

HOW TO
**PROMOTE
A BOOK
LAUNCH**

& how BookBub
can help!



What we'll cover today

- 1 What is BookBub?
- 2 8 Tips for Promoting a Book Launch
- 3 How an Author Launched a Bestseller
- 4 Questions

Which best describes you?

- ✓ Self-published author
- ✓ Trad-pubbed author
- ✓ Employee at a publisher or agency
- ✓ I don't do these awkward polls

Same tho



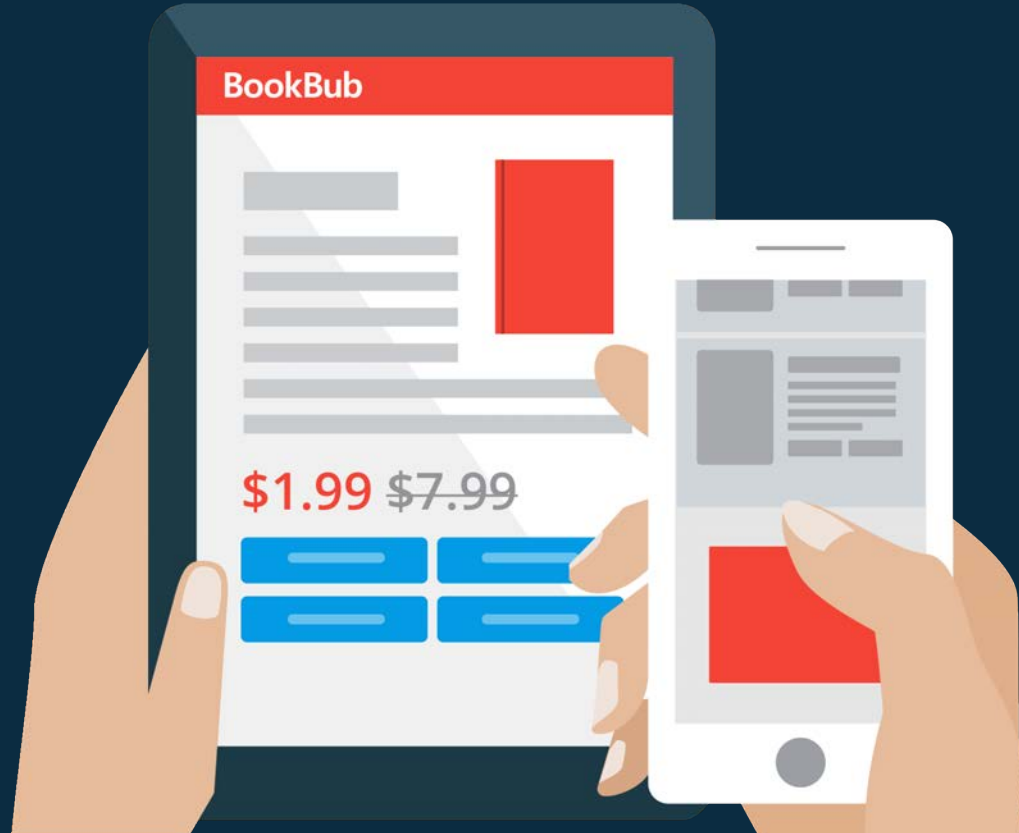
Have you used BookBub's promo tools?

- ✓ Yes
- ✓ No
- ✓ I still don't do these awkward polls



What is BookBub?

- ✓ **Book discovery service** with 15M+ members that helps readers find new books and authors
- ✓ **Marketing platform** for authors and publishers with a suite of tools that boost discoverability

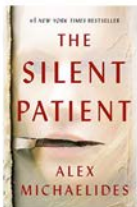


BookBub

NEW RELEASES

This week's handpicked new books

New release in **Bestsellers**



The Silent Patient

By Alex Michaelides

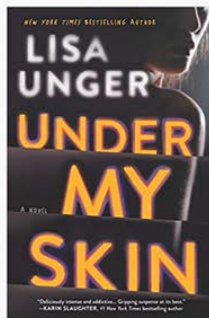
An "unforgettable" read (*Entertainment Weekly*) filled with "sophisticated storytelling" (Lee Child): Years ago, Alicia shot her husband five times — and she hasn't spoken since. Determined to understand why, therapist Theo tries to get Alicia to talk, despite dangerous consequences... "Sneaks up on you like a slash of intimidating shadow on a badly lit street" (David Baldacci).

Release Date: February 5th, 2019

[Amazon](#) [B & N](#) [Apple](#) [Google](#) [Kobo](#)

BookBub

Your Deals



Under My Skin

By Lisa Unger

A "deliciously intense and addictive thriller" (Karin Slaughter): Haunted by her husband's murder, Poppy races to put the pieces together — and begins to wonder if there's anyone she can trust... "If you haven't yet discovered Lisa Unger, what are you waiting for?" (Harlan Coben).

\$1.99 ~~\$4.99~~

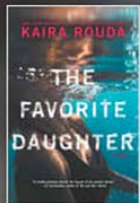
[Amazon](#)

[Barnes & Noble](#)

[Apple iBooks](#)

[Google](#)

Bestsellers



A smart wickedly plotted, addictive psychological thriller!

BUY NOW

BookBub

Preorder from Karin Slaughter

Author Alerts include new releases from your favorite authors! [Modify Preferences](#)



The Good Daughter

by Karin Slaughter

PREORDER NOW AT:

[Amazon](#)

[Barnes & Noble](#)

[Apple Books](#)

[Google](#)

[Kobo](#)

SAVE TO WISHLIST:

[Save](#)

DESCRIPTION

The Good Daughter is like Law and Order meets The Good Wife."

An exciting new novel from the international #1 bestselling author — a pellbinding blend of cold-case thriller and psychological

...are forced into the woods at gunpoint. One runs for her life. One ind... [Read More >](#)

Follow more authors like Karin Slaughter

Be the first to know when something is new with your favorite authors

8 Tips for Promoting a Book Launch

TIP #1

**Understand
your target
audience**



**“I want to reach
as many
readers as
possible!”**



YOU KNOW NOTHING JON SNOW

GAME OF THRONES

**Hook the
right readers
with the
right message
at the
right time.**



Which authors write books like yours?

BookBub Home Deals Author Updates Recommendations Blog Search

Discover Authors

Recommended For You Popular Top Recommenders

Historical Mysteries

David Morrell Author
4,293 Followers

Glenn Cooper Author
2,702 Followers

Elizabeth Haynes Author
813 Followers

Audience Targeting

[VIEW HELP & TIPS](#)

Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. [Learn more](#)

David Morrell ✕ Glenn Cooper ✕ Elizabeth Haynes ✕

Readers must match at least one author and category to be targeted.

Historical Mysteries ✕

[+ Add Authors](#) [+ Add Categories](#)



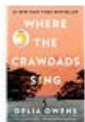
Audience: Fairly Broad

Max Daily Reach: 10k to 50k impressions

Broad targeting enables you to reach more readers, but could lead to lower engagement. If ROI is your primary goal, try including options like author and retailer targeting to narrow your audience.

Which authors write books like yours?

What other items do customers buy after viewing this item?



Where the Crawdads Sing Hardcover

> Delia Owens

★★★★★ 15,102

\$15.60 ✓ prime



Then She Was Gone: A Novel Paperback

> Lisa Jewell

★★★★★ 1,044

\$9.53 ✓ prime

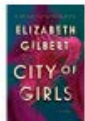


We Were the Lucky Ones: A Novel Paperback

> Georgia Hunter

★★★★★ 2,230

\$9.60 ✓ prime



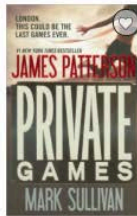
City of Girls: A Novel Hardcover

> Elizabeth Gilbert

★★★★★ 125

\$16.80 ✓ prime

Customers Who Bought This Item Also Bought



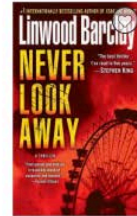
Private Games
by James Patterson
★★★★☆



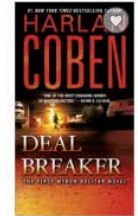
Sheltering Rain
by Jojo Moyes
★★★★☆



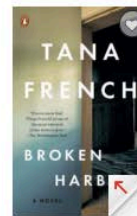
The Secret Keeper:
A Novel
by Kate Morton
★★★★☆



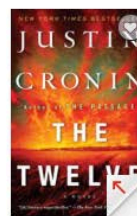
Never Look Away
by Linwood Barclay
★★★★☆



Deal Breaker (Myron
Bolitar Series #1)
by Harlan Coben
★★★★☆



Broken Harbor
(Dublin Murder Sq...
by Tana French
★★★★☆



The Twelve (Passage
Trilogy Series #2)
by Justin Cronin
★★★★☆

Where do readers spend time online?

A screenshot of a Facebook post by Karin Slaughter. The post is from yesterday at 8:55 AM and says: "Just a few more days until CLEANING THE GOLD comes out! Lee Child I'm so excited for everyone to see what we did with Jack and Will! ON SALE DATES... See More". The post includes a video of Karin Slaughter sitting in a living room. The post has 533 likes, 85 comments, and 12 shares. Comments include: "Karon Sinning Love both of your stories!" and "Tracy Tomkinson Hahaha! You kill me, Danger Mouse!".

A screenshot of an Instagram profile for "writerkmc". The profile has 466 posts, 7,832 followers, and 229 following. The bio reads: "Karen M. McManus International + NYT bestselling author of ONE OF US IS LYING and TWO CAN KEEP A SECRET. Up next: the OOUU sequel in 2020! I rarely check DMs. bit.ly/2QyZCM0". Below the bio are several circular icons representing book covers or promotional images. The main content area shows a grid of photos, including a book signing event and a group photo.

Where do they find books like yours?

