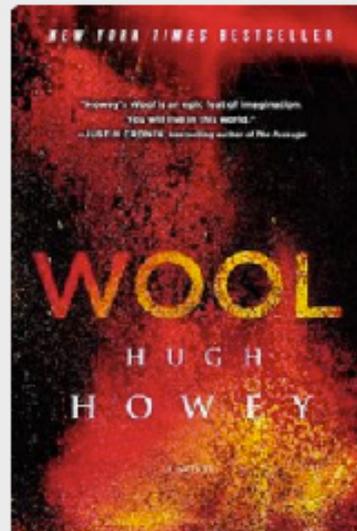
Follow board



The Anonymo...s Bestseller

Pin 1

Pinned from
medium.com



WSJ from WSJ

Sci-Fi's Underground Hit

Wool: Sci-Fi's Underground Hit -
WSJ.com

Pin 2

Pinned from
online.wsj.com



from WIRED

Hugh Howey Interview Part 1:
Science Fiction, Indie Writing,
and Success

A+ Interview With Hugh Howey:
Author of Wool

Pin 1

Pinned from
wired.com



Hugh Howey

Hugh has compiled his interviews and photos from book signings on one board.



Interviews, chats and talks



Elizabeth Gilbert

25
Pins

10k
Followers

Follow board



My latest TED talk on creativity! Enjoy!

by Elizabeth Gilbert

130 41 1

Pinned from
ted.com



Lash Bice
@Erin A



Add a comment...



A lovely interview with Luc Berthelette!

25 19

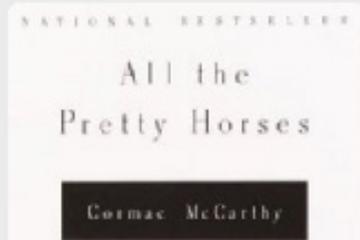
Pinned from
lucberthelette.com



tapestry march 25 2008 interview with elizabeth gilbert. One of the nicest interviews ever...

2

Pinned from
beemp3.com



All the Pretty Horses (The Border Trilogy #1) by Cormac McCarthy. This was the most important book of the early 1990s for me. I read it while I was working on a ranch in Wyoming. I wanted to be Cormac McCarthy. Which is why so many people now confuse us for each other. Kidding. But I still love him.

8

Pinned from



Elizabeth Gilbert

Elizabeth has a dedicated board linking to her interviews and chats.

Every Day is #FanFriday

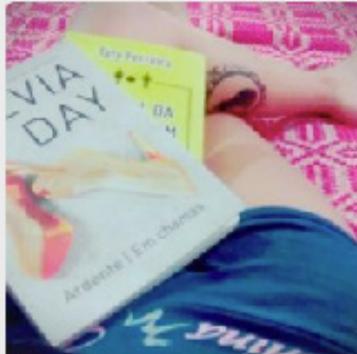
A board dedicated to my amazing readers, thank you!

Sylvia Day

268 Pins

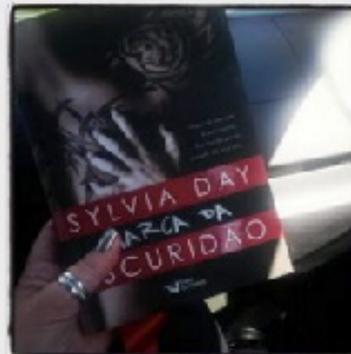
8.2k Followers

Follow board



It doesn't get better than relaxing with a book. Thanks for sharing. @dreza_pitman #FanFriday

Pinned from facebook.com



I love that manicure. Thanks for sharing. @Beathryci Cunha #FanFriday

2 likes

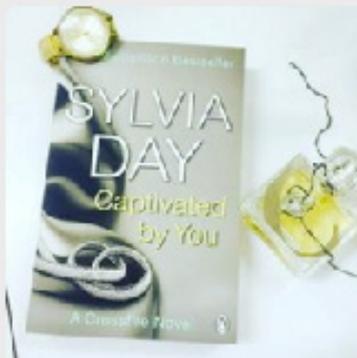
Pinned from facebook.com



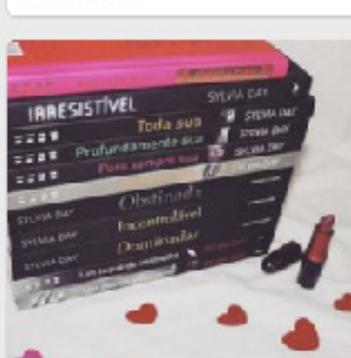
Relaxing in the garden with a book is the best. Thanks for sharing. @Tara Kierkels #FanFriday

4 likes

Pinned from facebook.com



@anna_untamed_spirit knows how to describe her reading time. Nice shot! #FanFriday



Stacks and lipstick! Lovely shot from @csdemelvro #FanFriday



Great outdoor reading nook! @candace_paris #FanFriday

Sylvia Day

Sylvia has a board to share photos fans have taken of her books.



Art by Readers

This is a place to collect all the art by you, the wonderful readers of my books and stories! If you'd like to see your art here, just send an email to authorbethrevis@gmail.com with the following information: The name you want to be credited with, any website you want to be linked to the art, a note that you have parental permission if you're younger than 18, and an image file of the art. Thank! I'll also link posts tagged to my name here or in Tumblr.



Beth Revis

71
Pins

1.2k
Followers

Follow board



Changing lives is cool

117 1

Pinned from
[tumblr.com](https://www.tumblr.com)



A beautiful portrait of Ella from
THE BODY ELECTRIC by
Instagrammer @lilleleitet

111 2

Pinned from
[Instagram](https://www.instagram.com)



One of my favorite quotes from *A Million Suns*: love the embroidery!

114 1

Pinned from
[tumblr.com](https://www.tumblr.com)



1

Pinned from
[tumblr.com](https://www.tumblr.com)



Beth Revis

Beth has a board dedicated to the fan art readers have created. The board also explains how readers can include their own fan art in the board's description.

Colour Club!

AMAZING colour inspiration!



Johanna Basford

79

Pins

4.7k

Followers

Follow board



Colour ideas for and picture in
Enchanted Forest #1-51

by [Katie Hewitt](#)

33:00 · 10

Pinned from
[youtube.com](#)



Johanna Basford - Coloring
Gallery - enchanted forest - secret
garden - flowers enchanted -
jardin secreto

32:14 · 10

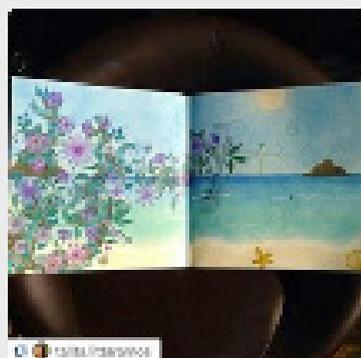
Pinned from
[johannabasford.com](#)



Forest - enchanted forest - flowers
enchanted - secret garden - jardin
secreto - johanna basford -
coloring book - livre de colorier

33:00 · 10

Pinned from
Uploaded by user



Jardin Secreto

33:00 · 10



Johanna Basford

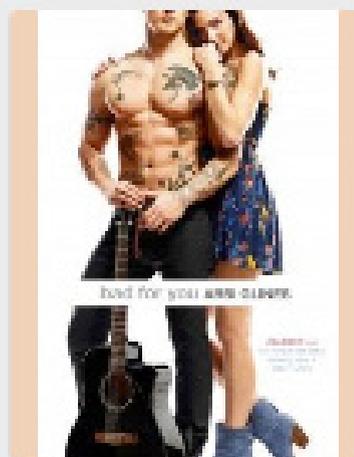
Johanna's Colour Club board includes pages fans have completed from her coloring books.

CONTESTS/GIVEAWAYS

Abbi Glines

11 Pins 4.6k Followers

Follow board



Win a US Hardcover or UK Paperback of **BAD FOR YOU** coming in palm May 26. Click here for details: goo.gl/38P1Yc

Pin it from abbiglines.com



WINNERS ANNOUNCED! Check for your name by clicking here: goo.gl/38P1Yc

447 100%

Pin it from abbiglines.com

RT BOOKLOVERS CONVENTION 2015
DALLAS - MAY 13-17

JOIN ABBI FOR THE BOOK LOVERS PARTY OF THE YEAR!

