

# 140

# Book Marketing Ideas

*from*

**BookBub**



# How to Use This Deck

Whether you're an author, a marketer at a publishing house, a publicist, or anyone else looking to sell books, there's a wide array of book marketing tactics you can use to amplify a book's exposure and reach more readers. To spark inspiration and get those creative juices flowing, we put together 140 book marketing ideas you can try today.

Some of these ideas can help directly increase book sales, while others may help expand your platform, which can lead to future sales. Not all of these ideas will be applicable all the time, and we encourage you to consider the impact each might have before deciding where to invest your time. But we hope these ideas will give you plenty of options when developing your own marketing plan.



# Identify your target audience



# 1

## Survey your audience

Ask questions about demographics, psychographics, and online behavior so you can better understand where to market to readers and what messaging they'll respond to. Survey your existing audience and fans of comparable authors and books.





2

# Research similar books and authors

Study how other authors are targeting the audience you're trying to reach by compiling a list of the top books in your genre(s) and analyzing their retailer pages and the authors' websites. Look for trends in these authors' marketing approaches and take note of any strategies you want to try.

MOST POPULAR DEALS IN

Your Categories

Mysteries, Thrillers, Action

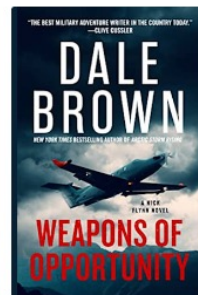
Romance

Fiction

Fantasy, Science Fiction, H...



Going Rogue  
Janet Evanovich  
Thrillers  
**\$2.99** ~~\$13.99~~  
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Weapons of Opportunity  
Dale Brown  
Thrillers  
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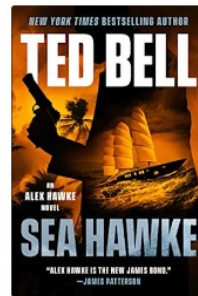
The Villa  
Rachel Hawkins  
Psychological Thrillers  
**\$2.99** ~~\$14.99~~  
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56 Days  
Catherine Ryan Howard  
Crime Fiction  
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The Good Son  
Jacquelyn Mitchard  
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Hiss & Tell  
Rita Mae Brown and Sneak...  
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Little Darlings  
Melanie Golding  
Psychological Thrillers  
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# 3

## Conduct reader interviews

Learn how your readers find new books to read and how they make their purchasing decisions. This will add qualitative color that can help you understand the quantitative survey data you analyze in spreadsheets.