BookBub Category Subscribers

Crime fiction 3,840,000+

Thrillers 3,360,000+

Historical mysteries 2,830,000+

Cozy mysteries 2,780,000+

Psychological thrillers 2,720,000+

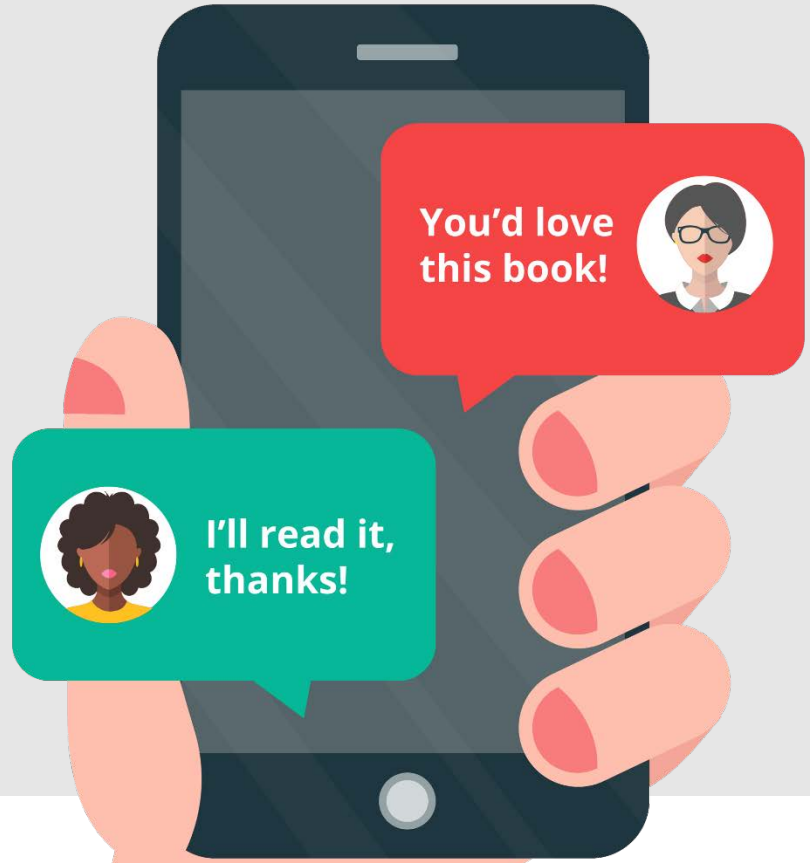
Romantic suspense 1,660,000+

The screenshot shows a webpage from BookRiot.com. At the top, the BookRiot logo is on the left, and the text 'The Best Psychological Thrillers to Add to Your TBR in 2019' is in the center, with a 'SHOP' button on the right. Below the logo is a navigation bar with categories: ADULT BOOKS, CHILDREN'S, COMICS, MYSTERY/THRILLER, NONFICTION, ROMANCE, SCI-FI/FANTASY, and YOUNG ADULT. Underneath is another navigation bar with 'LISTEN | SHOP | INSIDERS'. The main content area features the article title 'THE BEST PSYCHOLOGICAL THRILLERS TO ADD TO YOUR TBR IN 2019' by Emily Martin, dated 02-08-19. The article text begins with 'I'm going to make a bold prediction for 2019: Psychological thrillers are going to continue to be popular. I know, it sounds crazy, but hear me out. There are a ton of thriller titles set to be released this year, and below are 20 of the best psychological thrillers coming out in 2019. This genre isn't going anywhere, people, so strap in and get ready to expand that ever-growing TBR list of yours with the best psychological thrillers of 2019.' To the left of the text are social media sharing icons for Facebook, Twitter, and Pinterest, followed by a 'SHARE' icon. At the bottom of the article is a large image of a hand touching a glass pane, with a yellow banner at the bottom left containing 'BOOKRIOT.COM' and the text 'THE BEST' at the bottom center.

Who are your genre influencers?

71%

of BookBub readers tell their friends about books they discover on BookBub



TIP #2

**Get blurbs
from
authors**



**“Blurbs don’t
matter!”**



Who cares about blurbs?



- ✓ In-house marketers
- ✓ In-house sales team
- ✓ Booksellers
- ✓ Librarians
- ✓ Readers (data proves it)

Blurbs matter

77%

of BookBub's readers
buy books based on
recommendations from
authors they like

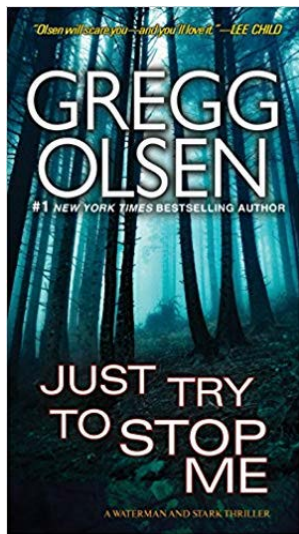
*Stephen King loved
these! So excited.*



Use blurbs in your marketing copy

23%

increase in clicks if
blurbs include quotes
from authors or
publications



Just Try To Stop Me

By Gregg Olsen

When a human foot is discovered in the woods, forensic pathologist Birdy goes after an ingenious killer. She seeks help from detective Kendall... but is she playing right into the psychopath's hands? From a *New York Times* bestselling author.

\$2.99 ~~\$7.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

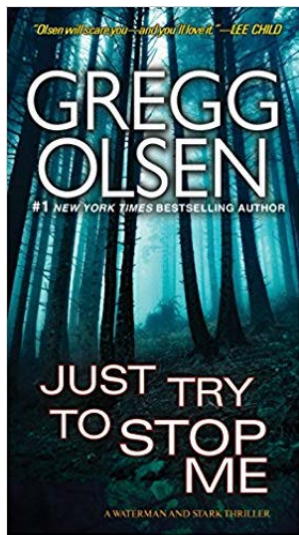
Kobo

Crime Fiction

Use blurbs in your marketing copy

23%

increase in clicks if
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publications



Just Try To Stop Me

By Gregg Olsen

“Olsen will scare you — and you’ll love it” (Lee Child). When a human foot is discovered in the woods, forensic pathologist Birdy goes after an ingenious killer. She seeks help from detective Kendall... but is she playing right into the psychopath’s hands? From a *New York Times* bestselling author.

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Amazon

Barnes & Noble

Apple iBooks

Google

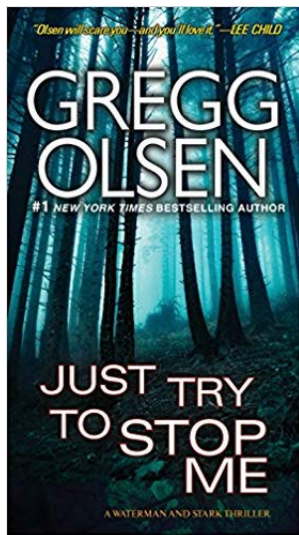
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\$2.99 ~~\$7.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

Kobo

Crime Fiction

38.9%
HIGHER CTR

Use blurbs in your marketing copy



"Olsen will scare you—and you'll love it."
—LEE CHILD

Don't miss the
New York Times
bestselling author's
terrifying new thriller
about a killer whose
dark desires know
no limit...

BUY NOW →

GREGG OLSEN
#1 NEW YORK TIMES BESTSELLING AUTHOR

JUST TRY TO STOP ME

The Waterman & Stark Thriller Series

Book cover description: The cover features a dark, moody forest scene with tall, thin trees and a misty atmosphere. The title 'JUST TRY TO STOP ME' is written in large, white, sans-serif font. Above it, the author's name 'GREGG OLSEN' is in a smaller font. A quote from Lee Child is at the top. A red 'BUY NOW' button with a white arrow is at the bottom left. The spine of the book is visible on the right, showing the series title 'The Waterman & Stark Thriller Series'.



"Wickedly clever!
Genuinely
twisted!"
—Lisa Gardner

\$1.99 NOW

GREGG OLSEN
#1 NEW YORK TIMES BESTSELLING AUTHOR

A WICKED SNOW

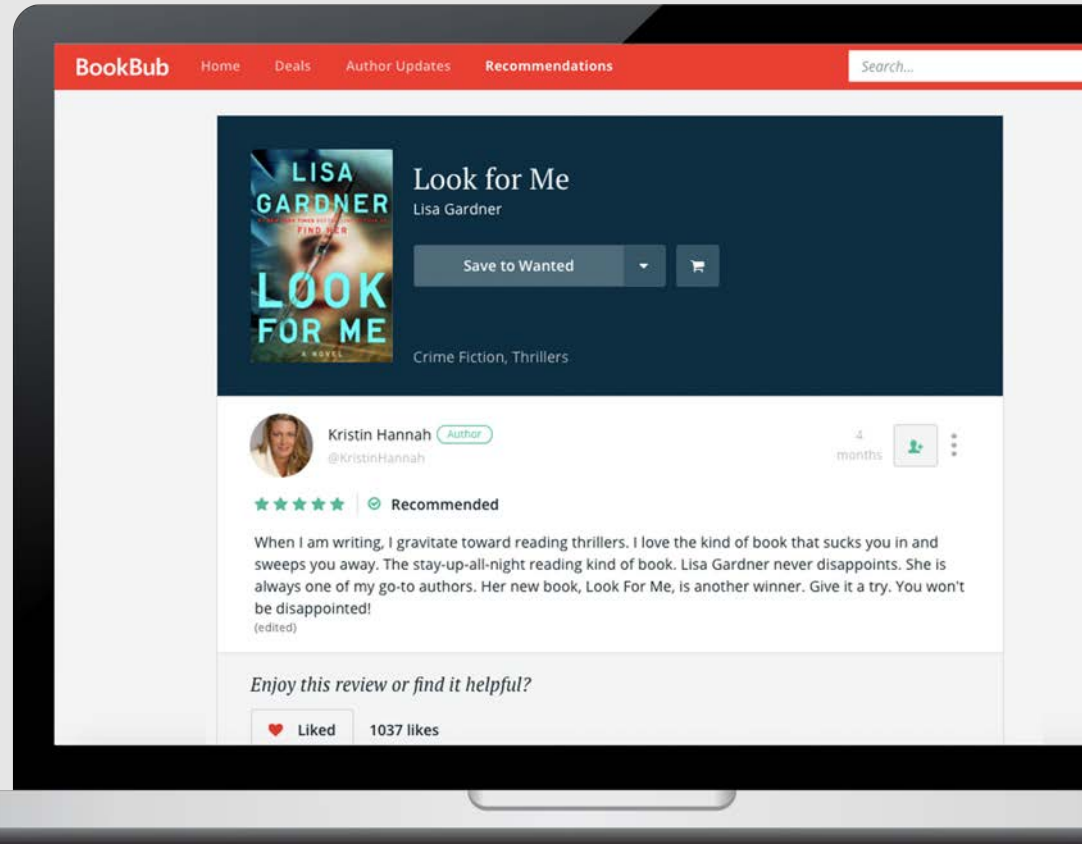
Book cover description: The cover features a snowy, winter scene with a person walking in the distance. A large red maple leaf is prominent in the upper right. The title 'A WICKED SNOW' is written in large, red, sans-serif font. Above it, the author's name 'GREGG OLSEN' is in a smaller font. A quote from Lisa Gardner is on the right. A red '\$1.99 NOW' button is at the bottom right.

Ask authors to recommend your book

200K+
followers reached

1K+
likes

70+
preorders



TIP #3

Get existing fans to talk about the preorder



**“If I tweet the
preorder link
100 times,
people will
buy!”**



Let existing readers know about it

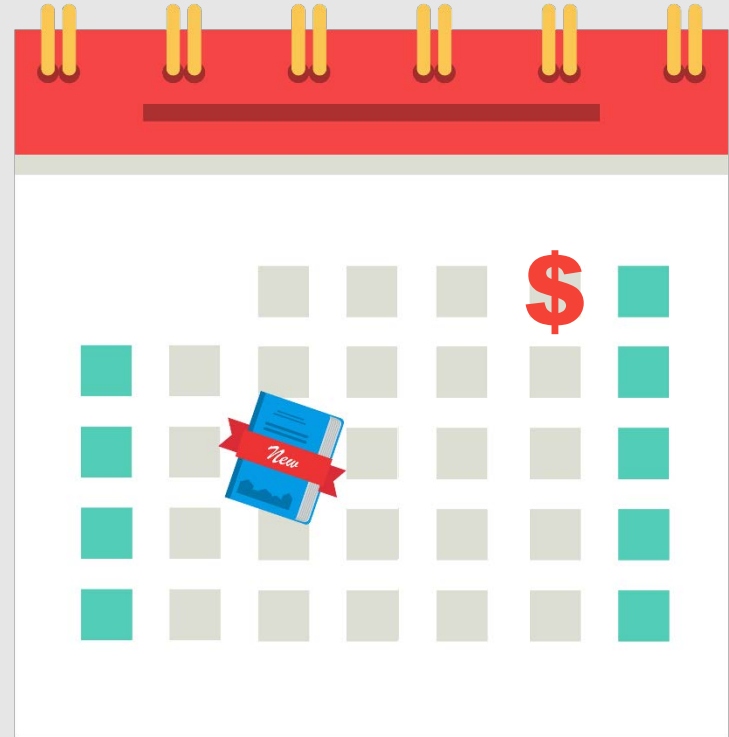


- ✓ Send a BookBub Preorder Alert (US)
- ✓ Authors with 1K+ followers eligible
- ✓ \$0.02 per follower
- ✓ Flexible scheduling

BookBub readers buy books early!