Click for info on RT Booklovers Convention, WIN a trip to DISNEY WORLD, and more. More to see you in Dallas - next world goo.gl/38P1Yc

447 100%

Pin it from abbiglines.com

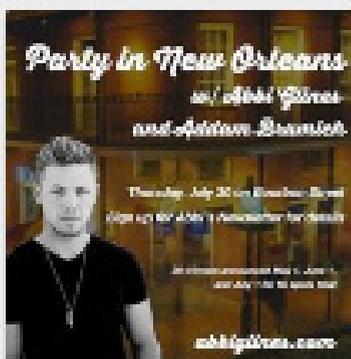


while it lasts **AND OLIVER**

#WHILEITLASTSMOVIE



Want to go to Disney World? Find out how you can win a trip for 4!



Abbi Glines

Abbi has a board that promotes each of the contests and giveaways she runs online, at conferences, and at parties and events.



Pinterest Board Contest Entries

Win an ARC of Cress - ends 8/31/2013! Details for how to enter are at <http://www.mariSAMeyer.com/blogtype/cress-cover-revealed-a-lunar-chronicles-pinterest-contest/>.



Marissa Meyer

187

Pins

6.7k

Followers

Follow board



Board by Dominique Samantha: "Have Yourself a Merry Lunar Chronicle-inspired Christmas-!"

19 Pins 7 Repins 1 Like

Pinned from
Uploaded by user

Bella A
Can you follow my cinder board please



Board by Metamorphosee: "Tour through the World of the Lunar Chronicles"

2 Pins 1 Like

Pinned from
www.metatrend.com



Board by Sarah Campbell: "The Lunar Chronicles Idea page"

44 Pins 16 Repins

Pinned from
wall.alphaociers.com



Board by Jeesika Calderon: "The Beauty of Earth as it is"

2 Pins

Pinned from
Uploaded by user

Marissa Meyer

Marissa ran a Pinterest-specific contest and posted the entries on a dedicated contest Pinterest board. You can see the entry rules of her contest [here](#).



BOOK PROMO FUN!

Attention READERS: this is where your favorite authors will be posting book promotions ...there will be giveaways and appearances, etc. you won't want to miss!



698

pins

1k

Followers

Follow board



My Christmas celebration is available on Amazon for 99 cents! This heartwarming story might be just the thing for a chilly December night. Simply add a mug of cocoa and a throw blanket and you'll be all set.!

Pin by
Larissa Worth



Grove Girl Christmas Giveaway

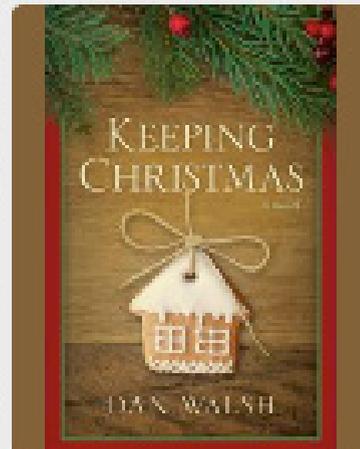
1

Pin by
Cara Fulmer



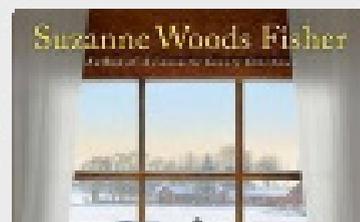
Christmas Giveaway?

Pin by
Cara Fulmer



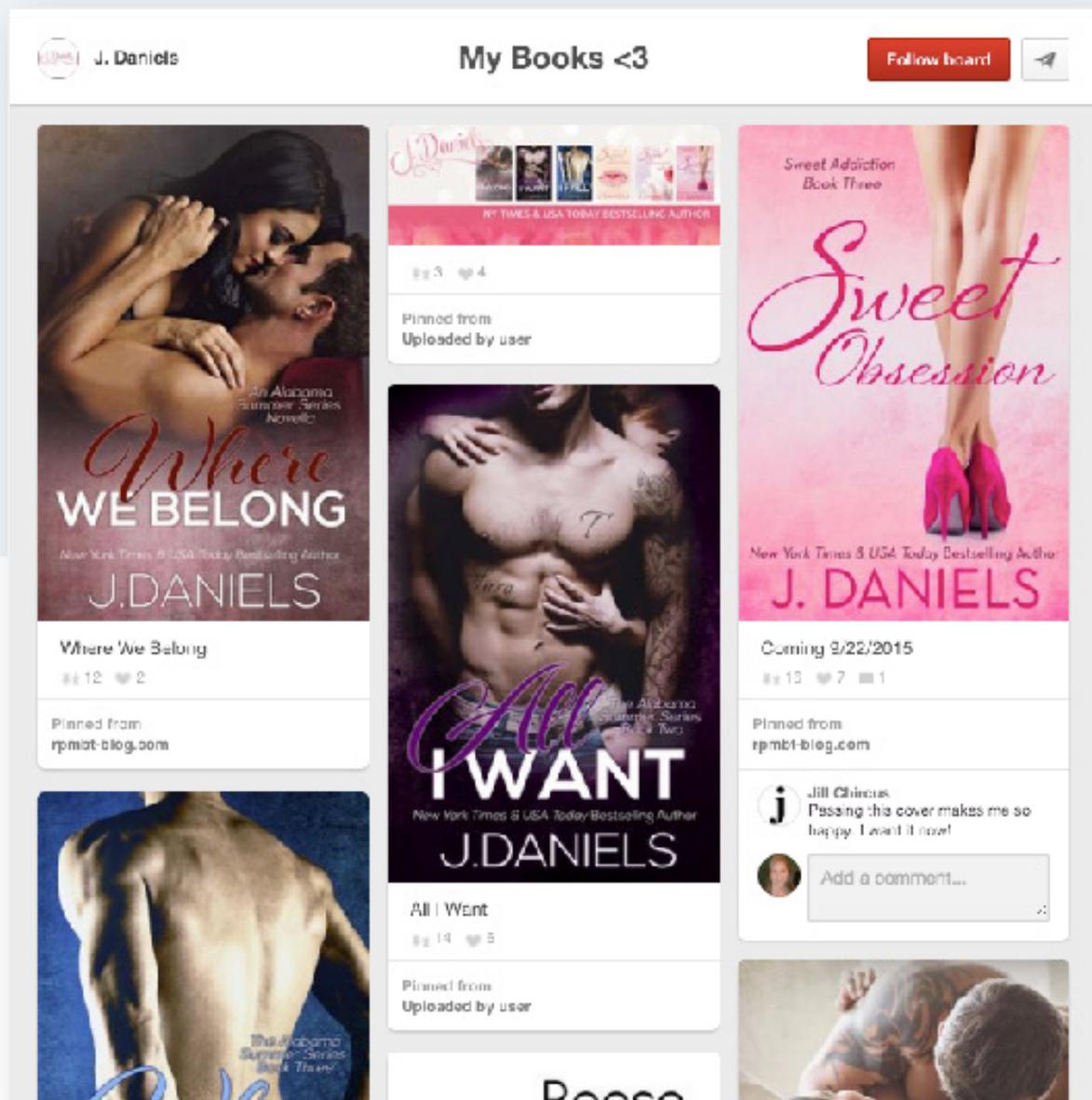
I'm excited to welcome Dan Walsh, author of *Keeping Christmas*, to today's Author Spotlight. Keep reading to find out how you can enter to win a copy!

Pin by
Suzanne Woods Fisher



Kellie Coates Gilbert

Kellie created a board that she shared with about 60 other authors. They use it to pin updates on book promotions they're running so followers can keep up with all of them in one place.



J. Daniels

Many authors have a board showing off their cover designs. J. Daniels's board is a great example of this.

Leaving Time Book Tour

Come out to an event in a city below!

Jodi Picoult

20 Pins

2.1k Followers

Follow board



Had a wonderful time talking with National Geographic Live! at their headquarters in D.C. the past October...

by National Geographic

8 4 1

Pinned from youtube.com



Kim Tilia-Dolac
This has become one of my all time favorite books!!



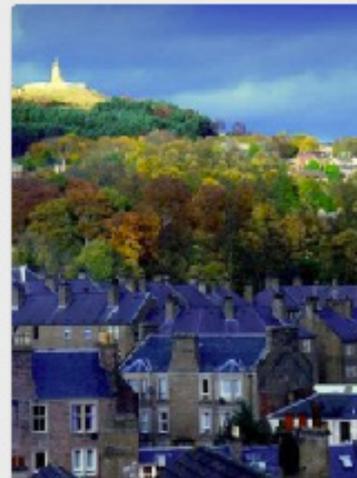
Add a comment...