# 4

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## Write reader personas

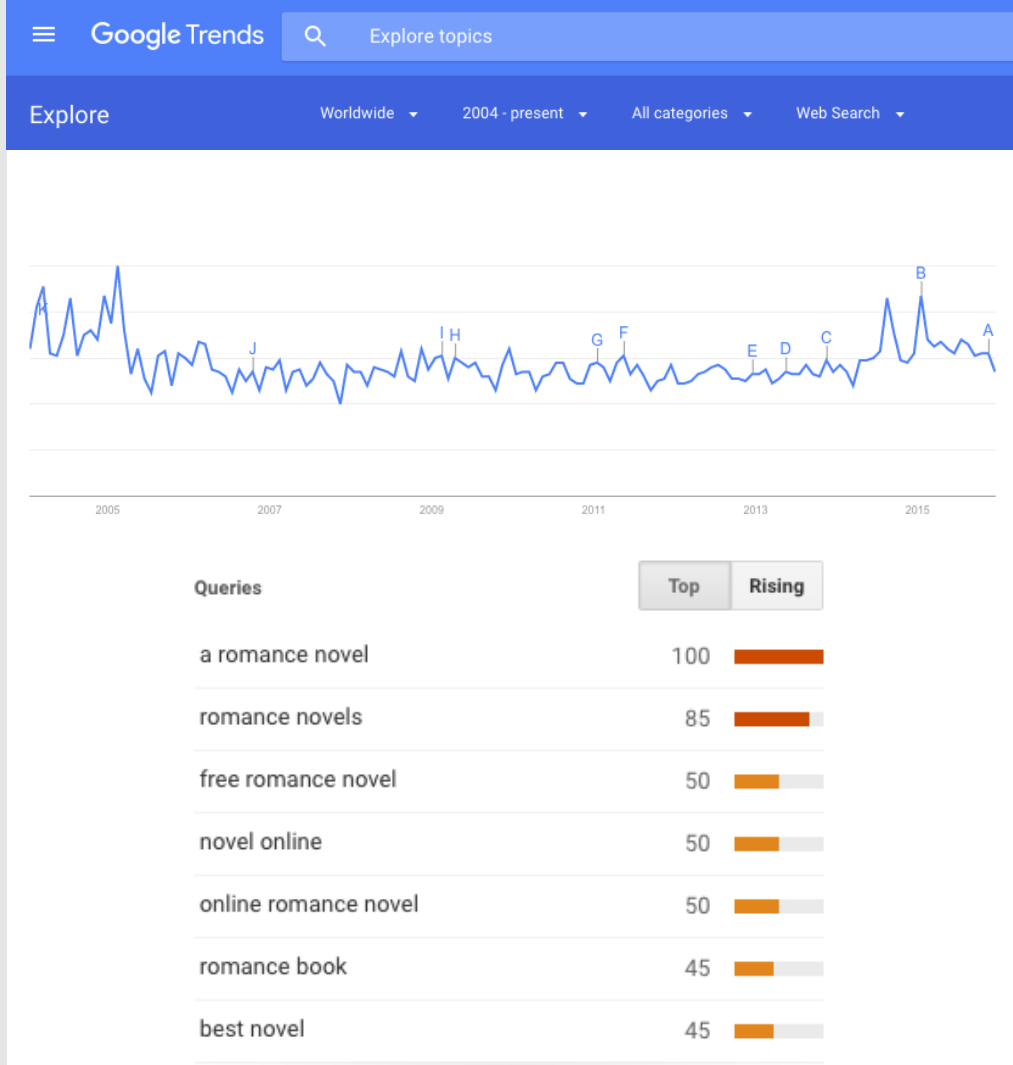
Write a short paragraph that describes each core group of readers you're targeting. Refer back to it whenever you're creating an ad, designing a cover, writing a tweet, or want a refresh on your audience's motives.



# 5

## Create a list of target keywords

Compile a list of search queries that your target audience is using to search for books. Use tools like Google Trends and Google Ads' Keyword Planner to see which relevant queries are frequently used.



# 6

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## Develop your author branding

Effective branding is a huge asset to an author's audience-building efforts. It helps readers understand what to expect from your books. Here's an example of how one author split her brand across the three different genres she writes in.



# 7

## Create a plan to reach your audience

Focus your marketing efforts on readers who have demonstrated interest in the type of books you're trying to sell, and look for ways to leverage marketing tools to reach those specific target audiences. For example, among BookBub's 48 categories and millions of power readers, you can target readers by category interest with Featured Deals and even narrower audiences with BookBub Ads.