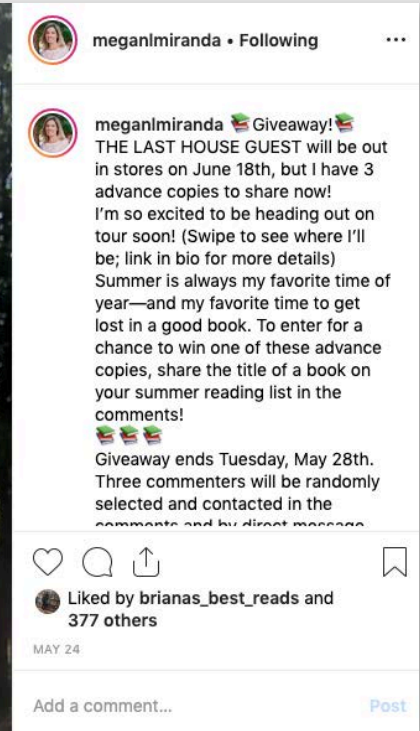
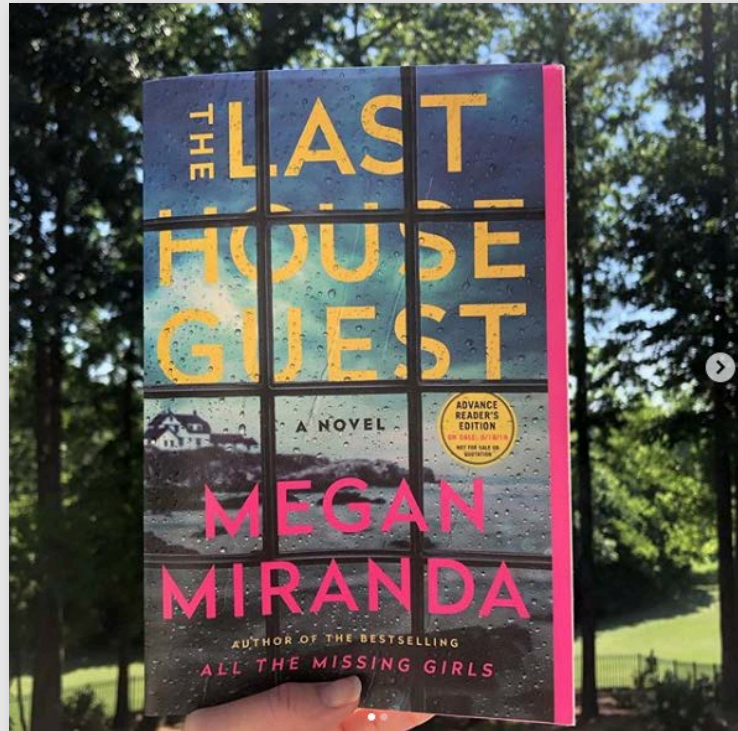
75%

have bought a book
within the preorder
period or one
month after launch



Run ARC giveaways with simple entry

- ✓ Follow you
- ✓ Tag a friend
- ✓ Comment
- ✓ Like
- ✓ Share



Offer preorder incentives

Julia Ember @jules_chronicle

Following

I only have six swag kits left! So if you do want some super cute pre-order swag, email me your receipt <3

PRE-ORDER GIVEAWAY

THE SEAFARER'S KISS

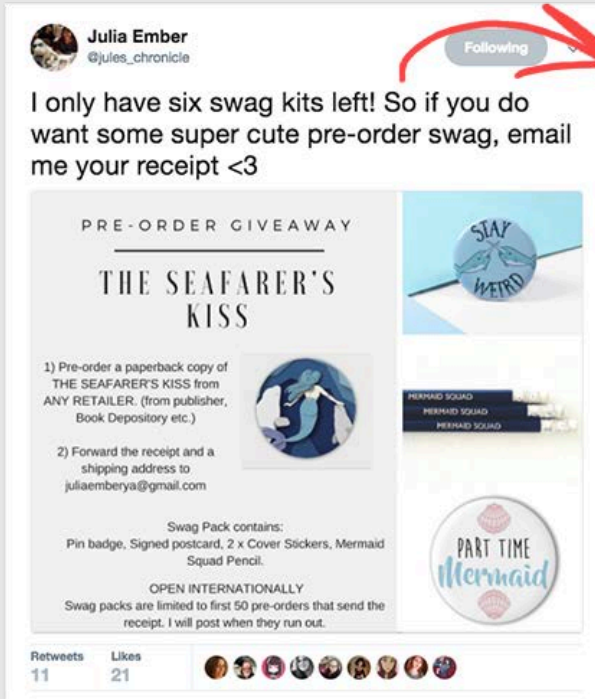
1) Pre-order a paperback copy of THE SEAFARER'S KISS from ANY RETAILER. (from publisher, Book Depository etc.)

2) Forward the receipt and a shipping address to julaemberya@gmail.com

Swag Pack contains:
Pin badge, Signed postcard, 2 x Cover Stickers, Mermaid Squad Pencil.

OPEN INTERNATIONALLY
Swag packs are limited to first 50 pre-orders that send the receipt. I will post when they run out.

Retweets 11 Likes 21



Jessica Powell @jehzavere

Follow

Pre-order swag from @jules_chronicle for THE SEAFARER'S KISS! Thank you! :D

COMING IN 2017

Forge a different fate.

Retweet 1 Likes 3



- ✓ Swag
- ✓ Artist renderings
- ✓ Sneak peek
- ✓ Free short story
- ✓ Deleted scenes

TIP #4

**Discount
an old book
to get new
readers**

The screenshot shows the BookBub app interface. At the top, there is a red header with the text "BookBub" on the left and "Your Deals" on the right. Below the header, the main content area features a book promotion for "Under My Skin" by Lisa Unger. On the left is the book cover, which includes the text "NEW YORK TIMES BESTSELLING AUTHOR", "LISA UNGER", "UNDER MY SKIN", and a quote from Karin Slaughter: "‘Deliciously intense and addictive... Gripping, gripping as it is.’ -KARIN SLAUGHTER, #1 New York Times bestselling author". To the right of the cover, the title "Under My Skin" is displayed in a large, bold font, followed by "By Lisa Unger". Below this is a promotional blurb: "A 'deliciously intense and addictive thriller' (Karin Slaughter): Haunted by her husband's murder, Poppy races to put the pieces together — and begins to wonder if there's anyone she can trust... 'If you haven't yet discovered Lisa Unger, what are you waiting for?'" (Harlan Coben). The price is shown as "\$1.99" in red, with the original price "\$4.99" in grey. Below the price are four blue buttons for purchasing options: "Amazon", "Barnes & Noble", "Apple iBooks", and "Google". Underneath the buttons, the word "Bestsellers" is written in a smaller, italicized font. At the bottom of the screen, a partial view of another book promotion is visible, showing the cover of "The Favorite Daughter" by Kaira Rouda and the text "A smart wickedly plotted, addictive psychological thriller!".

BookBub Your Deals

Under My Skin
By Lisa Unger

A “deliciously intense and addictive thriller” (Karin Slaughter): Haunted by her husband’s murder, Poppy races to put the pieces together — and begins to wonder if there’s anyone she can trust... “If you haven’t yet discovered Lisa Unger, what are you waiting for?” (Harlan Coben).

\$1.99 ~~\$4.99~~

Amazon Barnes & Noble
Apple iBooks Google

Bestsellers

KAIRA ROUDA
THE FAVORITE DAUGHTER
A smart wickedly plotted, addictive psychological thriller!

“People love discounts.”



Reach thousands of new readers...



75%

of books featured in
BookBub's top ten
categories sell over
1,000 copies

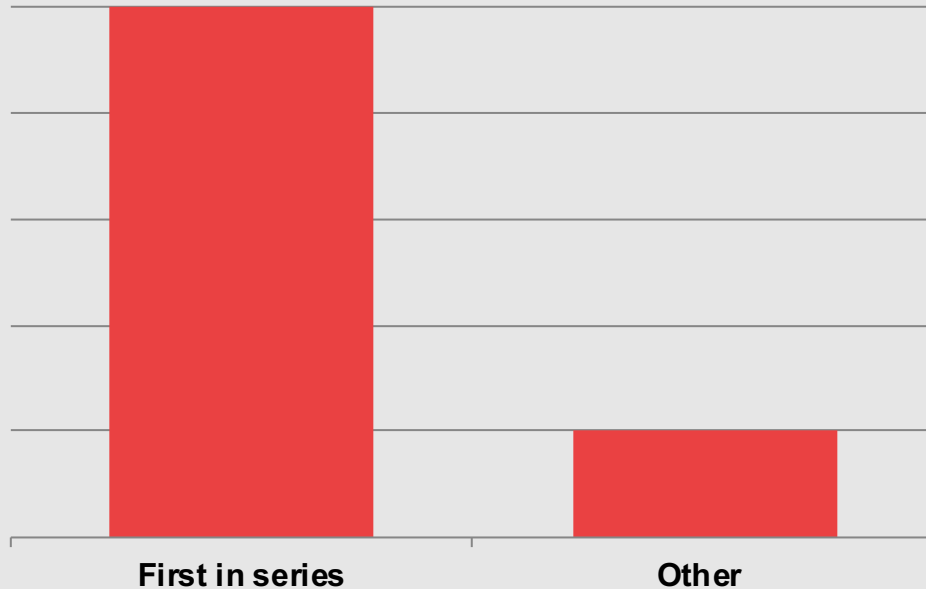
...who buy other books at full-price

90%

of authors reported an increase in full-price sales of other books after a BookBub Featured Deal



Discount a first in series book



5x

higher increase in sales of other series books when the **first book** is discounted vs. any other in the series

Choose the lowest price possible

75%+

higher response
rates at **\$0.99**
than **\$2.99**



TIP #5

**Cross-promote
the new book
in your old
books**



**“I don’t
have time to
update my old
books’ back
matter.”**



[JUDGING YOU]

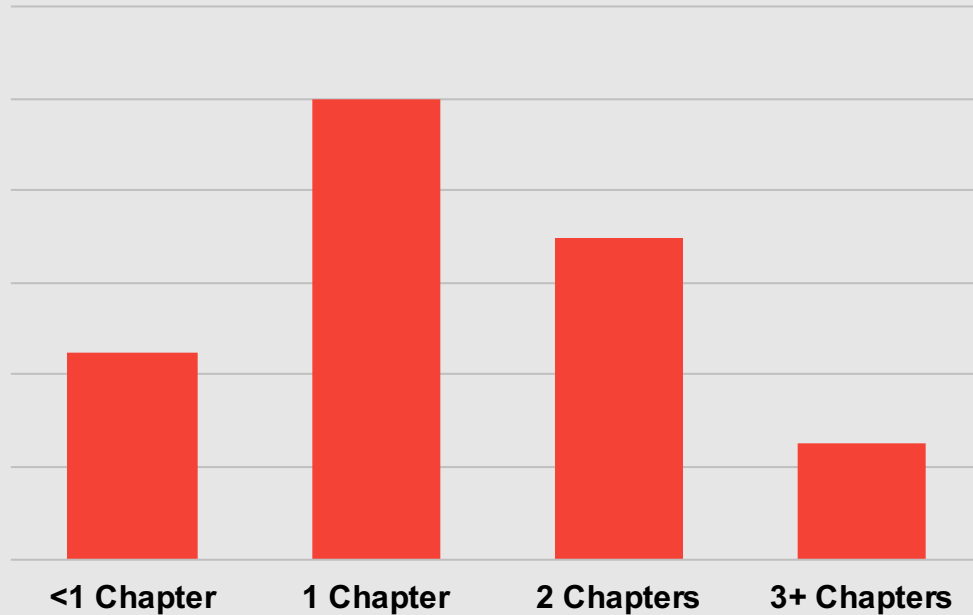
Include links in the back matter



2.2x

increase in sales of other books in the series if links are included in back matter