I'm looking forward to South Africa—stay tuned!

3

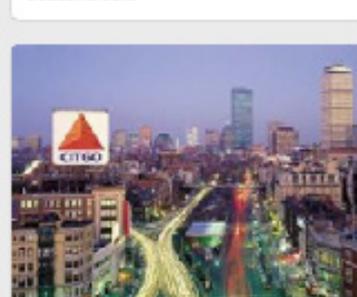
Pinned from carrental johannesburgairport.com



University of London -- November 6th! More information at jodipicoult.com

2 2

Pinned from trekearth.com



Jodi Picoult

Jodi Picoult created a board promoting her book tour for *Leaving Time* so fans would know which cities she'd be visiting.

Wordy Word Word

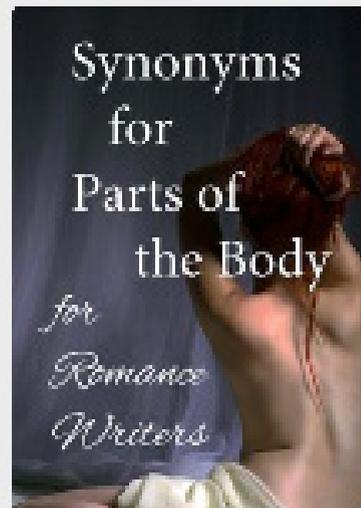
All things word!

 Corinne Michaels

149
Pins

888
Followers

Follow board



I discussed in my "Fights about romance novels" post that some people still believe all romance novels contain hilarious vulgarity for genitalia. Most romance writers don't get too far into it. Still...

22/4

Pin it from
byndownload.com



I have so many books in my room and I can't imagine my room without them.

 by Corinne Michaels

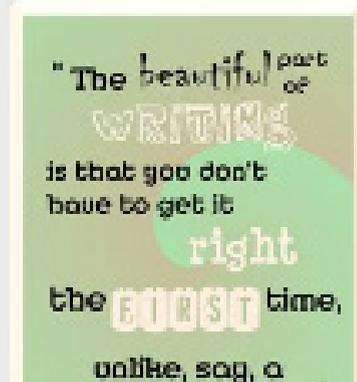
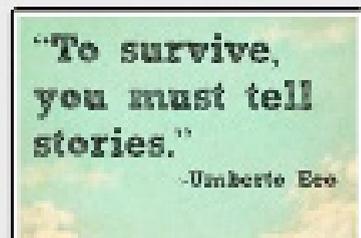
2/1 1/1

Pin it from
countryliving.com



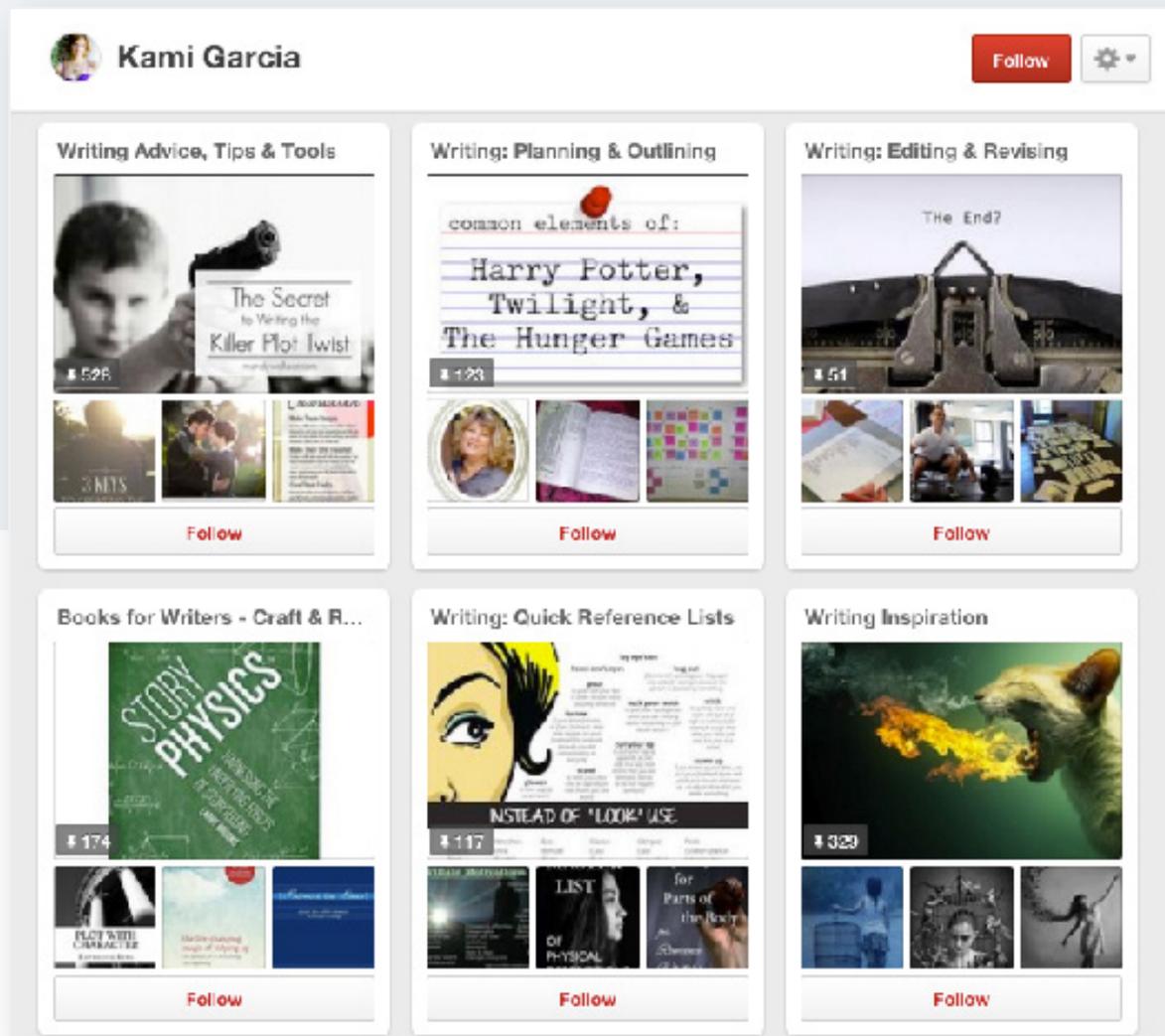
Other's Don't Dump Us! 2 | Things No One Will Tell You As a Writer (It's Someone Probably Should)

Pin it from
reapparelwriting.com



Corinne Michaels

Many authors have boards with quotes that inspire them. This gives readers great insight into their writing process.



Kami Garcia

Kami has compiled several boards for writing tips. This is a great example of Pinterest as a productivity tool, not just a marketing tool.

Book Club Inspirations

This board is a collection of ideas, inspirations, and resources to help you get a book club started or reenergize an existing club.



Debbie Macomber

22
Pins

6.5k
Followers

Follow board



Perfect book club reading attire!

44 Pins 4

Pinned from
bookclubideas.com



Book Club Ideas

30 Great Beach Books

30 Great Beach Books - consider a book club beach outing!

44 Pins 1

Pinned from
pinterest.com



Book Club Ideas

Book Club Ladies Night Party Ideas

Book cupcakes in teacups.

44 Pins 10

Pinned from
catchingparty.com



Book Club Ideas

Feeling Bookish? 35 Book-Inspired Decor Ideas

Cute idea!



Debbie Macomber

Debbie created a board to inspire people who run book clubs (or want to start one).



Books I Recommend

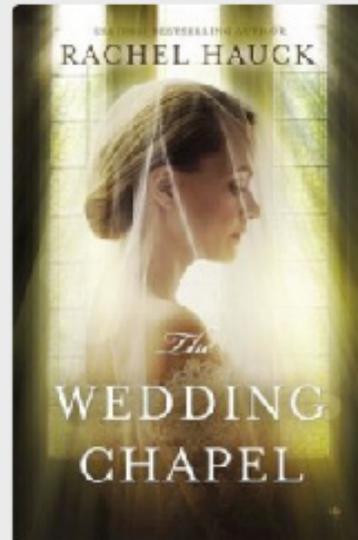


Becky Wade

41 Pins

1.5k Followers

Follow board



Congrats to my friend, Rachel Hauck! Her new book, *The Wedding Chapel*, just released. Check it out, readers!