# Build an author platform

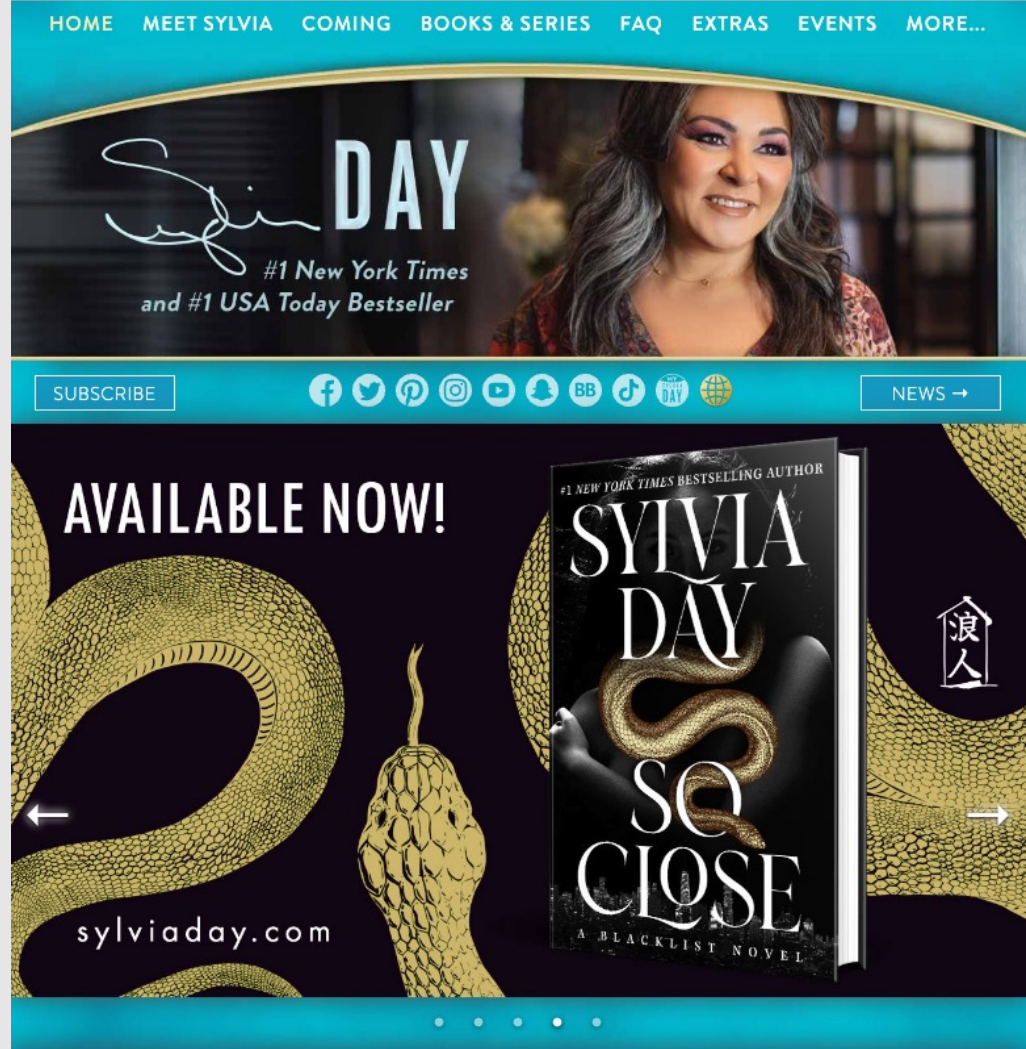




# 8

## Create an author website

Your site should be a marketing tool that serves as the hub of all your online activity, from blogging to selling books to emailing a newsletter to participating in social media. Use a platform like WordPress, Squarespace, or Wix to easily build a site.