Include an excerpt of the new book



Authors who included a **one-chapter excerpt** in their back matter saw the highest increase in sales of the promoted book

TIP #6

**Target ad
campaigns
by author
interest**

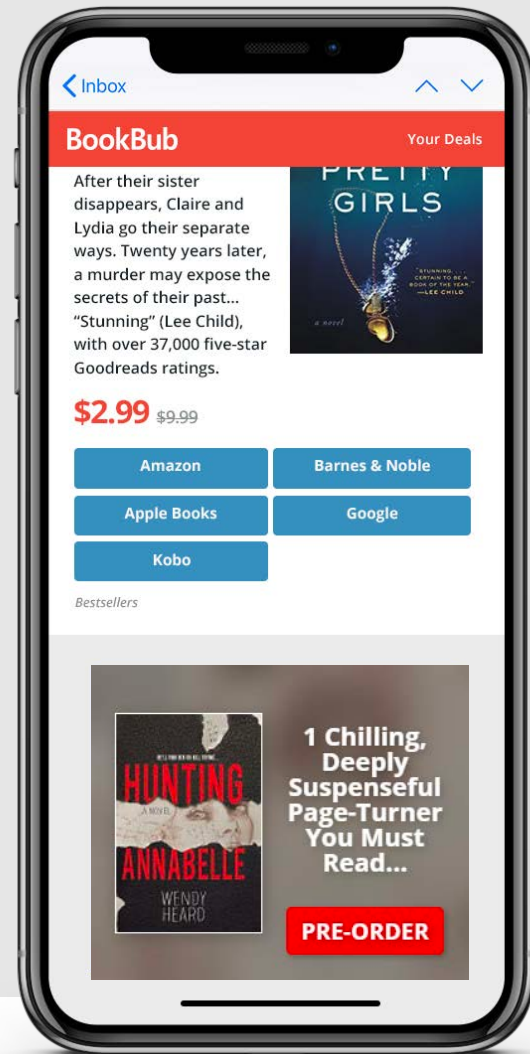


**“I want to reach
relevant readers
with my ads.”**



BookBub Ads makes targeting easy!

- ✓ Self-serve ad platform
- ✓ Promote any book, any time
- ✓ Easy to customize
- ✓ Easy to track results



With BB Ads, you can target by...

- ✓ Category interest
- ✓ Author interest

The research you did from tip #1 will help!

This link is turned off and will not be included in your ad campaign.

[+ Add Another Link](#)

Audience Targeting [VIEW HELP & TIPS](#)

Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. [Learn more](#)

You don't have any authors or categories selected for targeting.

[+ Add Authors](#) [+ Add Categories](#)

Audience: Fairly Broad
Max Daily Reach: 1 million+ impressions

Broad targeting enables you to reach more readers, but could lead to lower engagement. If ROI is your primary goal, try including options like author and retailer targeting to narrow your audience.

Schedule and Budget [VIEW HELP & TIPS](#)

Enter a schedule and budget for your ad. You'll never be charged more than the budget you set, and you can stop your ad at any time.

Author targeting = higher engagement



New Adult
Romance

0.14% CTR



New Adult
Romance

+ 8 comp authors

1.67% CTR

Target your existing readers

Get the *New York Times* bestselling mystery...
Now at a new Low Price!



Buy Now! ⇨

FROM BESTSELLING AUTHOR
Kate White

“Fun and fast-paced...
A grown-up Nancy
Drew for grown-up
girl detectives.”
—*Kirkus*



DOWNLOAD NOW! **HARPER**

Target fans of comparable author



AUTHOR OF BOLE IN SAINT THOMAS AND BLOODY PAUP
MIKE ATTEBERY

CHOCHE
CHERRY
CANYON

**Southwest
mystery
fans will
love this
desert
thriller!**

BUY NOW



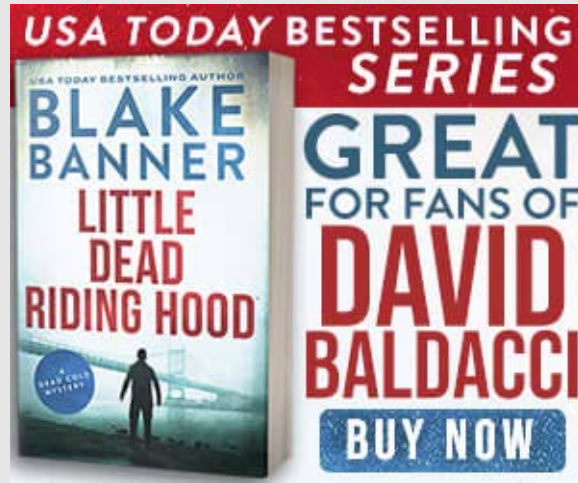
AUTHOR OF BOLE IN SAINT THOMAS AND BLOODY PAUP
MIKE ATTEBERY

CHOCHE
CHERRY
CANYON

**Tony
Hillerman
fans will
love this
Southwest
thriller!**

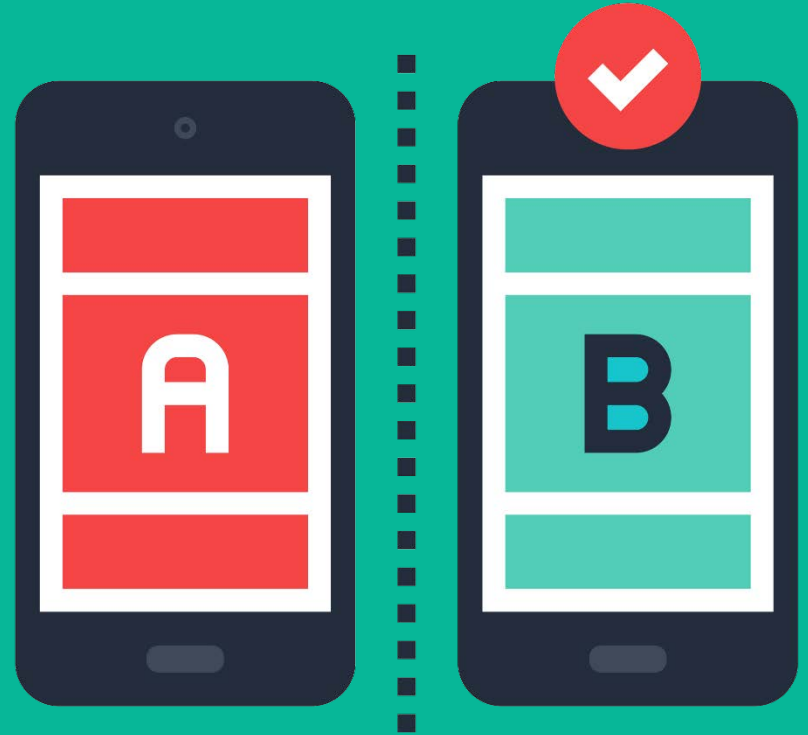
BUY NOW

Target fans of comparable author



TIP #7

Use preorder
period to
**TEST TEST
TEST**



**“I know what
ads readers
want to
click on.”**



BRB. WARGIN’.

What you can test

- ✓ Messaging
- ✓ Different blurbs
- ✓ Ad designs
- ✓ Cover designs
- ✓ Targeting



It's easy to test with BookBub Ads

BookBub | Partners

Home Ads Featured Deals Preorders Featured New Releases

Aggregate Stats Manage Ads Help & Resources

Manage Ads

+ Create New Ad

STATUS All Live Draft

STATS BY BOOK All Books

Name	Status	Impressions	Total Clicks	CTR	Actions
NFL Golden Boy_Amazon Authors_091618 Rush Me	Draft	0	0	N/A	Select Action

Export CSV

- View Details
- Edit Ad
- Archive Ad
- Copy Ad

Get results quickly

NFL Golden Boy_Amazon Authors_091618 		09/17/18 - 09/18/18	\$8.81	\$0.53	\$0.00 (Total)	\$10.00	1,135	19	1.67%
NFL Golden Boy_All Authors_091518 		09/15/18 - 09/17/18	\$8.63	\$1.25	\$0.00 (Total)	\$10.01	1,160	8	0.69%

- ✓ You can start serving ads immediately
- ✓ Get results within an hour
- ✓ Pick a winner using click-through rates (CTR)

Test and iterate



1.67% CTR



0.84% CTR



1.90% CTR

TIP #8

Stack launch week promotions





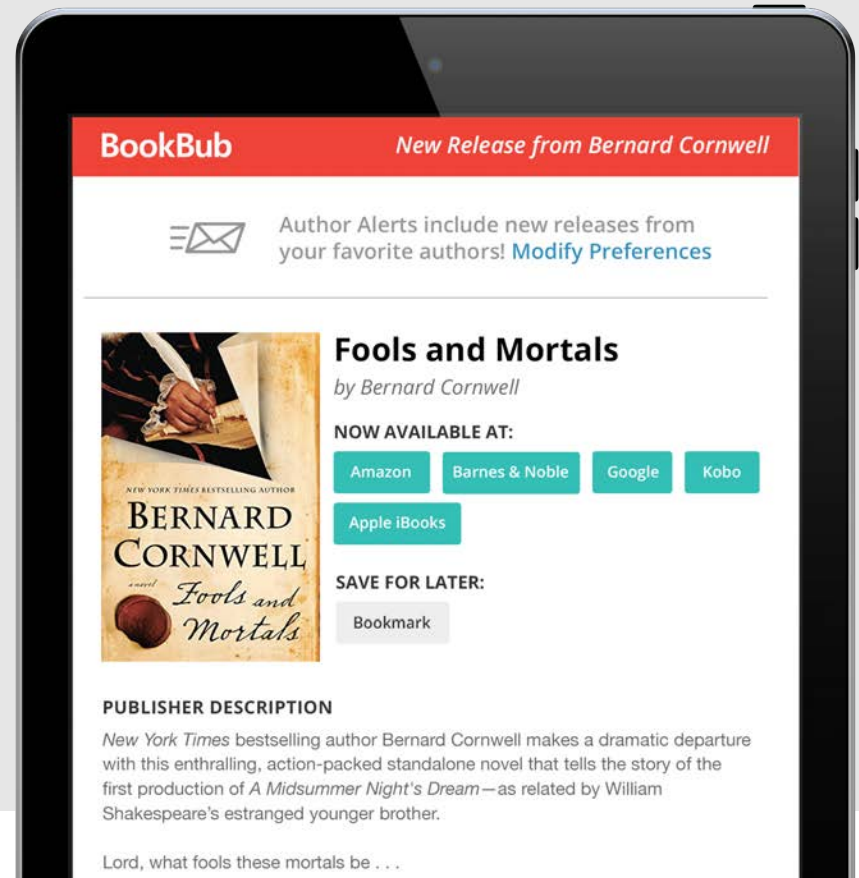
GOT

“Let’s do this thing.”