2 2

Pinned from christianbook.com



Yay! Katie Gansher's new novella just released! The one she released this time last year just won a Carol Award and I have a feeling that this one is going to be every bit as wonderful... A bargain at \$5.99!

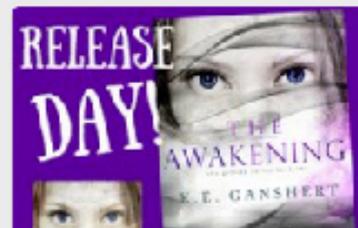
1

Pinned from
Uploaded by user



My friend Kristan Higgins writes hilarious general market women's fiction/romance. Her new book releases today. She'll be giving a portion of the first week's sales to Fisher House Foundation.

Pinned from amazon.com



Becky Wade

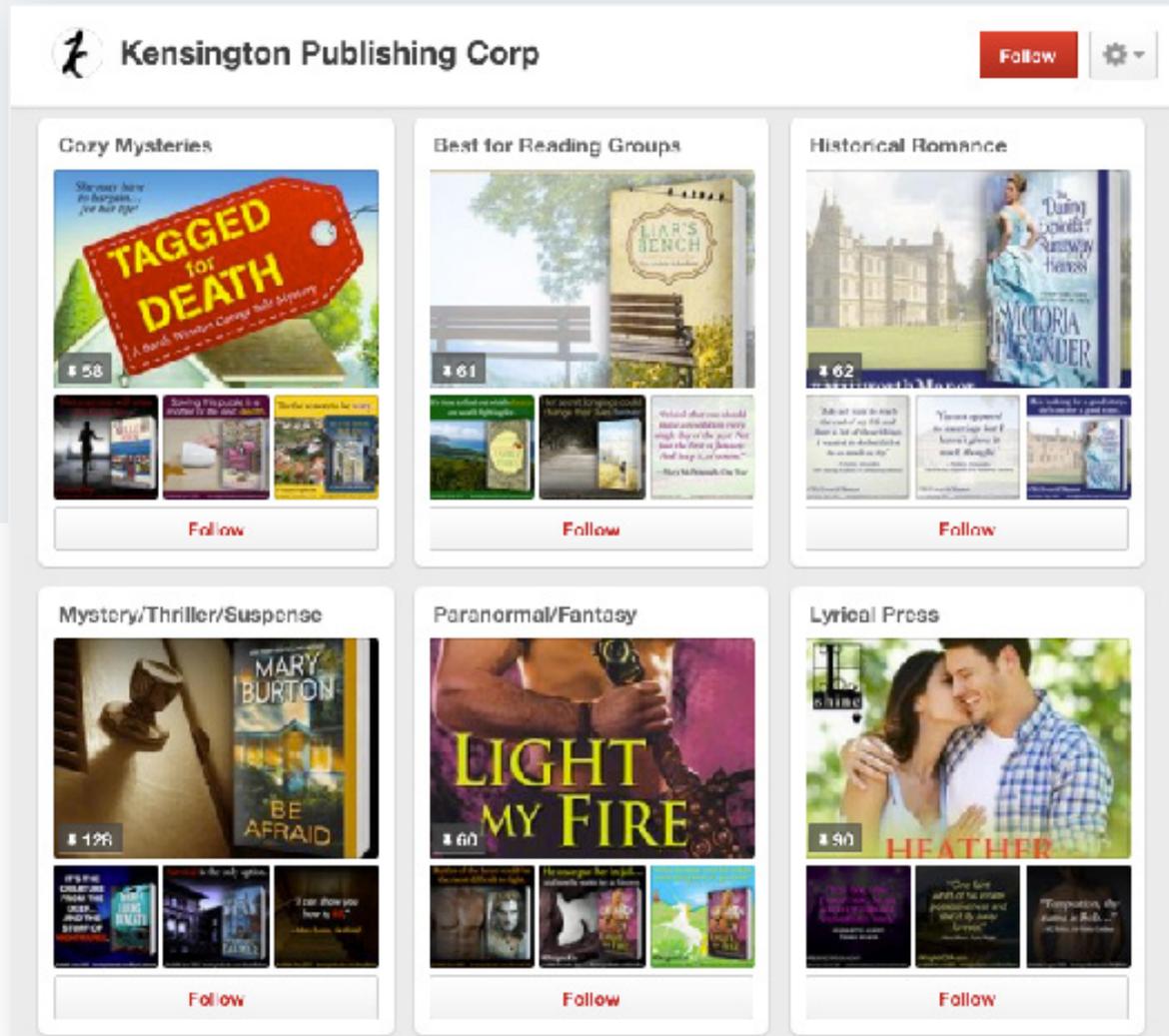
Many authors have boards for books they recommend. This is a chance for authors to cross-promote each other's work.





PINTEREST

PUBLISHER EXAMPLES



Kensington Publishing Corp.

Kensington has created a separate board for each of their subgenres. They also provide recommendations for reading groups and other literary themes via individual boards.



Penguin Random House Recommends

Penguin Random House recommends their favorite books via <http://www.everydayebook.com>

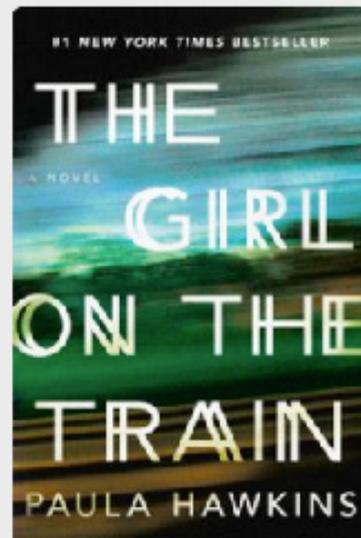


Penguin Random Hou...

720
Pins

57.4k
Followers

Follow board



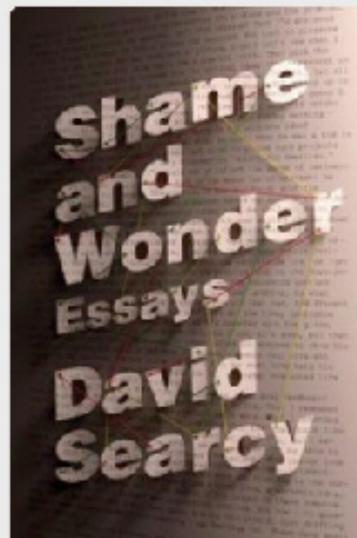
from Everyday eBook

10 Books to Prep You for the 2016 Movies

10 Books to Prep You for the 2016 Movies | Everyday eBook

8 2

Pinned from
www.everydayebook.com



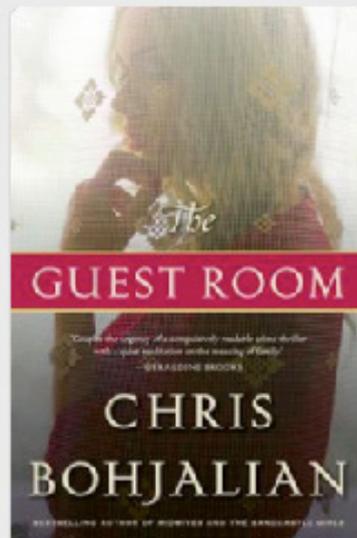
from Everyday eBook

The Expansive Musings of a Curious Mind: Shame and Wonder by David Searcy

The Expansive Musings of a Curious Mind: Shame and Wonder by David Searcy | Everyday eBook

2 3

Pinned from
www.everydayebook.com



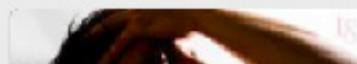
from Everyday eBook

A Thrilling New Twist from Chris Bohjalian

A Thrilling New Twist from Chris Bohjalian | Everyday eBook

7 2

Pinned from
www.everydayebook.com



Penguin Random House

Many of the publishing houses, including Penguin Random House, have a board for sharing the top book recommendations from their imprints.



Tips on Healthy Living

Get it. Find nutrition facts. Live a healthy lifestyle. From our fitness and health experts at Simon & Schuster. To learn more, visit our Tips on Healthy Living blog at <http://www.tipsonhealthyliving.com>.