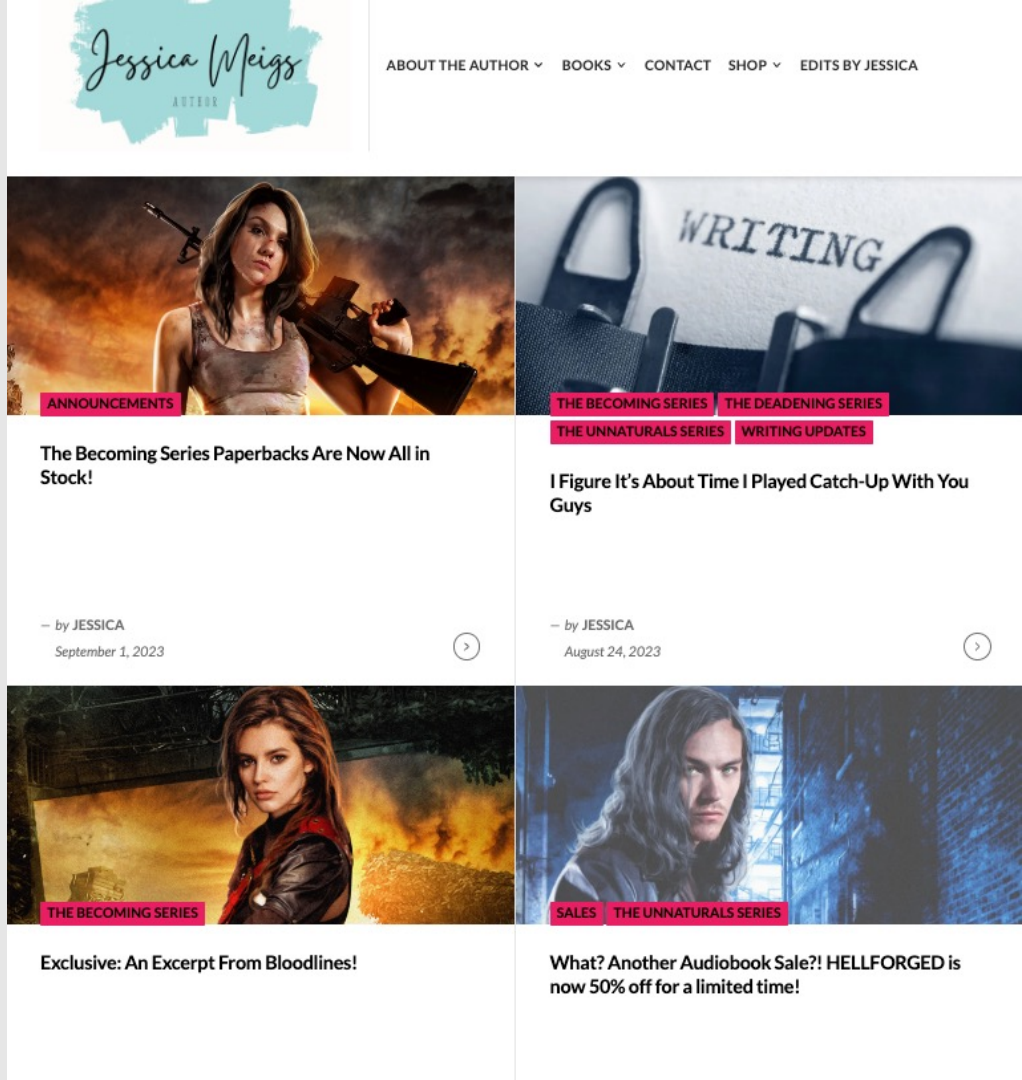




# 9

## Set up a blog on your site

Provide a "behind-the-scenes look" for readers by blogging once or twice a month. Fans will love the insight into your personality and writing process, and anything you post is fodder for your next email to subscribers.



# 10

## Link to your published books

Create a site page linking to your books to make it easy for readers to discover all the titles you've written. Include cover images, brief book descriptions, and links to multiple retailers so readers can purchase your books wherever they shop.



# 11

## Set up an online store

Direct sales are an increasingly popular way for indie authors to generate more revenue, and there are lots of ways to encourage readers to buy from your store instead of or in addition to major retailers.

D.S. Ritter Books

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Buy direct and save!

Use code "*SaveOnReads*" and save 10% off any book in my store!

[Click here to shop now!](#)

Now available in my store!

Caught up in a deadly coup, Princess Ashe is left injured and alone in a winter wilderness. Enlisting the help of a solitary poacher and his wolf companion, she finds herself in a race against time to reach her family before the bloodthirsty assassins.

Desperate to cross a frozen mountain, she makes a deal with an ancient magical being she may live to regret.

Will Ash be able to tackle the wilds and her new powers? Will she manage to outsmart the monster who gave them, or it will it claim something precious in return?

Find out in *The Frozen Embrace*, a fantastical story about survival, magic and adventure.



Buy Direct - Only \$2.99!

# 12

## Add a mailing list signup to your site

Include a simple form on your homepage, website footer, and/or blog's sidebar asking for visitors' email addresses. Collecting email addresses lets you build relationships with people who want to hear from you.

FOLLOW ME ON INSTAGRAM @ANGELAJFORDBOOKS



LEGAL STUFF

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SIGN UP

Subscribe to get special offers, free giveaways, and once-in-a-lifetime deals.