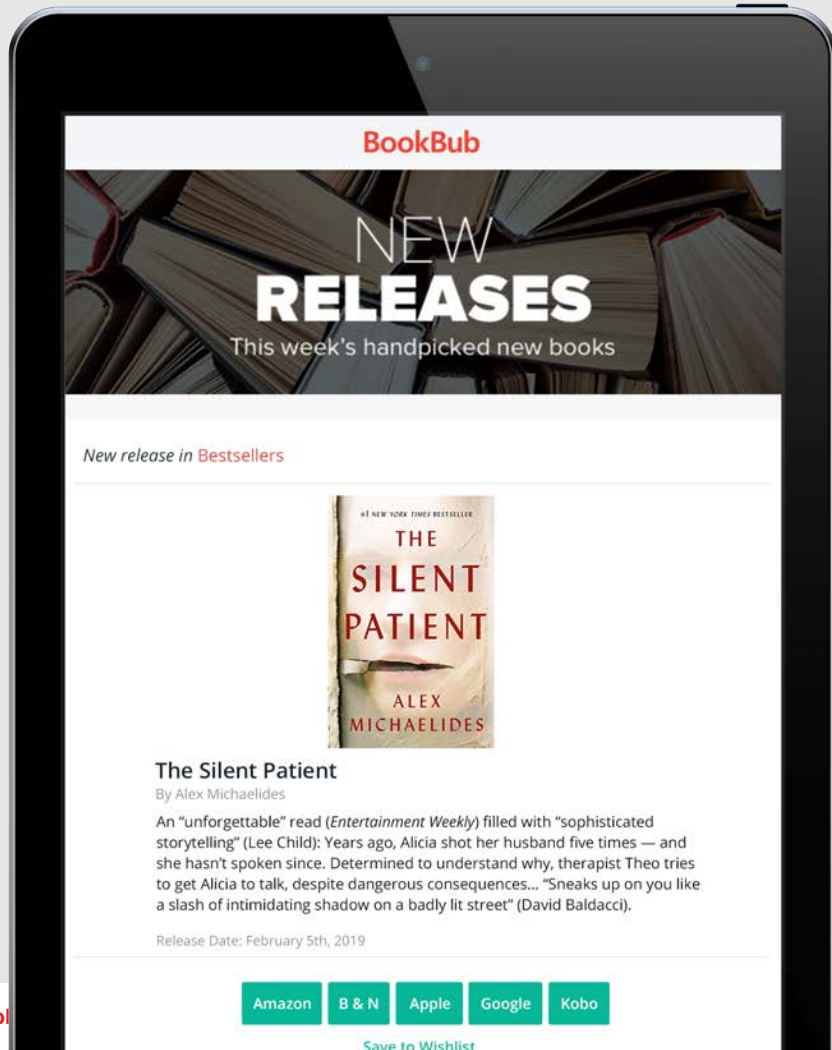
HBO

Make sure you get a New Release Alert

- ✓ Completely free
- ✓ Sent to an author's followers
- ✓ Make sure to add the book to "My Books" page prior to launch



Submit for a Featured New Release

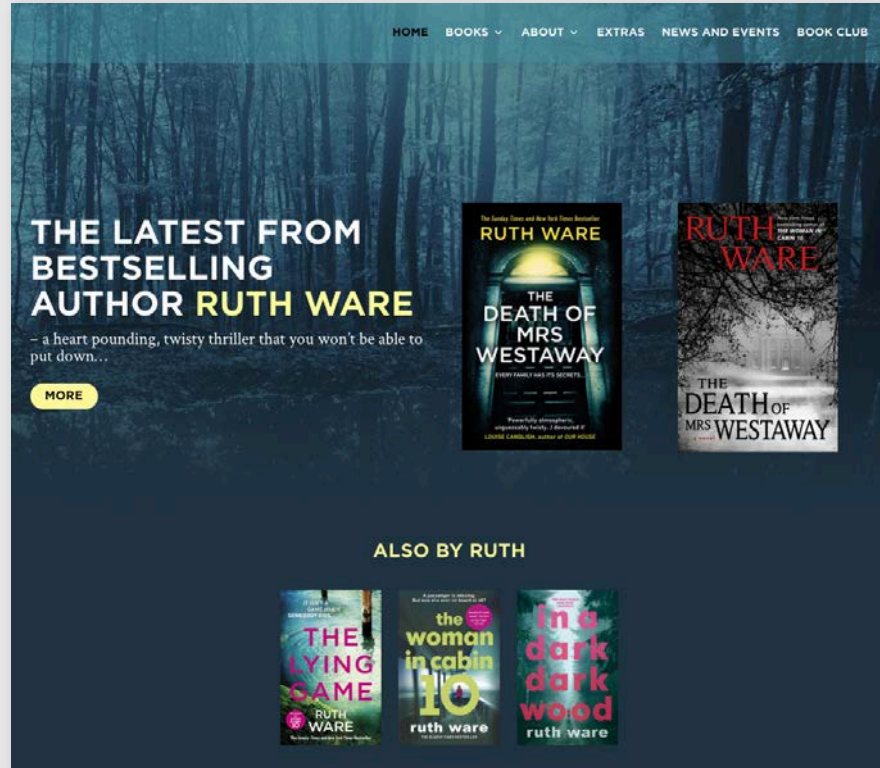


- ✓ Reach NEW BookBub readers
- ✓ Selection process similar to Featured Deals
- ✓ Increase launch sales

Update your website

Things to update:

- ✓ Homepage branding
- ✓ Books page
- ✓ Bio
- ✓ Media/press kit
- ✓ Upcoming events



Update your social media branding

The image shows a screenshot of a Twitter profile for Kellye Garrett. The profile header is a dark purple banner with the text "THE DETECTIVE BY DAY MYSTERIES" and "Actress Dayna Anderson's Deadly New Role: Private Detective". Below this, it says "Winner of the Agatha, Anthony, Lefty, and IPPY awards for best first novel." and "Learn more at KellyeGarrett.com". There are two book covers for "Hollywood Homicide" and "Hollywood Ending" by Kellye Garrett. The profile picture is a circular portrait of Kellye Garrett. The bio reads: "Award-winning mystery author (@amzn.to/2vhS3wr), @CrimeWoc cofounder, #PitchWars & @SincNational board member. (Yes, I do sleep. Pinky swear.) She/Her". It also says "Rep'd by @MichRichter1" and "Joined February 2010". The stats show 24.1K tweets, 2,018 following, 6,096 followers, 31.5K likes, and 11 lists. A pinned tweet from May 15 says: "Was so surprised to see @SJMaaas selected my funny little mystery Hollywood Ending for her @TheTodayShow summer reading pick that I missed my stop on the subway. Thank you Sarah for this (and your baby is adorable!) Entire summer reading list is here: today.com/home/best-summ-...". The tweet includes a video thumbnail of a man speaking. The right sidebar shows "Who to follow" with users like Tracy Clark, Crime Writers of Color, and Pitch Wars. It also shows "United States trends" with hashtags like #FridayFeeling, Jimmy Carter, #LetYangSpeak, #FridayThoughts, and Dalai Lama.

Things to update:

- ✓ Twitter header
- ✓ Pinned tweet
- ✓ Facebook header
- ✓ Bios

Send a newsletter to subscribers

Things authors include:

- ✓ The cover image
- ✓ Blurbs
- ✓ Retailer links
- ✓ An excerpt
- ✓ Genuine gratitude



WHAT'S NEW

The Favorite Daughter is out today!!

I'd be so honored if you'd consider reading - or listening to - my latest domestic suspense novel. *Oprah Magazine* called it a **best book** of May...and here is some more praise:

"Will hit you right in the heart" -- *Bustle*

A PopSugar Best Book of Spring!

"An exceptional psychological thriller." -- *Publishers Weekly* STARRED review

"Compulsively readable and deeply satisfying psychological suspense."
- Christina Alger, USA TODAY bestselling author of *The Banker's Wife*

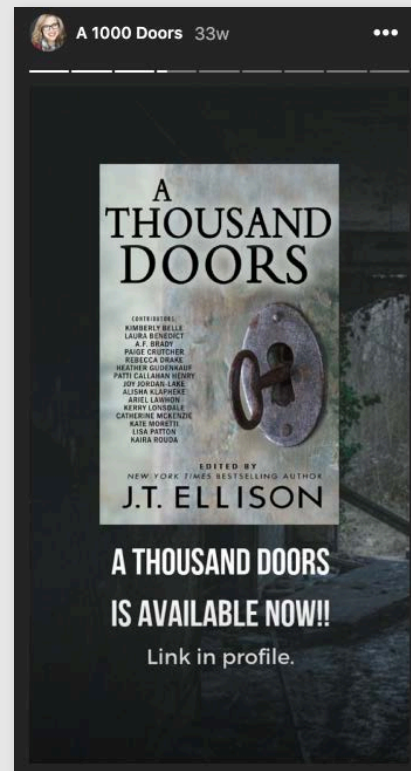
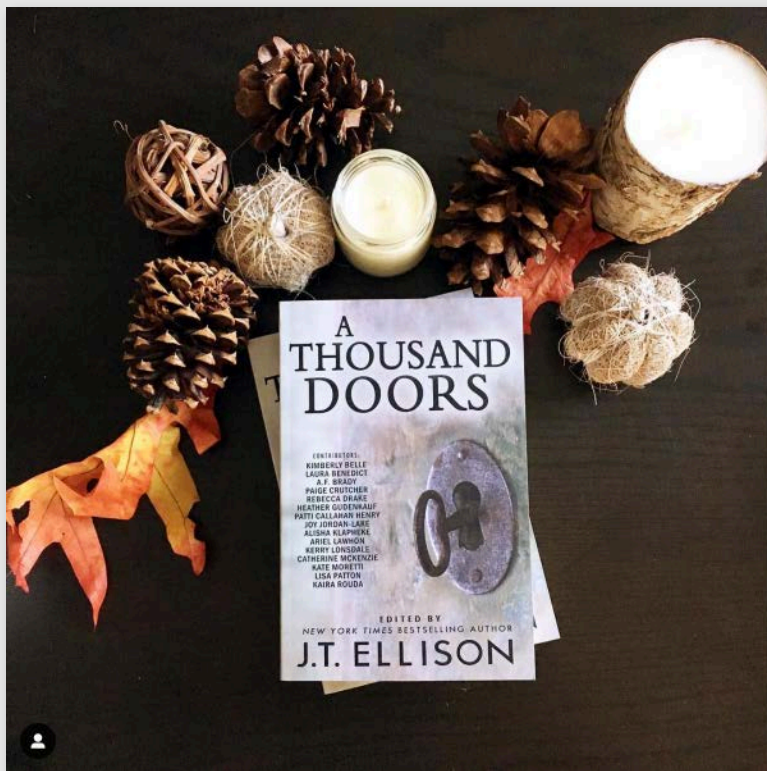
"Leaves you wanting more." -- Liv Constantine, author of the national bestseller *The Last Mrs. Parrish*

"A smart, wickedly plotted psychological thriller brimming with dark surprises" -- Heather Gudenkauf, *New York Times* bestselling author

"Intense, creepy, and classic Rouda. A chilling story, told so well. Don't miss it!" -- J. T. Ellison, *New York Times* bestselling author

←
BLURBS!

