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Inspirational Marketing Tips from Authors

compiled by **BookBub**

“Share yourself with your readers — and not just the good stuff. When I'm struggling with a draft, I'll post pics of the sea of crumpled papers on the floor and report my sad word count. People who follow me online know which books and shows I love and which characters I ship. I also tell them about other authors I love, instead of just posting buy links to my books. Be real and messy and **BE YOURSELF.**”



Kami Garcia

*Beautiful Creatures &
The Lovely Reckless*



One of the most effective marketing tactics I use is my website. Almost everything I post on social media links back to it. It has every story I've ever written, and lists almost every edition, even the foreign books.



Debbie Macomber
Sweet Tomorrows

“

I try to plan my series releases no more than three months apart so that each time I release a book, I can have a preorder link to the next book [in the back matter] on all the vendor sites available. I make book one free about a month prior to my next new release and schedule a BookBub Featured Deal for it.



Cora Seton

The Cowboy's E-Mail Order Bride

“When receiving early copies of your book, it's tempting to use them as giveaways to your followers. While it's great to earmark one or two for this, I'd suggest asking author pals to give away the rest to their followers. You can do the same for them so that you both reach **NEW** readers!



Victoria Scott
Violet Grenade

“

Clicks are not key to judge a campaign's effectiveness, so I don't measure success by CTR. It's ROI for me, and I increase spend gradually on ads that are working (and reduce when they stop working).



Mark Dawson
The Cleaner





Consider doing a discounted price during preorder or release week. This encourages people to impulse buy and helps boost your rank and your visibility. It's a good way to find readers when you're a new author or have a new series.



Elizabeth Briggs
Future Shock

“
Try something out-of-the-box. Thousands of authors are out there doing the exact same thing, and to stand out in today's climate you have to do something completely unique.



Michelle Kryz
Dead Girls Society

“

Having a marketing plan is great... but it shouldn't look that way unless you're a non-fiction author with the *Key Steps to [some kind of] Success!* Be cool, non-desperate, and show your personality.



Michael Siemsen
The Dig



Marketing is all about authenticity. I always try my best to make my marketing efforts — whether it be a YouTube video, an Instagram post, or a tweet — as natural and honest as I can. Readers want to connect with authors! Authenticity is the key.



Lindsay Cummings
The Murder Complex

“

Because the lead time for a BookBub Featured Deal is not long, it's important to begin building momentum before and during the key sales week. This can help your book rise in the retailer rankings and bring you to the attention of as many readers as possible.



Kelly McClymer
The Fairy Tale Bride



“

There's no magic bullet for obtaining book reviews. Writing a useful review takes both time and effort — but it's something your personal network may be willing to help with. Whenever someone tells you they've read your book, gently remind them that you'd really appreciate a review.



Dan Koboldt
The Rogue Retrieval



“Authors should make marketing as individualized and personal as possible, and should take the time to explore which approaches feel the most natural for them. I tend to focus my energy on communication with existing readers, which may help facilitate word-of-mouth excitement.”



Becky Albertalli

Simon vs. the Homo Sapiens Agenda

“

For nonfiction, I generally get a preorder up at least a month in advance. I schedule podcast interviews, related blog posts, and advertising to raise awareness. The goal is to get the book high enough in rankings that it is visible for the duration of the preorder. This gives it a self-sustaining momentum that can really help with your launch.



Chris Fox
Destroyer



Attending a fan con connects you with people who you know are passionate about a subject — so much so, that they've decided to spend the time and money to be with other like-minded people. These are the people that you know can be swept up into worlds.



Kamilla Benko

The Unicorn Quest: The Whisper in the Stone

“

Write the kind of books you would want to read. I think it all starts there. Don't chase trends.



Blake Crouch
Pines



“

I'm always one of the first to advocate for making a first-in-series book free. Permafrees series starters are what have kept my book sales chugging along. And when I score a BookBub Featured Deal... the sales of the two following books in each series always pay for the deal and net me a tidy profit.



Glynnis Campbell
Native Gold

Series novels not only give you the opportunity to develop your characters over time, but they also let you reach new readers who still haven't discovered your books yet. Hook readers on one book, and chances are they'll be begging for more.



Cheryl Bradshaw
Bed of Bones

“Settling on the right promotional copy depends on your specific audience, and testing that copy will help you find the variation that delivers the best results.”



M.J. Rose
Tiffany Blues



**EARTH
ALONE**
BOOK ONE IN THE EARTHRISE SERIES

**EARTH
LOST**
BOOK TWO IN THE EARTHRISE SERIES

**EARTH
RISING**
BOOK THREE IN THE EARTHRISE SERIES

**EARTH
FIRE**
BOOK FOUR IN THE EARTHRISE SERIES



You want a consistent look across all your series' covers — that means similar artwork, ideally the same typography, and an overall branded look. Readers should recognize at a glance that all the books belong to the same series.