Name

Email

JOIN

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

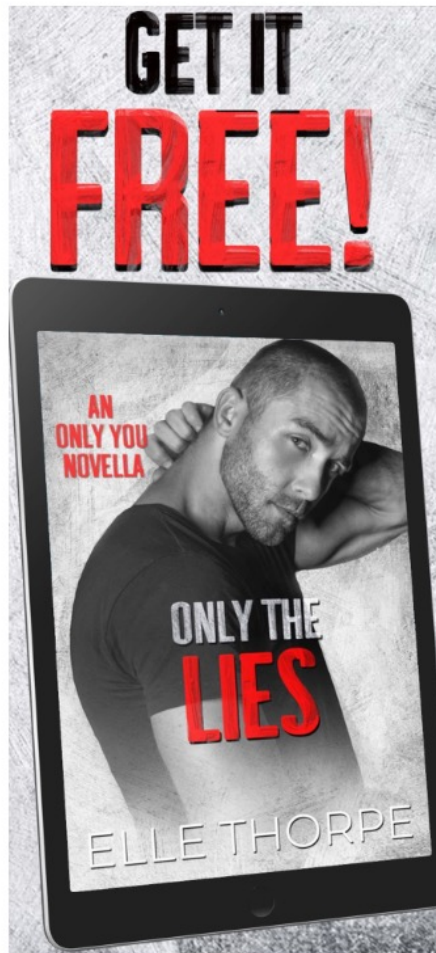




# 13

## Welcome subscribers with exclusive content

When people subscribe to updates from you, send them a welcome email including a link to a permafree ebook, sample chapters, or some sort of freebie as a thank-you for signing up. We've also seen authors create exclusive members-only communities for subscribers.



### Join my reader family!

Join the drama llama romance newsletter to be the first to know about everything I'm doing! You'll be the first to hear about new releases, cover reveals, free ebooks, sales and giveaways. Plus, I include cute photos of our real life drama llamas! Disclaimer- They're alpacas, but does anyone really know the difference? ;-)

**Get an ebook copy of Only the Lies for FREE when you sign up!** There is currently also seven bonus scenes available for newsletter subscribers with more to come!

(I will always treat your information with respect. I send emails most weekends, and you can opt out at anytime. Please see my privacy policy for more information)

**SUBSCRIBE**

Your information is 100% Secure And Will Never Be Shared With Anyone. You can unsubscribe at any time.

# 14

## Build your email list

Now that you've started sending emails, how can you grow your mailing list? The most common tactics include sharing a sign-up link in the back matter of your books, letting readers know about your newsletter at events and in Facebook groups, and using giveaway platforms like BookFunnel, BookSweeps, or LitRing.



### WIN A BUNDLE OF CRIME FICTION & THRILLERS!

WIN A BRAND NEW EREADER! PLUS 50+ BOOKS! \$550 VALUE!

06

Days

17

Hours

25

Minutes

05

Seconds



1 EREADER



52 BOOKS

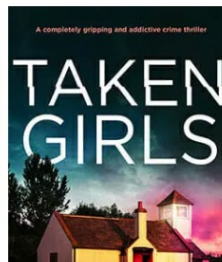
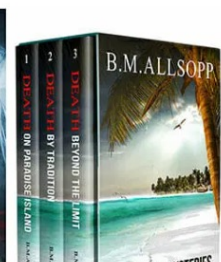
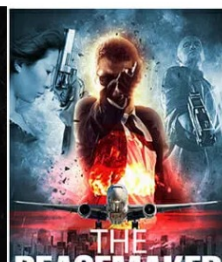
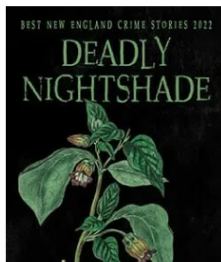