72 Pins

8.1k Followers

Follow board



Are You Eating the Very Best Supergreens for Your Body?

by Leticia

11/2 1/1

Pin by HealthyLiving2018



Why You Should Juice Your Juicer... surprise! Juice counts as a processed food.

Pin by HealthyLiving2018



Eat Raw, Not Cooked Recipes: Happy Shake

11/2 1/1

Pin by Simon & Schuster



Create Quick Meals with a Fancy Present in a Check list

11/2

Pin by Simon & Schuster

Simon & Schuster

Simon & Schuster created a [Tips on Healthy Living](#) blog. Each post on this blog shares valuable and educational information about health and fitness, and promotes a relevant book at the bottom of the article. This Pinterest board is dedicated to sharing tips from this blog. This is a great example of using content marketing to promote books.

If You Love Downton Abbey, May We Suggest...

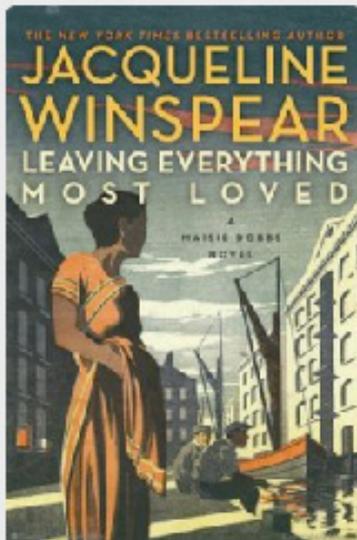
We can't get enough of Downton Abbey, and we love books and images and bits that evoke the aura of that time and place!



14 Pins

5.3k Followers

Follow board



Leaving Everything Most Loved: A Maisie Dobbs Novel by Jacqueline Winspear

6 Pins

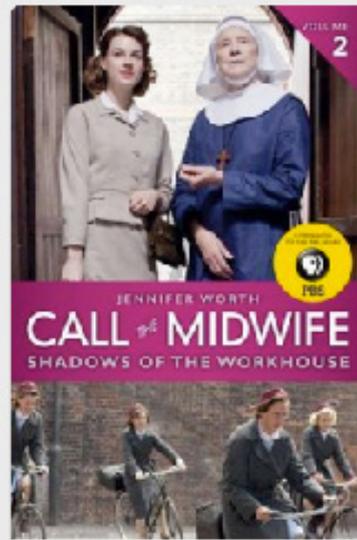
Pinned by HarperCollins



The Emily Post Institute Downton Abbey Table Setting Challenge!

5 Pins

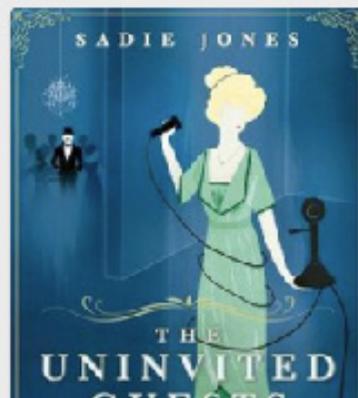
Pinned by HarperCollins



Call the Midwife: Shadows of the Workhouse... The sequel to Jennifer Worth's New York Times bestselling memoir and the basis for the PBS series Call the Midwife

25 Pins

Pinned by HarperCollins



HarperCollins

HarperCollins created this popular Pinterest board for fans of Downton Abbey.



The Adventures of Miss Petitfour

Miss Petitfour loves asking and making and dancing with her cats, but most of all she loves to fly. All she has to do is pick up a favourite tea-party tablecloth and catch the breeze - and she swooshes off, with her many cats dangling paw-to-tail behind her.



Bloomsbury Publishing

18

Pins

252.7k

followers

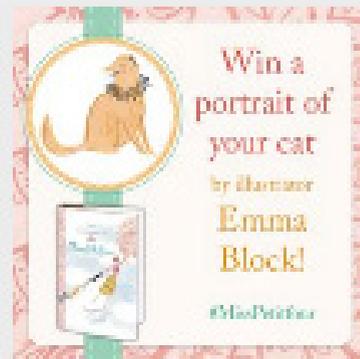
Follow board



The first hardback copy of #MissPetitfour! Written by @AnneMichaels and illustrated by me. #Ingram from @Tundra Books #Illustration #KidLit

11 2

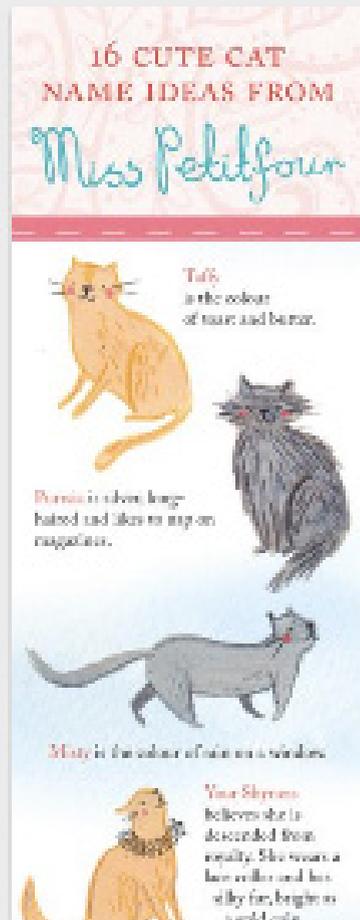
Pinned from
instagram.com



The Adventures of Miss Petitfour

Win a portrait of your cat by illustrator Emma Block, plus a copy of *The Adventures of Miss Petitfour*, an utterly charming children's book packed with cats, cake and adventure galore. To enter, take a photo of your cat reading a children's book you love, and post your picture to Twitter, Instagram or Tumblr tagging @MissPetitfour, or email to childrensmarketing@... The best entries will be pinned to the Miss Petitfour Pinterest board. Terms and conditions apply

11 1



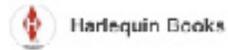
Bloomsbury Publishing

Bloomsbury has created several boards dedicated to specific books that fans can follow. The boards contain contest news, sneak peeks, and bonus content.



DEALS!

The One Stop Spot #Harlequin, #Books, #Women, #Books, #Free



90
Pins

6k
Followers

Follow board



from Harlequin

The DEAL Spot!

Stop by the Deals Spot TODAY and grab THE MARRIAGE PACT for ONLY \$1.99 (CLICK HERE) offer ends August 17th #HarlequinBooks

Pinned from offerpop.com



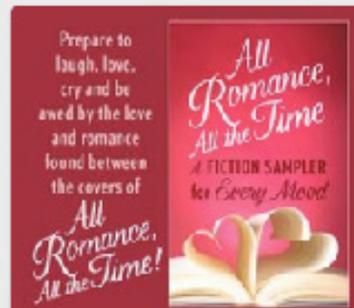
from Harlequin

The DEAL Spot!

Stop by the Deals Spot TODAY and grab NO LIMITS by Lori Foster for ONLY \$1.99 (CLICK HERE) bit.ly/RSH6G6 offer ends August 5th #HarlequinBooks

1

Pinned from offerpop.com



Download this FREE digital sampler today!

ALL ROMANCE, ALL THE TIME, you'll get a taste of 13 stories by some of our most popular and bestselling authors for (FREE) The title says it all...whether you like your romances small-town sweet, hot and steamy, or with a bit of danger, we have what you're looking for. CLICK HERE! #HarlequinBooks #GenaShowalter #JuliaLondon #SaraArden #VictoriaDahl #BJDaniels #SarahMorgan

1

Pinned from facebook.com



STOP BY THE DEALS SPOT!! Get MISSIONS: CAVANAUGH BABY by Marie Ferrarella for only 99¢!



STOP BY THE DEALS SPOT!! Get SHATTERED SECRETS by Karen Harper for only 99¢!



Harlequin Books

Harlequin has a board that alerts followers about sales and free giveaways for their books.

Activity Sheets for Kids

A selection of downloadable and printable activity sheets for kids to inspire and entertain.



46 Pins

3k Followers

Follow board



Star Wars™ Vehicles Quiz

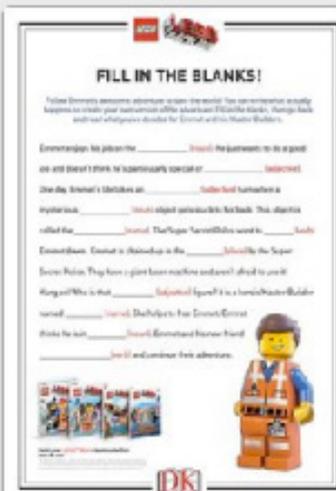
Pinched from dk.com



Star Wars Stormtrooper Quiz
Interactive quiz with printable version.