Announce the launch on social media



Run BookBub Ads campaigns



More tactics for promo stacking

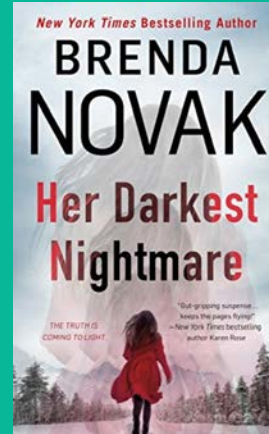
- ✓ Newsletter swaps
- ✓ Facebook Ads
- ✓ Podcast interviews
- ✓ Blog tour
- ✓ Storygram tour
- ✓ Giveaways
- ✓ Twitter posts
- ✓ Q&As / AMAs
- ✓ Launch event
- ✓ LITERALLY ANYTHING

How an Author Launched a Bestseller

**“If you’re
traditionally
published,
there’s not
much you can
do to market
your book.”**



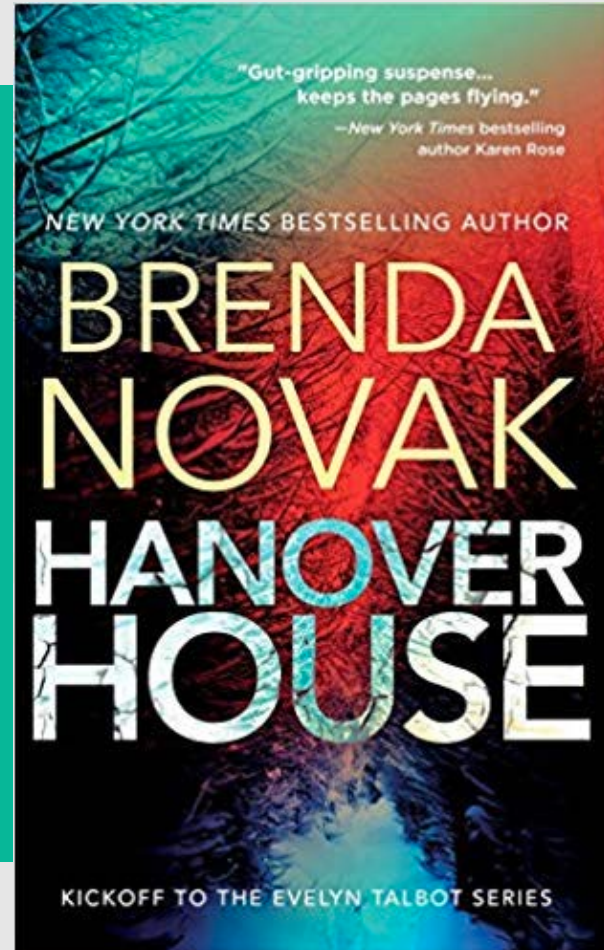
MEET BRENDA NOVAK



St. Martin's Press

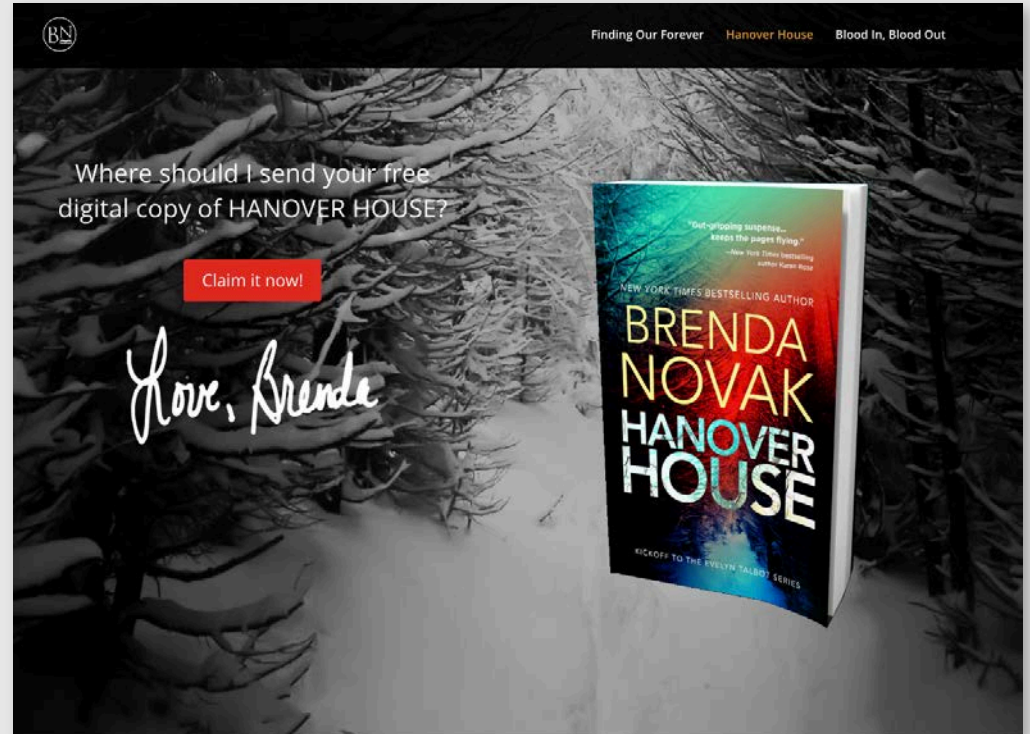
PHASE 1

**Self-
published
a prequel**

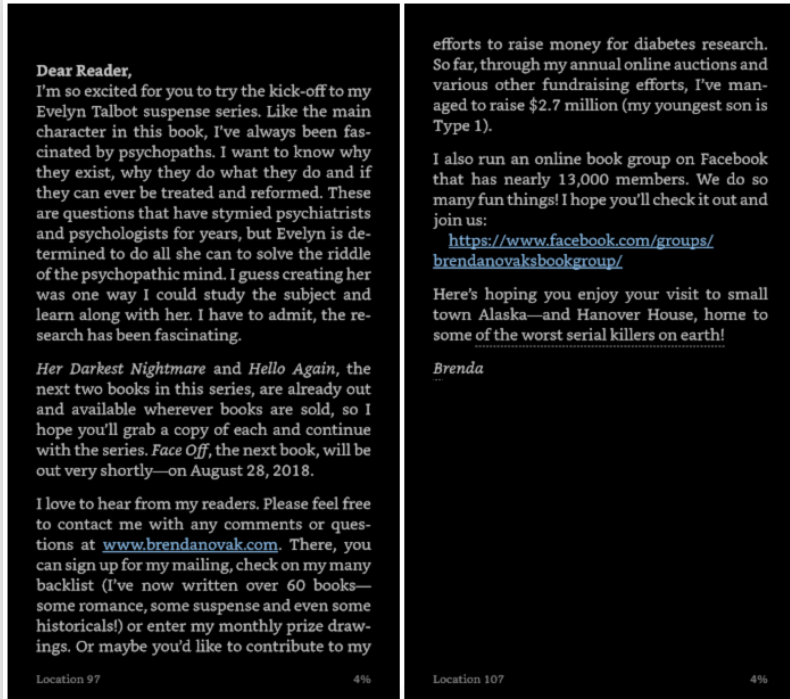


Why self-publish a prequel?

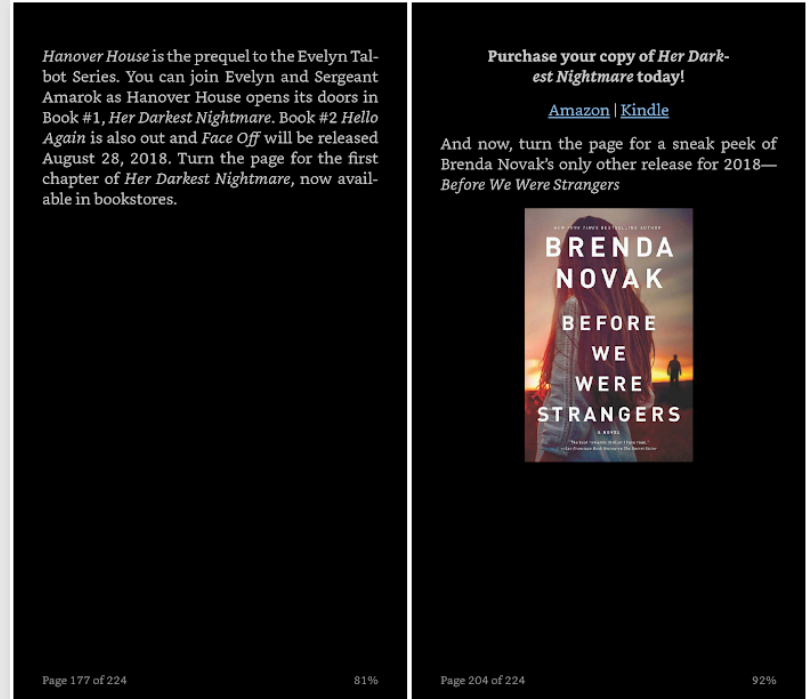
- ✓ Control pricing and discounting
- ✓ Create box set content
- ✓ Grow her mailing list
- ✓ Control cross-promo



Updated front & back matter



Front: Letter to the reader



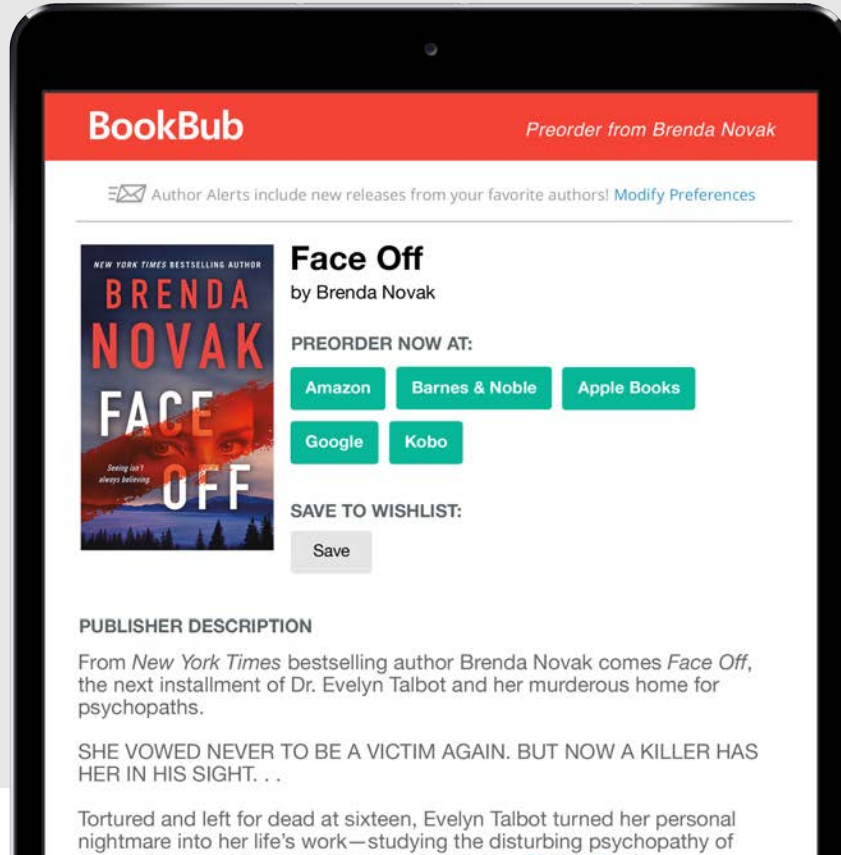
Back: Excerpt + buy links

PHASE 2

**Promoted
the
preorder**



Sent a BookBub Preorder Alert



- ✓ Sent to 13.5K US followers
- ✓ Generated 1K clicks
- ✓ Saw boost in Amazon rankings

Plugged the preorder in several newsletters



BRENDA NOVAK

NEW YORK TIMES
and USA TODAY
BESTSELLING AUTHOR

Dear Diana,

Digital sales come and go so fast, difficult to alert those who aren't following me on social media, but I wanted to attempt to get you with this one. For **four days (starting May 7)**, you can download **COLD FEET** from any digital vendor of your choice (Nook, Kobo, Amazon Kindle, iBooks, etc. at the links below) for 99¢. This is a stand-alone story about a woman whose father was accused of being a serial killer. The police could never prove it, and she was left with a him--but then she finds something that makes her even "her" doubt his innocence. Is he? Find out in **COLD FEET**! (Originally published in 2004.)