OPEN INTERNATIONALLY

Enter Your Email \*

SUBMIT

### DISCOVER THE BOOKS

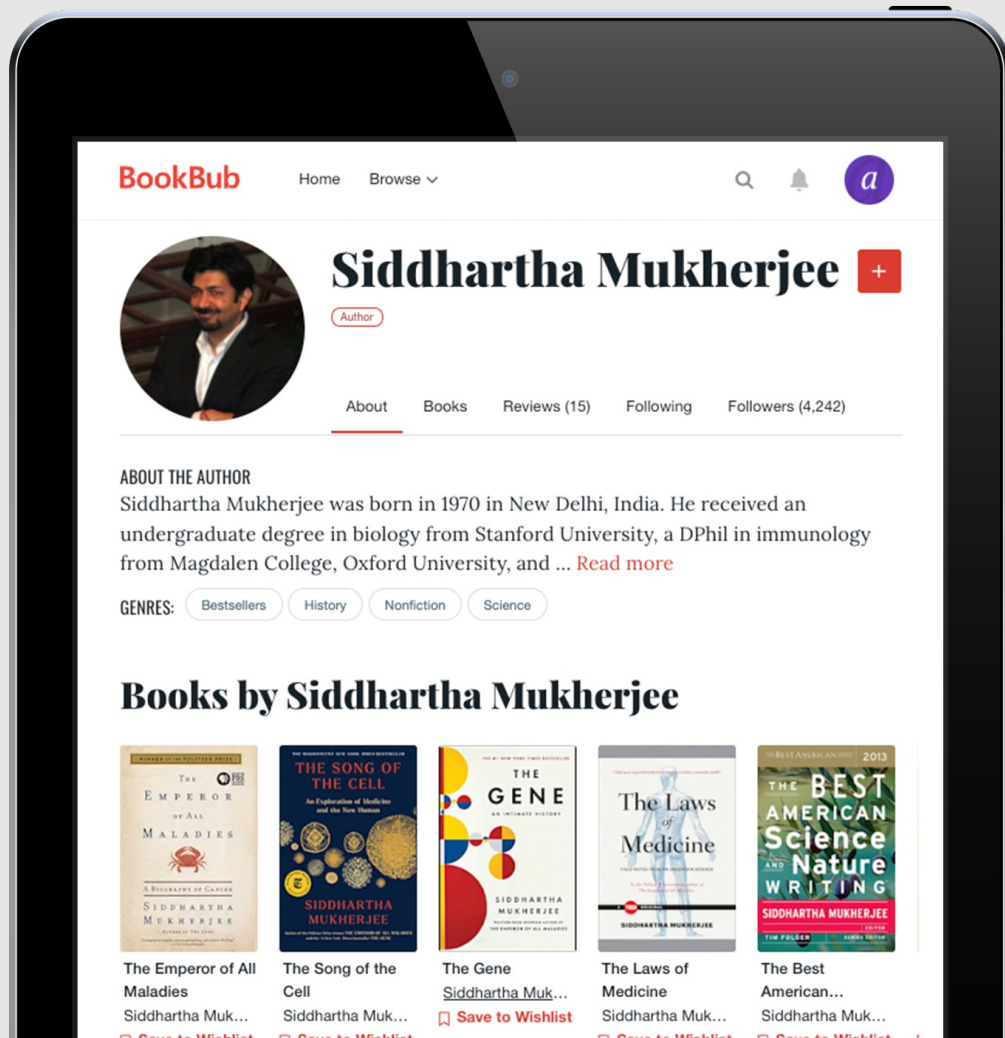


15

# Claim your BookBub Author Profile

Make sure your author bio is up to date so fans and potential readers can learn more about you and your books.

BookBub



# 16

## Get more BookBub followers

The more followers you have, the more people will receive dedicated emails from BookBub notifying them about your new releases and price promotions. Author Juno Rushdan built her BookBub following by widely promoting her Author Profile, running contests, and recommending books on BookBub.com.

### Juno Rushdan

Romantic Thrillers for a Rush

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[FOLLOW ME ON AMAZON](#)

[www.junorushdan.com](http://www.junorushdan.com)



Check out my latest series!

Wishing you a safe and happy week!

Juno xo



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Follow me on Amazon



17

# Recommend books on BookBub

Posting Recommendations is a great way to increase visibility for your author brand and discovery of your books, among other benefits! Your followers can see your Recommendations in their feed on BookBub.com, and we'll also email them every time a book you've recommended has a live deal.

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Search...

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## My Social Feed

SHOW ONLY:

✓ Recommended

✓ Deals

📖 In My Categories



Sabaa Tahir Author  
@sabaatahir7

⋮

Recommended and rated this book ★★★★★



The Poet X  
Elizabeth Acevedo

Save to Wishlist ▾

🔖 \$2.99

Book Details

I read this for a second time and caught all sorts of details I missed the first time. The phrase "required reading" conjures up images of old dead dudes. But the Poet X is what required reading SHOULD be: elegant, important and gripping--a story that stays with you. Whether you are a fan of YA or not, you should pick this one up.