Daniel Arenson
Earth Alone

**EARTH
SHADOWS**
BOOK FIVE IN THE EARTHRISE SERIES

**EARTH
VALOR**
BOOK SIX IN THE EARTHRISE SERIES

**EARTH
REBORN**
BOOK SEVEN IN THE EARTHRISE SERIES

**EARTH
CONQUEROR**
BOOK EIGHT IN THE EARTHRISE SERIES

“

I do 2-3 month preorders on all retailers. I have experimented with shorter preorders on Amazon and end up selling thousands fewer overall than I do with the longer preorder.



Marie Force
Maid for Love



“

My goal is always increased sales and building my base of readers. Lately I've included more advertisements as back matter in my indie-published backlist — each tailored to the e-retailer — to help turn readers into loyal fans.



Gregg Olsen
Just Try to Stop Me

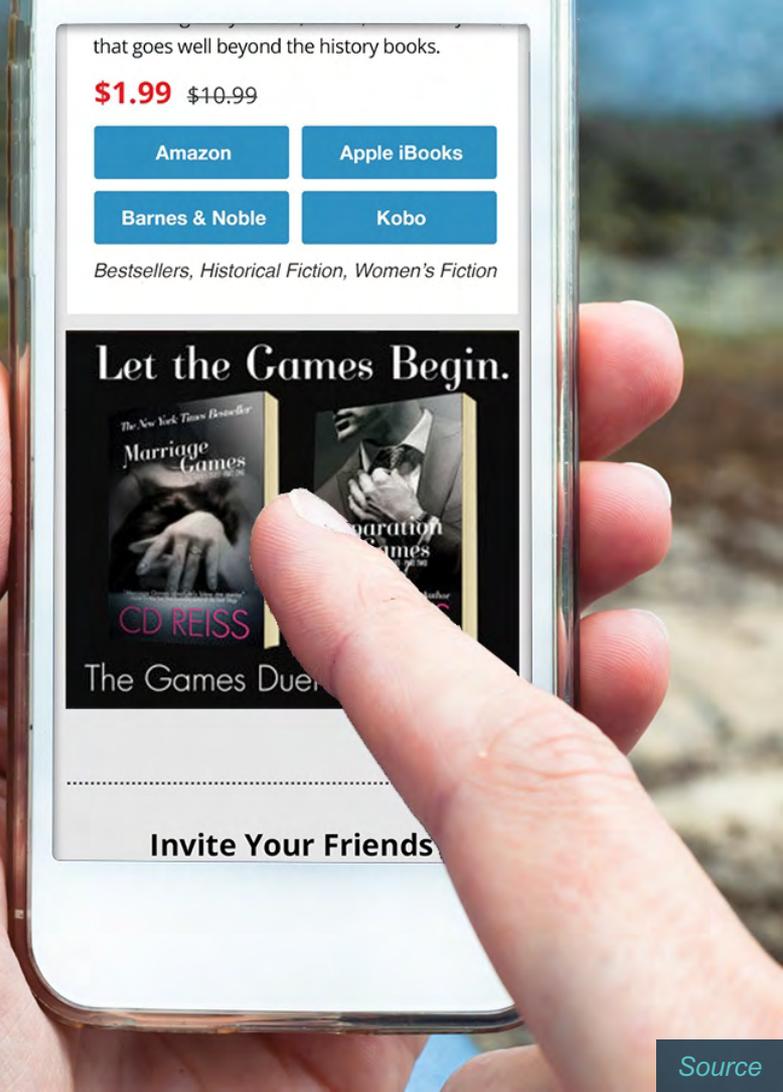
the end.

“

I know there are benefits to sending people to your website, but I've had much better success with BookBub Ads sending people right to the retailer... That's what BookBub subscribers are used to.



CD Reiss
Marriage Games



“

If launching a new series, it's a great idea to have the second book up for preorder at the same time as launching the first book to maximize visibility and sell-through.



Pippa DaCosta
Beyond the Veil



You are a business. A single-soul startup. Recognize that reality and resolve to master all aspects of your trade — beginning with great writing and continuing with compelling marketing. Study the masters, respect the readers, ignore the salesmen. Read daily. Adapt constantly. Build for tomorrow. Successful authors own it all, every day.



Tim Tigner
Falling Stars



“

I use a Facebook group to manage my street team... It helps me sell books because it increases the engagement between me and my street team, and they, in turn, help spread awareness through word of mouth and reviews.



S. Usher Evans
The Island

“

It's easy to take a chance on a free ebook, and when a free book resonates with a reader, they seem very inclined to review it!



Melissa F. Miller
Irreparable Harm

“

I don't "incentivize" people to write reviews; I simply ask by explaining how helpful it is for not only the author, but for other potential readers. I put a request on social media, in my newsletter, and in the back matter of my books suggesting that the reader leave a short review.



Colleen Gleason
The Rest Falls Away

BOOK REVIEW



Sometimes (marketing) efforts go unnoticed — an email ends up in a promotions folder instead of the inbox, or Facebook simply doesn't show a post to all of the people who like the page. BookBub's New Release Alerts give readers another chance to learn about a new release they may have missed.



Megg Jensen
Hidden



“

Every month, my newsletter consists half of articles about my books and half of articles that people who like my books would find fun to read. This keeps my newsletter interesting and something people want to open, but also keeps the value for me by having my books featured.