Just when you think you know so

The Seattle police suspect Madison call the "Sandpoint Strangler." Madison is dead, and all she wants is the child, a six-year-old child.

Then she discovers something in the past. Something that makes her question if someone else who's equally close to her...

When another woman turns up dead, crime writer Caleb Trovato wonders whether they're dealing with a copycat killer. Or is the real Sandpoint Strangler still alive? Caleb's sure Madison knows more than she's telling, and he's determined to find out what. But he doesn't expect to fall in love--or to lead Madison and her child into danger. . .

Don't forget to preorder the two Novak books coming out this year!



FACE OFF, the next book in the Evelyn Talbot series, in which Evelyn finally tangles with Jasper, will be released August 28th!



Also Available in Print: [Amazon](#) | [Barnes & Noble](#)

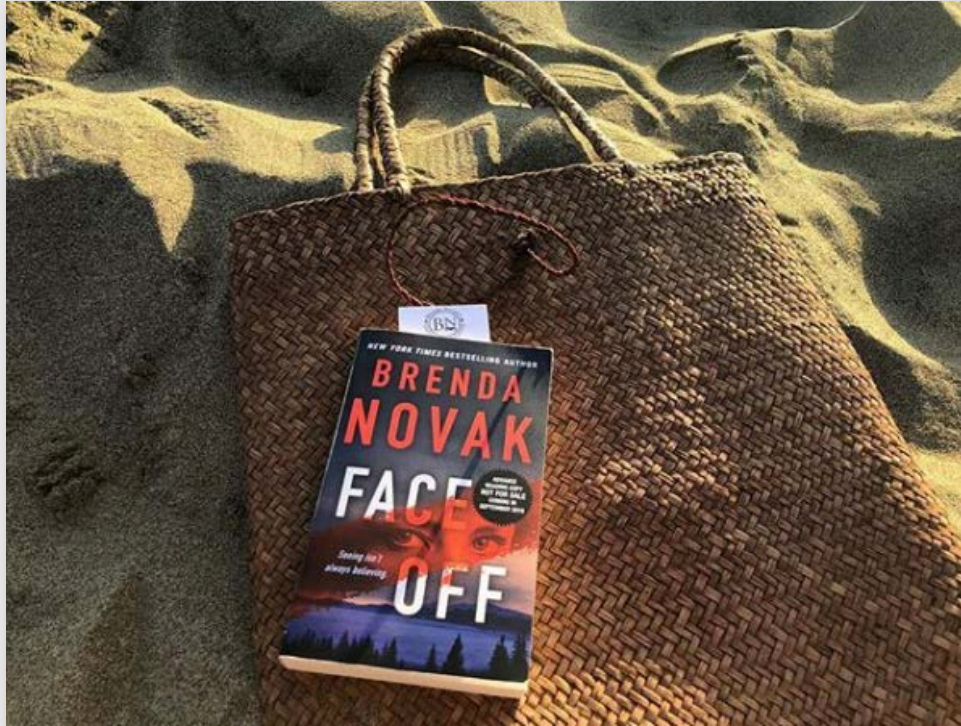
And if you preorder **BEFORE WE WERE STRANGERS**, which has been moved to a December 5th release date, you'll receive TWO autographed cover flats--one for your book and



Here are the buy links:



Built buzz via social media



authorbrendanovak • [Follow](#)



authorbrendanovak Not wanting summer to end but I'm also excited for FACE OFF's release on the 28th! This is the book where Evelyn and Jasper finally "face off." Here's what it's about:
SHE VOWED NEVER TO BE A VICTIM AGAIN

Tortured and left for dead at sixteen, Evelyn Talbot turned her personal



180 likes

AUGUST 2, 2018

Add a comment...

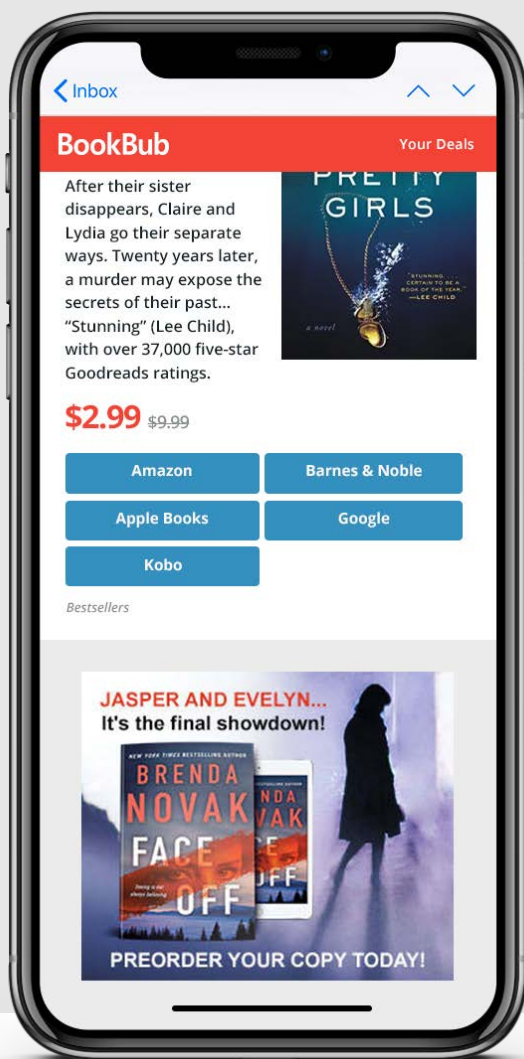
[Post](#)

Built buzz via social media



Create your own!

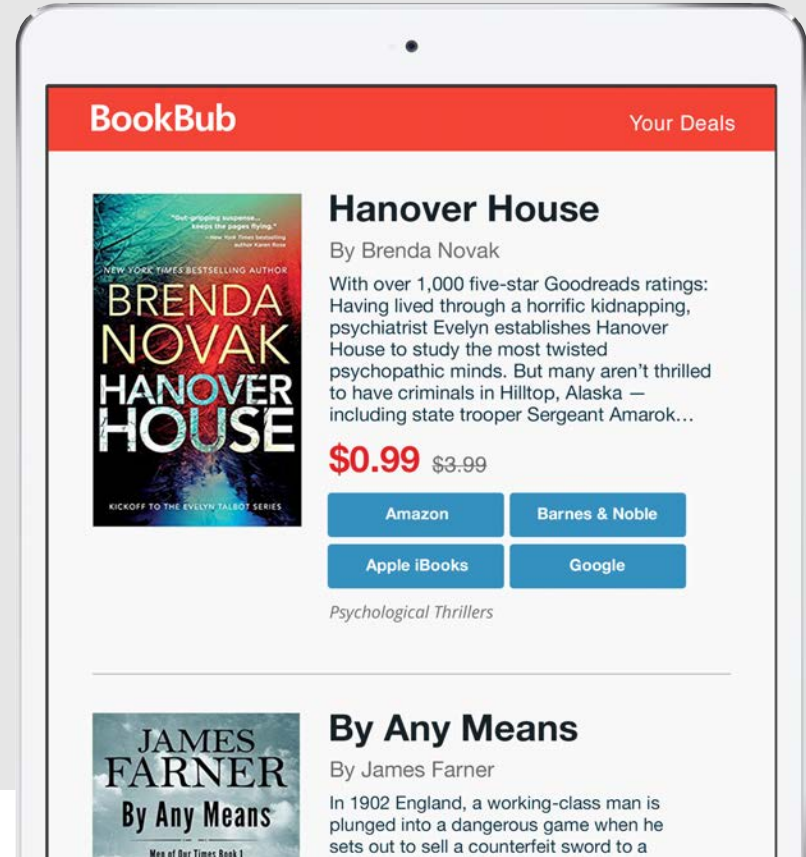
- ✓ Canva
- ✓ RelayThat
- ✓ GIMP (*free alternative to Photoshop*)



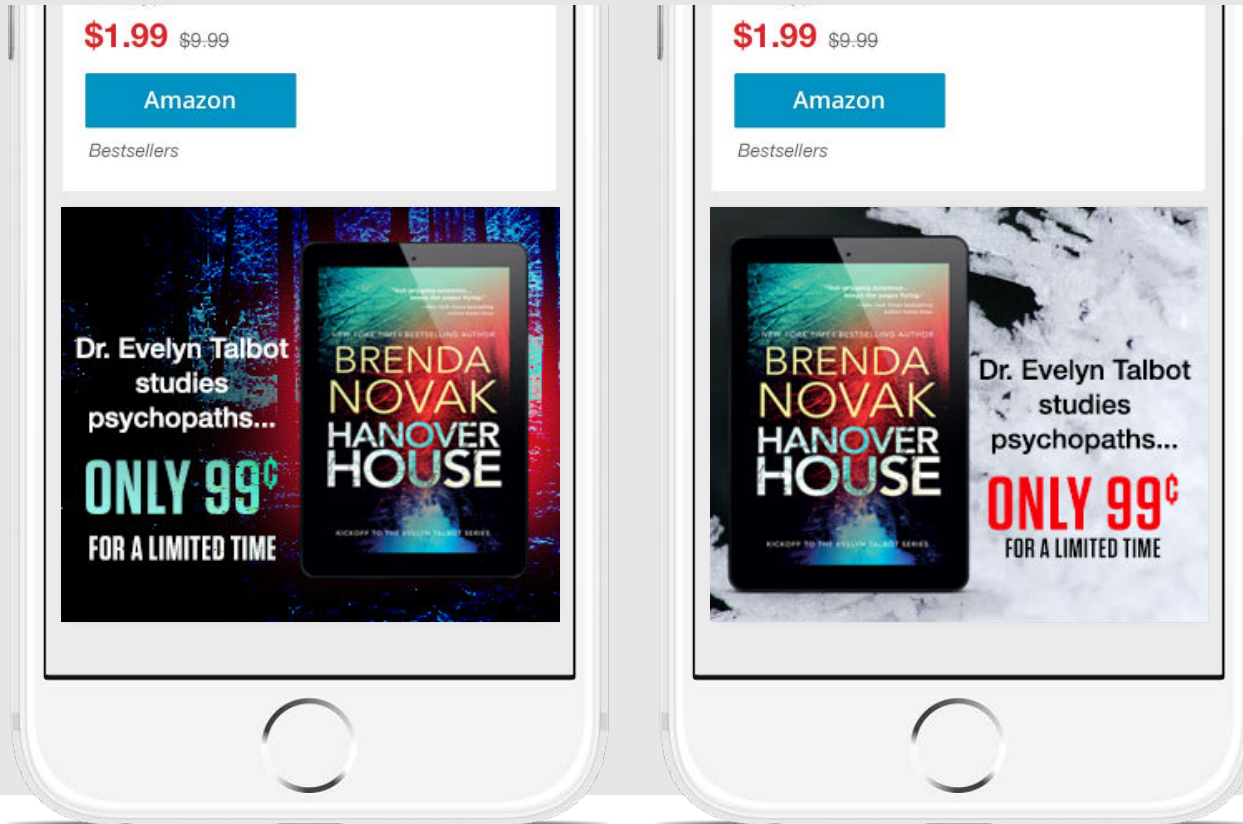
Ran a BookBub Ads campaign to drive preorder sales

Discounted self-published prequel

- ✓ Discounted to \$0.99 one month prior to launch of *Face Off*
- ✓ Ran Featured Deal
- ✓ Generated 6K clicks
- ✓ Drove 1.5K sales



Ran BookBub Ads to promote discount



Chose Facebook group's monthly pick



The image is a composite of two parts. On the left is a promotional graphic for Brenda Novak's book 'FACE OFF'. It features a woman with short blonde hair, wearing a red and white dress, standing against a brick wall and holding a copy of the book. The text on the graphic includes 'Brenda Novak's Online Book Group', 'September's Book Group Meeting', 'Thursday, September 27th', '5:00 p.m. PST / 8:00 p.m. EST', and 'FACE OFF RELEASES IN 4 DAYS!'. On the right is a screenshot of a Facebook post from the 'Author Brenda Novak > Brenda Novak's Book Group'. The post is dated August 24, 2018, and contains the following text: 'FACE OFF--my first release of the year--is September's Book Group read! We'll discuss via a live video on September 27th right here in the book group.' It also includes links for Amazon, Kindle, and Barnes & Noble. The post has 263 likes, 52 comments, and 3 shares. Two comments are visible: 'Jody Heath Can't wait!!' (1 like) and 'Rita Pacchiana Great picture'.