1 1

Pinched from dk.com



The LEGO® Movie: Fill in the blanks activity sheet for kids.

1

Pinched from dk.com



DK Books

DK Books created a board containing downloadable and printable activity sheets for kids, each with a tie-in to one of their books

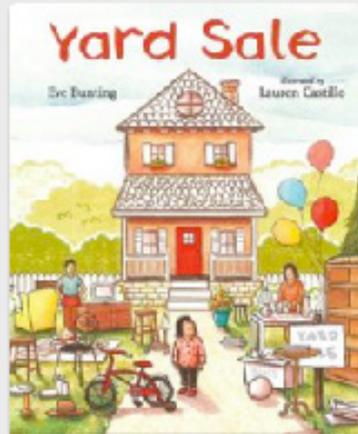
#WeNeedDiverseBooks

Candlewick is committed to publishing a range of books with diverse characters and points of view. Browse some of our great titles featuring people of color, LGBTQ people, people with special needs, cultures around the world, and more!

Candlewick Press

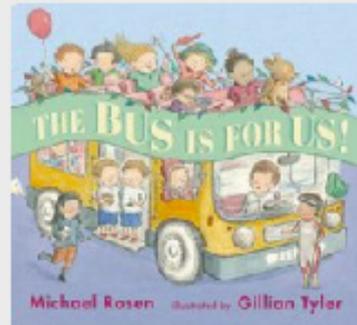
94 Pins 1.4k Followers

Follow board



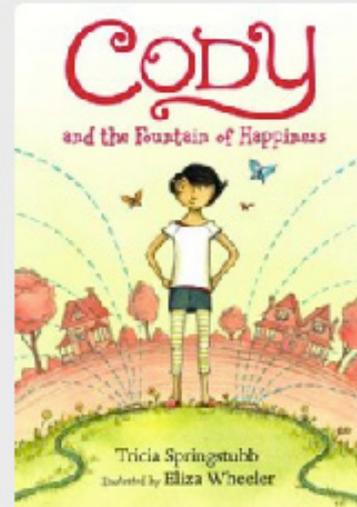
Yard Sale by Eve Ruessing and illustrated by Lauren Castillo #kidlit #weneeddiversebooks #picturebooks

Pinned from candlewick.com



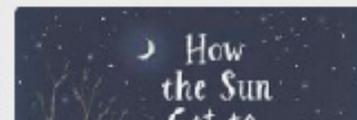
The Bus Is for Us! by Michael Rosen and illustrated by Gillian Tyler #kidlit #picturebooks #weneeddiversebooks

Pinned from candlewick.com



Cody and the Fountain of Happiness by Tricia Springstubb and illustrated by Eliza Wheeler #weneeddiversebooks #kidlit #middlegrade

Pinned from candlewick.com



Candlewick Press

Candlewick Press created a board dedicated to the #WeNeedDiverseBooks campaign showing how they support the movement by publishing books with diverse characters.



Seasonal Images to Share

The holiday season has arrived! We're celebrating with seasonal images from some of our favorite titles. Feel free to spread the holiday cheer by downloading and sharing them on your own social channels!



20
Pins

19.8k
Followers

Follow board



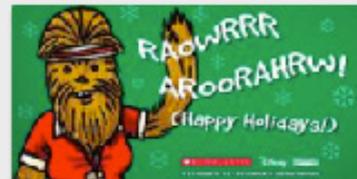
Stay warm and cozy this winter with friends and family! Download the image above and share on Facebook, Twitter, Tumblr, and Instagram! #WingsOfFire #holidays #winter

Pinned from
Uploaded by user



May your holidays be filled with peace, love, and snowball fights. Download the image above and share on Facebook, Twitter, Tumblr, and Instagram! #WhateverAfter #holidays #winter

Pinned from
Uploaded by user

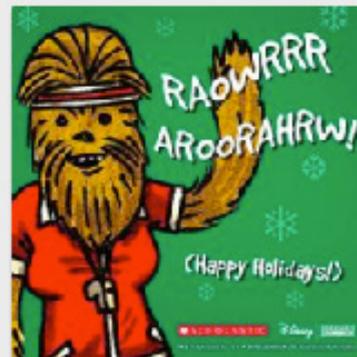


May the force be with you... this holiday season! Download the image above and share on Facebook, Twitter, Tumblr, and Instagram! #JediAcademy #holiday

Pinned from
Uploaded by user



Captain Underpants wishes you a very Merry Christmas! Download



May the force be with you... this holiday season! Download the image above and share on

Scholastic

Scholastic created holiday cards that anyone could send to their friends, each with a tie-in to one of their books. They compiled these cards on one Pinterest board.



Excerpts and Sneak Peeks

Preview some of our recent and upcoming titles!

Disney Hyperion

76
Pins

935
Followers

Follow board



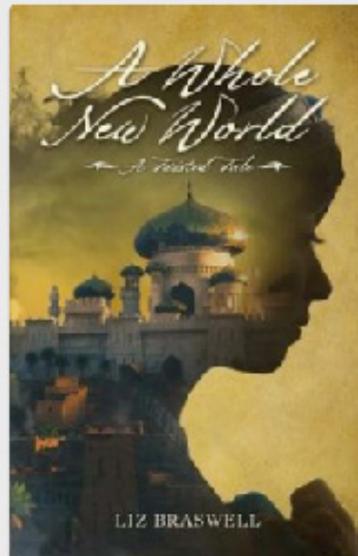
from USA TODAY

Read an excerpt from new Rick Riordan

Read an excerpt from book 1 in Rick Riordan's Magnus Chase and the Gods of Asgard series, THE SWORD OF SUMMER

5 1

Pinned from
usatoday.com



LIZ BRASWELL

Read an excerpt from A WHOLE NEW WORLD, the first book in the Twisted Tale series by Liz Braswell

4

Pinned from
chipendco.com



from Wattpad

RETURN TO THE DARK HOUSE - Sneak Peek Pages

Read an excerpt from RETURN TO THE DARK HOUSE by Laurie R. King (sequel to WE COME TO THE DARK HOUSE)

2

Pinned from
wattpad.com

Disney Hyperion

To build buzz, Disney Hyperion created a board dedicated to sneak peeks and excerpts from their upcoming releases.



Seasonal Images to Share

The holiday season has arrived! We're celebrating with seasonal images from some of our favorite titles. Feel free to spread the holiday cheer by downloading and sharing them on your own social channels!



20
Pins

19.8k
Followers

Follow board



Stay warm and cozy this winter with friends and family! Download the image above and share on Facebook, Twitter, Tumblr, and Instagram! #WingsofFire #holidays #winter

Pinned from
Uploaded by user



May your holidays be filled with peace, love, and snowball fights. Download the image above and share on Facebook, Twitter, Tumblr, and Instagram! #WhateverAfter #holidays #winter

Pinned from
Uploaded by user

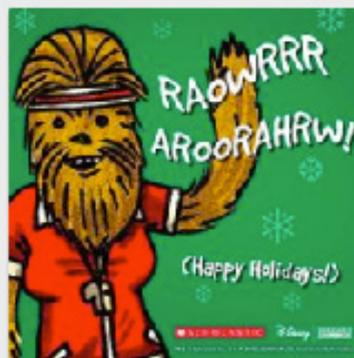


May the force be with you... this holiday season! Download the image above and share on Facebook, Twitter, Tumblr, and Instagram! #JediAcademy #holiday