Beth Revis
Across the Universe



“

Be at least semi-smart; don't give your money to fly-by-night websites promising to sell a million copies of your book. Give your money to large, established websites with proven track records.



Kate Moretti

Thought I Knew You



On Amazon, users can download the first ten percent of a book for free or read it onsite via the “Look Inside” feature. As an author, this gives you the opportunity to score a sale if you make the reader want to read on... Use an opening disturbance in the first paragraph.



James Scott Bell
Final Witness

“

Since preorders aren't available to read immediately, regularly reminding readers and followers about a book's upcoming launch can help increase the likelihood of a sale.



Therese Walsh
The Moon Sisters



“

You have a better chance at acceptance for paid ads anywhere if you have a great cover, a snappy blurb, and are building positive reviews. Don't forget to make your sales page on your vendor sites appealing to buyers.



Lee Strauss
Gingerbread Man

“

My Facebook group is first and foremost a place for me to interact with my readers on a more personal level. I host giveaways for those who review my books on retail sites, and am able to share more about the books to entice my readers to buy them.



Megan Erickson

Trust the Focus

“ My (launch) strategy is to discount a previous book in the series on release day and try to get a BookBub Featured Deal to run on that day or soon after. I also book a number of ads on other promo sites for both the new release and the discounted book to keep the momentum going.



Julianne MacLean
The Color of the Season

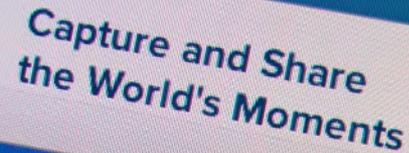


“

Don't focus on the sales, instead spend the time focusing on your readers and building personable relationships with them. When you take the time to focus on your readers, the sales will follow.



Steena Holmes
Finding Emma



Capture and Share
the World's Moments



facebook



Pinterest



LinkedIn



Welcome to Facebook – Log In, Sign Up or Learn More



“
Use social media in the way you feel most comfortable. If self-promotion isn't your thing, no need to force it.



Jeff Zentner
The Serpent King



A good website goes a long way! Make sure your website is visually appealing, easy to navigate, and contemporary-looking. With platforms like Squarespace, it's easier than ever to maintain a site. Include a bio, a summary of your book with buy links, and lots of visuals (book cover, author photo, etc.). Add in fun touches like a blog, FAQs, and a contact page so readers can get in touch.



Aimee Friedman
Two Summers

“

On social media, I ask for BookBub follows... I generally give it context with an event: 'I have a free book out! Read about it on BookBub and while you're on my page, follow me for more news!'



Christina Dodd
Just the Way You Are



“

Too many authors hit fellow users with requests as soon as they follow each other; 'buy my book' being the biggest turn-off. Twitter is primarily a business machine... but a little decorum doesn't go amiss.



Rik Stone

Birth of an Assassin



“

Just as quickly as you were followed, you will be unfollowed if your content doesn't provide some value. That value can be humor, interesting articles, teasers and tidbits about your books, or simply a vehicle to get to know you.



Stormy Smith
Bound by Duty



“

You don't have to please everyone to do well as an author these days; you just have to please a core group of readers who will go on to become true fans. If you can do that, you can make a full-time job of this eventually.



Lindsay Buroker
Balanced on the Blade's Edge

“

Make sure your back pages are optimized so if the reader likes the book and is ready to buy #2 in the series, he can easily click or tap a link. Include a synopsis to #2, and an image of the jacket (linkable). You might even want to include the first chapter of #2.



Noah Lukeman
A Dash of Style



“ If you are accepted for a promotional advert on BookBub or other sites... continue the wave of promotion by booking other slots. If you have a nonfiction book, you could consider guest posting on related blogs or getting some podcast interviews... Fiction authors could consider coordinating promotions with other authors in the same niche.



Joanna Penn
How to Market a Book

“

I always try to create a sense of urgency in my ads and posts, via tone and phrasing. I think for marketing to be successful for preorders it has to feel urgent.



Kerry Lonsdale
Everything We Keep



“

My best marketing advice, especially to a debut author, is to do the promotion you like to do. Your time is valuable, and writing is your job, not marketing or promotion. Don't let promotion of one book chew up all of your writing time for the next book.



Katherine Locke

The Girl with the Red Balloon



Pin a tweet to the top of your page, a tweet that you'd love to have other people RT for you. And even if they don't retweet it, they'll see it first if they check out your profile.



Claire Cook
Must Love Dogs

“

Using Twitter is great for getting the word out about your book. But if all you're doing is tweeting or posting your Amazon link again and again... nothing is going to happen.



Eric Smith

The Girl and the Grove

“

**Allot more time than
you think you will
need. For everything.
Always.**



J. Kenner
Release Me



“

The very best thing a writer can do is to keep writing, no matter what, through all the highs and the lows. Even if you're number one on the charts today, the next book is always the most important thing. And if you're still growing your career, the next book is how you're going to build your reader-base — one great book at a time.



Bella Andre
The Look of Love

Read the full post:

insights.bookbub.com/author-quotes