Brenda Novak's Online Book Group

September's Book Group Meeting

Thursday, September 27th
5:00 p.m. PST /
8:00 p.m. EST

FACE OFF RELEASES IN 4 DAYS!

Author Brenda Novak > Brenda Novak's Book Group
Like This Page · August 24, 2018 · Edited ·

FACE OFF--my first release of the year--is September's Book Group read! We'll discuss via a live video on September 27th right here in the book group.

Amazon: <http://amzn.to/2BPGU7C>
Kindle: <http://amzn.to/2DCos2U>
Barnes & Noble: <http://bit.ly/2pQTm5h>... See More

263 52 Comments 3 Shares

Like Share

View 39 more comments

Jody Heath Can't wait!!
Like · 38w 1

Rita Pacchiana Great picture

PHASE 3

Stacked launch day promotions

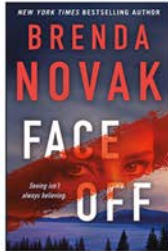


BookBub

NEW RELEASES

This week's handpicked new books

New release in **Thrillers**



Face Off

By Brenda Novak

From a *New York Times* bestselling "master of suspense" (*RT Book Reviews*): When a woman goes missing in a small Alaskan town, psychiatrist Evelyn Talbot believes the culprit is the same man who tortured her years ago — and who was never caught. "A page-turner... Chilling" (*Library Journal*). [Read More](#)

Release Date: August 28th, 2018

Amazon

B & N

Apple

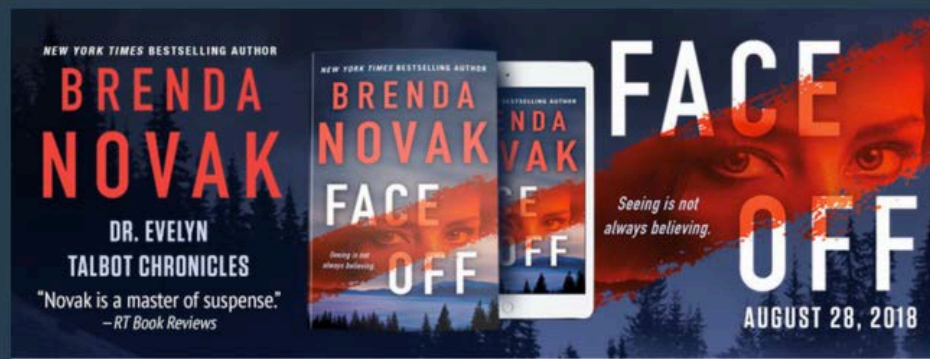
Google

Kobo

Sent a BookBub Featured New Release

- ✓ Sent to Thrillers category
- ✓ Generated 2.3K clicks
- ✓ Drove 400+ bookmarks

Sent newsletter to mailing list



Dear Diana,

It's here, it's here! After a year of waiting, [FACE OFF](#) hits bookstores TODAY! I hope you are excited to see Evelyn Talbot and Jasper "face off" in this dramatic and exciting addition to the series and will pick up a copy right away. The earlier you do it the better, because that's when it will be easiest to find in stores like Wal-Mart, Target, Sam's and Barnes and Noble (on the New Release Tower). Or you could order online at any of the following links and have it shipped to your house or delivered instantly to your e-reader:

Kindle

Audible

Amazon

Kobo

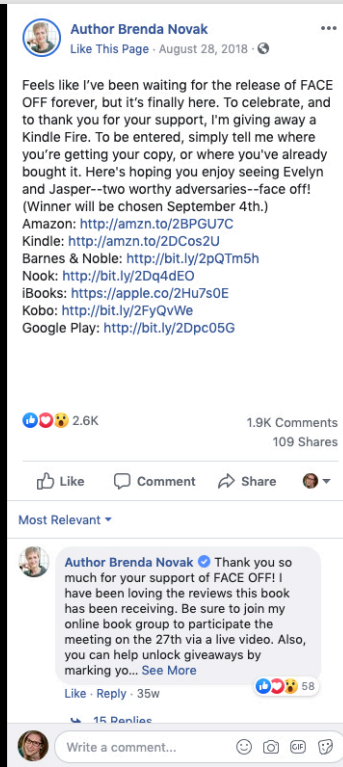
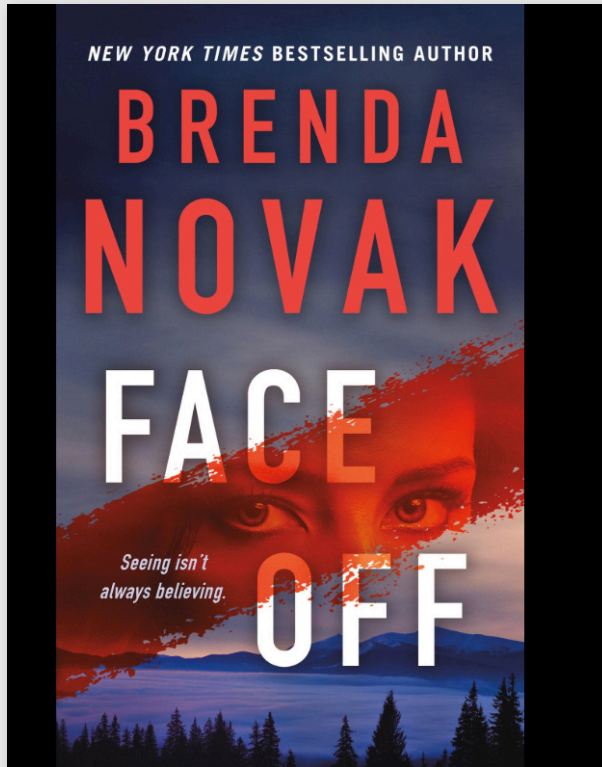
Nook

B&N

iBooks

Google

Ran a giveaway on Facebook



- ✓ Prize = Kindle Fire
- ✓ Entry method = comment where you bought *Face Off*
- ✓ Included retailer links
- ✓ Ran for one week
- ✓ Got ~2K entries

Hosted a launch party



Author Brenda Novak Follow

Like Comment Share 138 28 Comments

906 Views · about 9 months ago

Couldn't have had a more amazing release day for FACE OFF! Thank you to everyone who...

Chat (60)

← **Comments (18)**

Most Relevant ▾

- Judy Lamb Cabaniss** Top Fan wow, great group
Like · Reply · 36w
- Terry Weller Lubar** Tomorrow will get it for the nice Holiday Weekend thank you
Like · Reply · 37w
- Author Brenda Novak** I'm so glad! Thank you, Terry!
Like · Reply · 37w
- Phyllis Perryman** Top Fan So sorry to have missed you, but I got the book yesterday! Yay for me!!!
Like · Reply · 37w
- Author Brenda Novak** I would love to have met you, but I appreciate your support of the book, Phyllis! XO
Like · Reply · 37w
- Regina Duncan** Brenda Sue Novak my husband said he dreamed of author last

Write a comment...




Included *Face Off* in monthly Reader Box (subscription service)

RESULTS

Hit *USA Today* Bestseller List

USA TODAY

96



1 Weeks Listed

#96 Best Week


Face Off
by Brenda Novak

Psychiatrist Evelyn Talbot is certain the man who tried to kill her has returned; fourth in series

Genre: **General fiction** | Debuted: **September 06 2018**

[Buy Now](#)

97

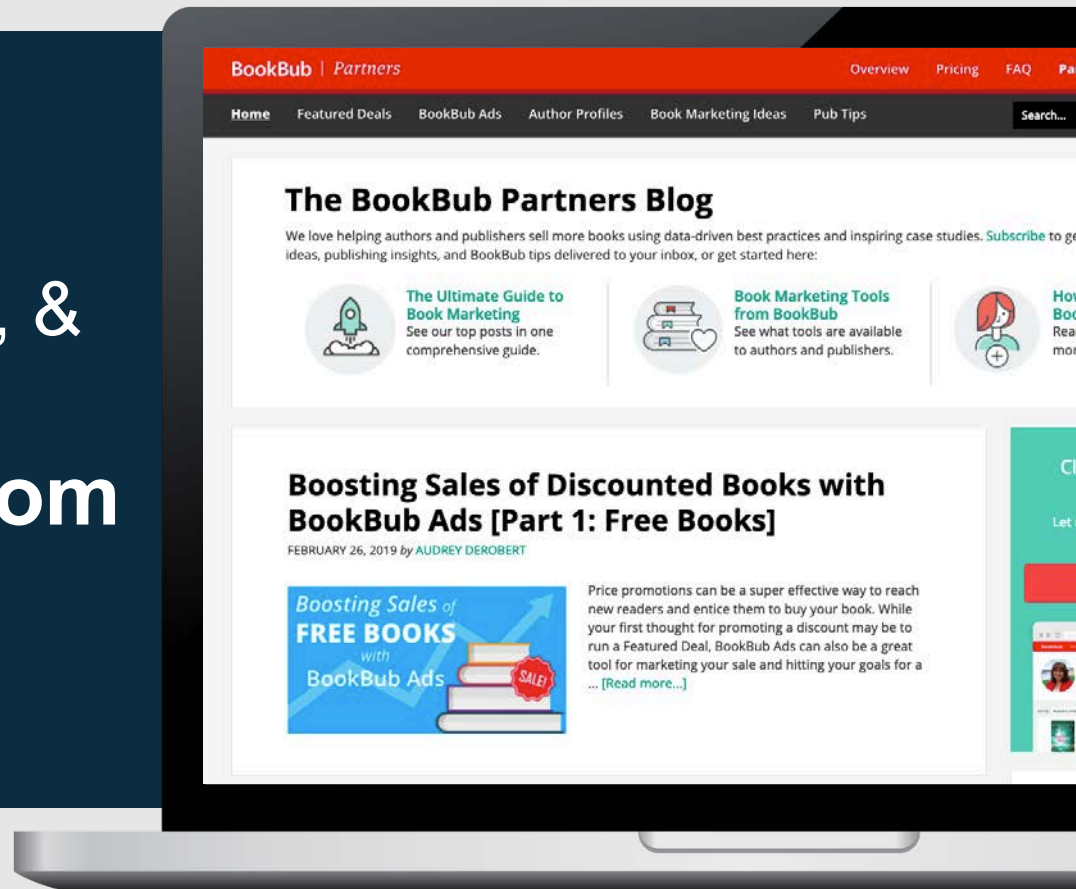


#85 Last Week

30 Weeks Listed

#1 Best Week

Find case studies, tips, &
other resources at
insights.bookbub.com



Download these slides

insights.bookbub.com/thrillerfest

partners@bookbub.com