Pinned from
Uploaded by user



Captain Underpants wishes you a very Merry Christmas! Download

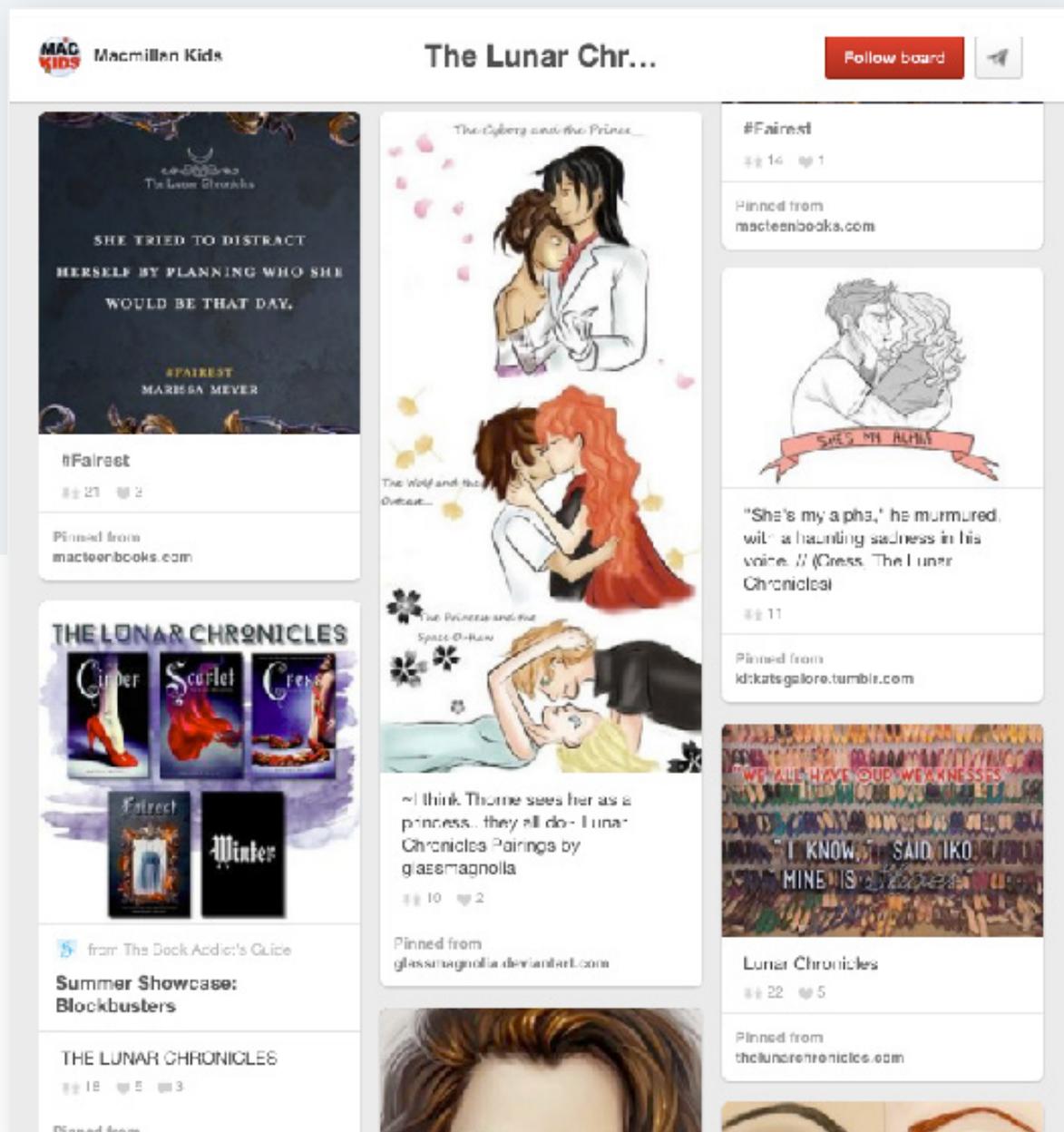


May the force be with you... this holiday season! Download the image above and share on

Scholastic

Scholastic created holiday cards that anyone could send to their friends, each with a tie-in to one of their books. They compiled these cards on one Pinterest board.





Macmillan Kids

Macmillan Kids created several boards dedicated to specific books, each including fan art and visual quotes from the book.



Cons & Events



49
Pins

2.2k
Followers

Follow board



John Scalzi is on tour for *LOCK IN!* Check out all the amazing people who came to see him at BookPeople in Austin. Were you there?

1

Pinned from
twitter.com



Macie Maxwell
There was a great turn-out for him at Quail Ridge Books in Raleigh last night. Wonderful time all around! Hope's hoping the rest of the tour goes smoothly for him.



Add a comment...



Check out the amazing display of signed books by John Scalzi at Jay and Mary's Book Center in Troy, Ohio. An amazing display! Photo by John Scalzi.

Pinned from
twitter.com



D.B. Jackson and Faith Hunter at The BookKnack. Photo by Wayne McCalle.

Pinned from
Instagram.com



Tor Books

Tor created a board to showcase their authors' and books' presence at popular conferences and events.

Our Book Trailers

Watch, share, read, share, love, share.

Houghton Mifflin Harc...

34 Pins

1.7k Followers

Follow board



PLAY

JOY: Poet, Seeker, and the Woman Who Captivated C. S. Lewis by Abigail Santamaría— Watch the trailer!

by Houghton Mifflin Harcourt

Pinned from youtube.com



PLAY

What Will World War III Look Like? Watch the trailer for *Ghost Fleet* by August Cole and P.W. Singer

by Houghton Mifflin Harcourt

1

Pinned from youtube.com



PLAY

THE LITTLE PRINCE - Official International Trailer #2 (2015) Can't wait!

by CBR Trailers

Pinned from youtube.com



PLAY

Watch the #video book trailer for Ariel Schrag's debut novel **ADAM**

by Ariel Schrag

2

Pinned from youtube.com



PLAY

From the best-selling author of *The Tiger and The Golden Spruce*, *The Jaguar's Children* is a gripping survival story of a young man trapped, perhaps fatally, during a border crossing.

by Houghton Mifflin Harcourt

Pinned from



PLAY

The Jaguar's Children by John Vaillant Héctor is trapped inside a tanker truck during an illegal border crossing, with only a cellphone to help him. What brought him to this moment, and will he escape?