Reasons I enjoyed this book:

Haunting Tear-jerker Informative Page-turner  
Wonderful characters Realistic Original Inspirational

4 years ago



Like 6 likes

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Brianna Duff Author

Sabaa Tahir Thanks for sharing your recommendation - this sounds incredible!

4 years

Reply | Like

Write a comment...



Christina Lauren Author  
@christinalauren

⋮

Recommended this book



The American Roommate Experiment  
Elena Armas

Save to Wishlist ▾

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Book Details

DISCOVER AUTHORS TO FOLLOW:



James Patterson Author



John Grisham Author



Nora Roberts Author



Patricia Cornwell Author

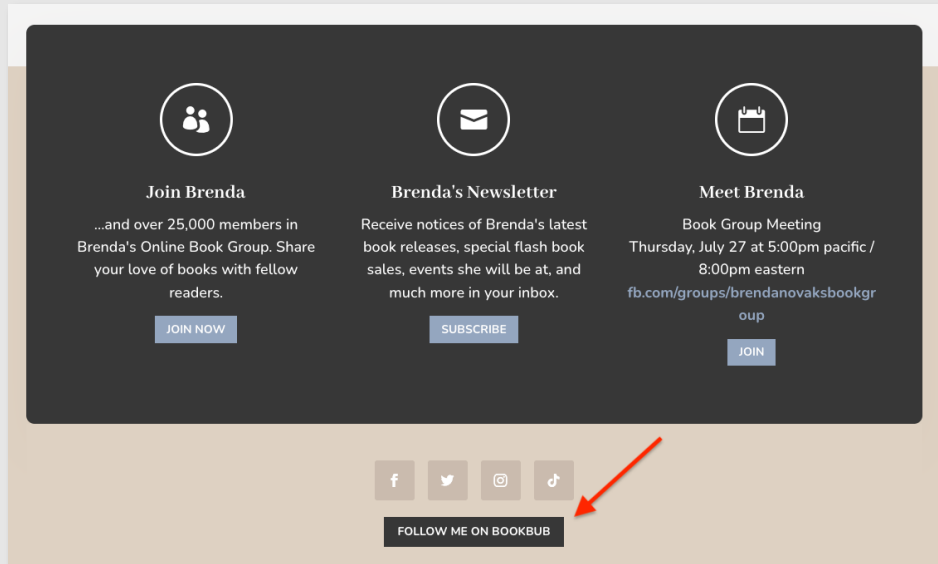


More Recommended Authors &gt;

# 18

## Use BookBub and Chirp follow buttons

Make sure website visitors can find your BookBub Author Profile and books on Chirp by adding BookBub and Chirp follow buttons or icons to your site and newsletter.



Stay tuned for the rest of my tour adventures in my next newsletter! What an experience it was!

*Love, Brenda*



# Claim your social media profiles

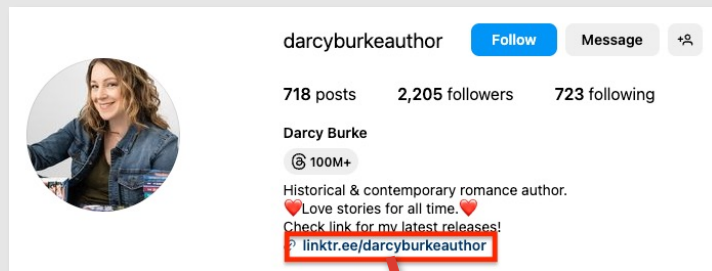
Grab your username on all social media platforms. Even if you don't have active profiles on each site, at least claim your name on platforms you might choose to focus on (many authors stick to one to three platforms).



# 20

## Link to your website and BookBub Author Profile

Once you've created a website and claimed your BookBub Author Profile, make sure that people can find these assets by linking to them on your email signature and bio sections on your social media profiles.