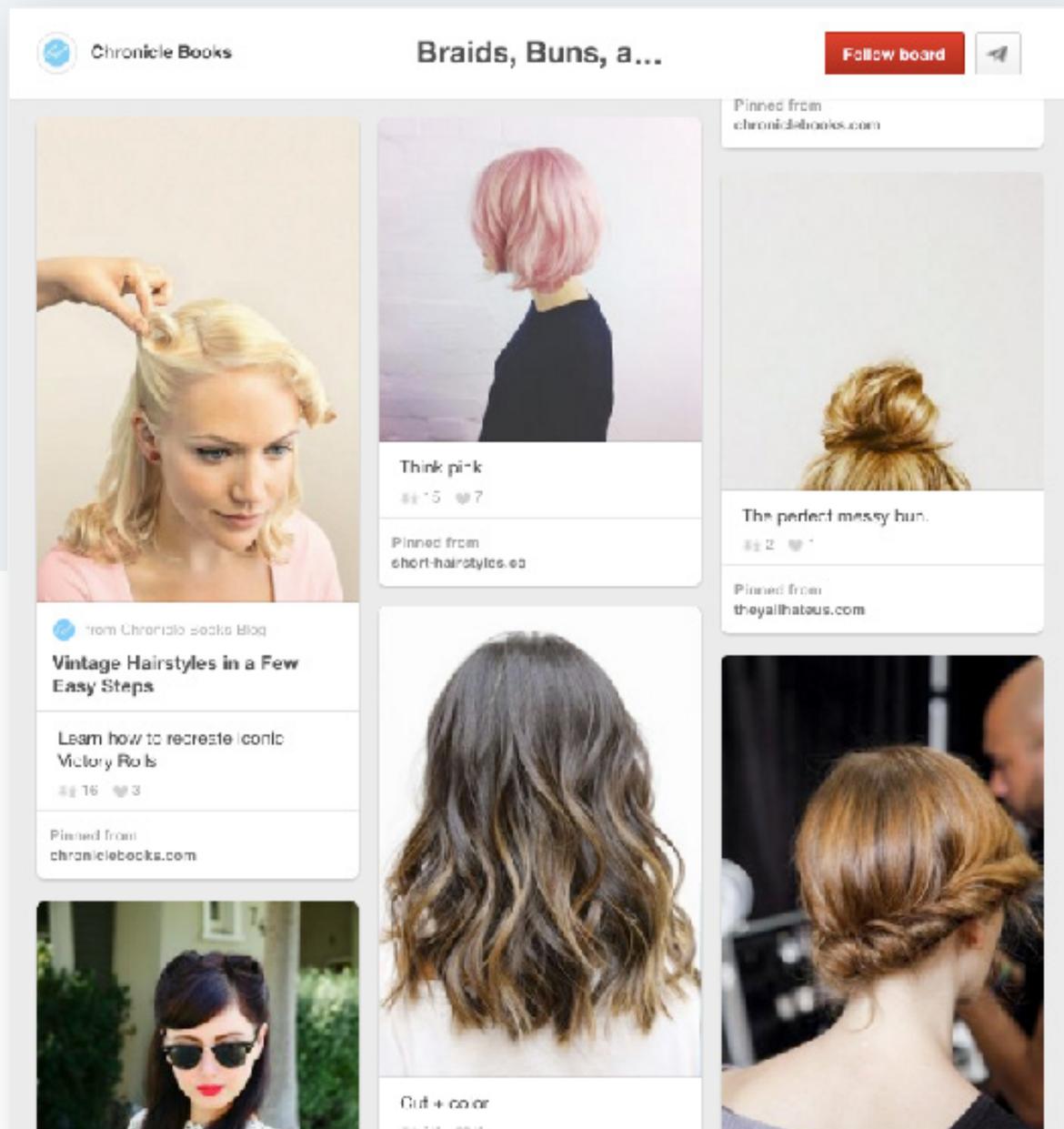
by Houghton Mifflin Harcourt

Pinned from youtube.com

Houghton Mifflin Harcourt

Houghton Mifflin Harcourt created a board dedicated to displaying their book trailers so readers could easily find all of them in one place.





Chronicle Books

The [Chronicle Books Blog](#) features articles on style, food, design, culture, DIY, and more. Each article has a tie-in to one of the books they've published. To drive traffic, they create unique Pinterest boards for each individual blog post.

Wear your books

Little, Brown and Co...

67

Pins

4k

Followers

Follow board



Library Book Necklace, for the girl who loves to read. \$18.00 from Etsy. Acorable!

3 4

Pinned from etsy.com

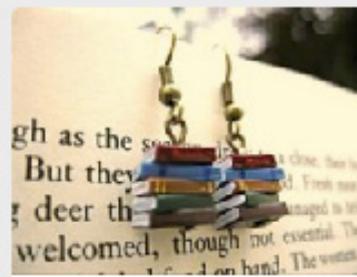


from Etsy

Miniature Book Bracelet Stack of 3 Mini Books and Leather Bracelet Red Gold

9 5

Pinned from etsy.com

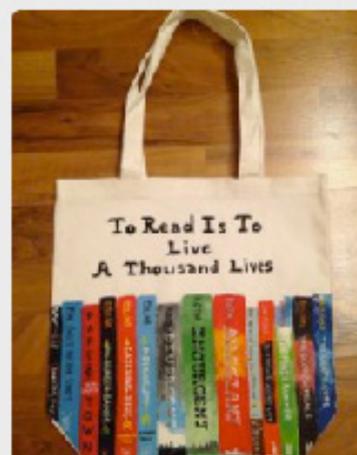
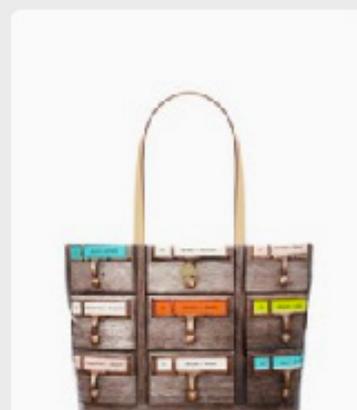


from BookRat Blog

19 Over-the-Top Literary Accessories That You'll Secretly Love

8 2

Pinned from media.bookrati.com



Little, Brown and Company

Every publisher on this list creates boards that aren't self promotional, including this fun board from Little, Brown showcasing fashion items with a bookish theme.

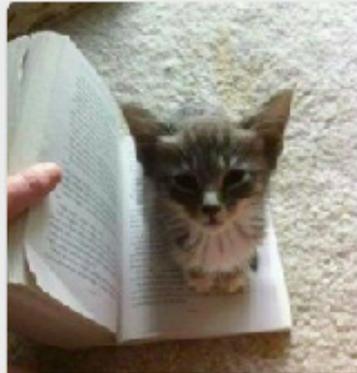
Literary Cuteness



134 Pins

3k Followers

Follow board



Fav part of the book

556

Pinned from facebook.com



Studying is hard work

217

Pinned from facebook.com



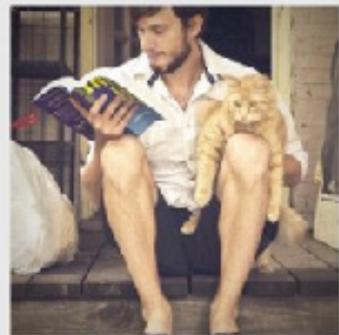
From Chronicle Books Blog

Every Day Should Be Cat Day

Two cats, lots of books, and no time to read.

313

Pinned from chroniclebooks.com



Mu. Kim. Books. ❤️



Hey. Hey. Hey.

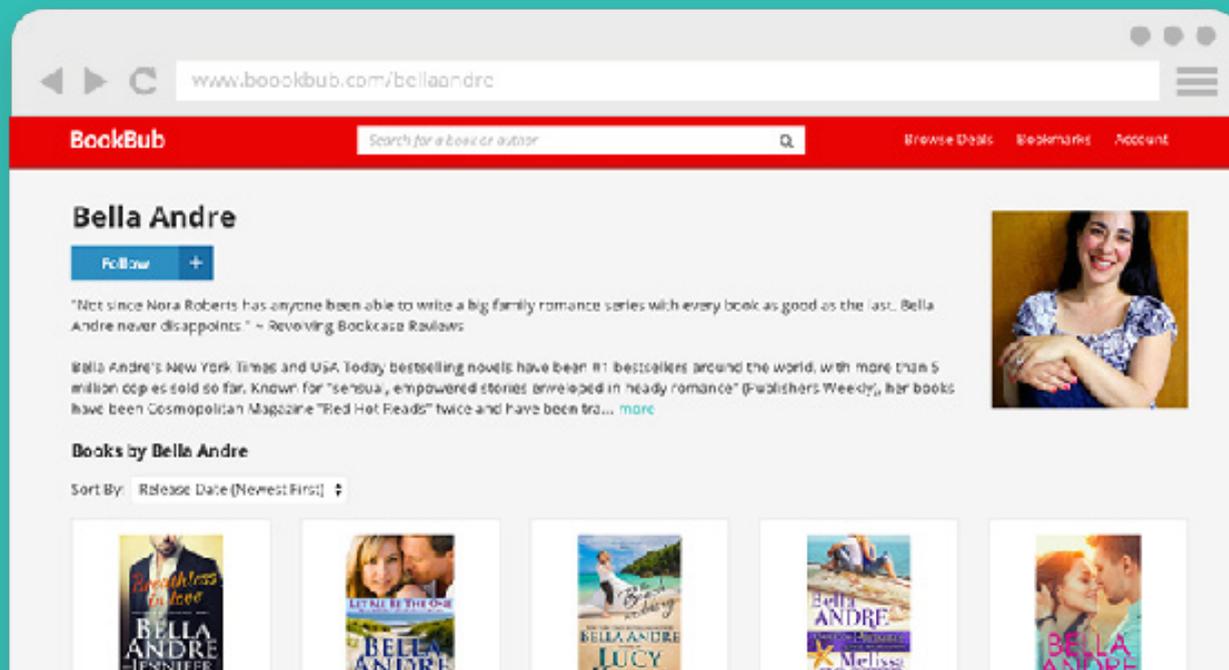
55

Pinned from everybodyreadingbooks.tumblr.com

Crown Publishing

Animals are a popular theme across publishers' Pinterest boards. Here's a cute example from Crown.





Have you claimed your BookBub Author Profile?

Help millions of readers discover your books.

Here are some of the ways BookBub helps BookBub Authors — authors who have claimed and completed their profile — reach new readers:



SIGN-UP SUGGESTIONS

When new readers sign up for BookBub, BookBub suggests authors to follow.



EMAIL SUGGESTIONS

BookBub sends emails to readers suggesting specific authors to follow.



BOOK PAGE FOLLOW BUTTONS

The BookBub.com book pages include the author's bio with a follow button.

CLAIM YOURS NOW: [PARTNERS.BOOKBUB.COM/AUTHORS](https://partners.bookbub.com/authors)