# Design a book's cover



# 21

## Hire a cover designer

A great cover design can have a major impact on your sales numbers. It's usually worth hiring a professional to create a polished cover that appeals to readers in your genre.

miblart

Services

Portfolio

About Us

Blog

Mibl Academy

FAQ

Contact Us

Client Portal

Get a Cover

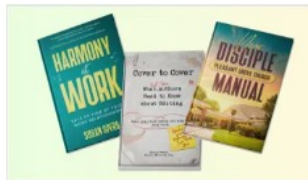
We Help Authors Make Book Cover Design  
Their Best Marketing Tool

○○○

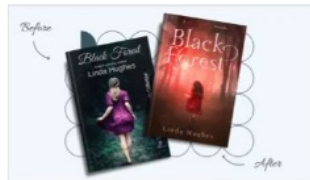
CHECK OUT OUR SERVICES



Fiction Book Cover Design



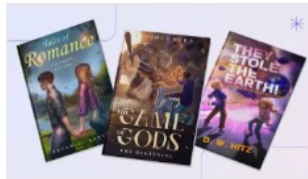
Non-Fiction Book Cover Design



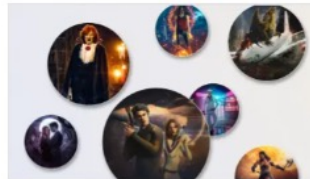
Book Cover Redesign



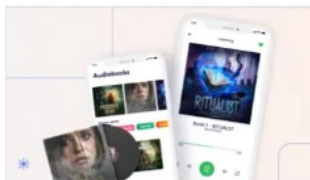
Premium Book Cover Design



Illustrated Book Cover Design



Cover Design For Kindle Vella



Cover Design for Audiobooks



Marketing Materials



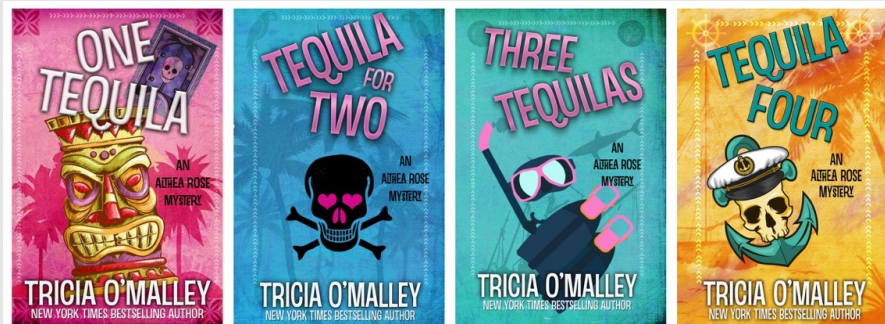
Logo Design and Branding

# 22

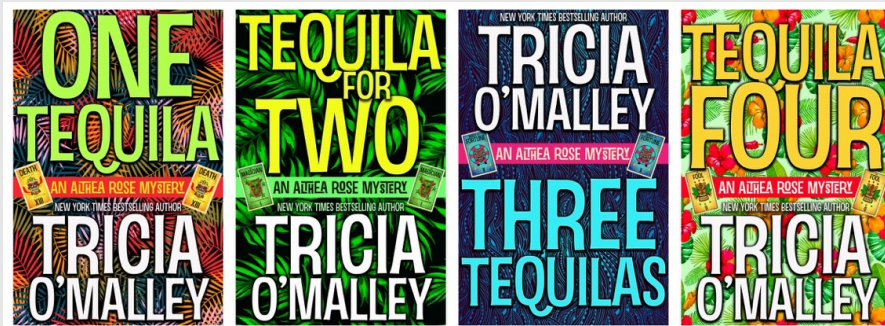
## Test cover variations with your audience

Have your cover designer create multiple variations and use data to choose your cover design. Test two variations against each other using tools like PickFu or UsabilityHub. One author used BookBub Ads to test a series cover rebrand with new readers, which led to the successful relaunch of the series and an increased read-through rate.

### Original series:



### New covers:





# Unify cover designs in a series

Create consistent branding between books in a series to make purchasing decisions easy for readers. A unified cover and title style often helps readers recognize connected titles and encourages them to purchase subsequent books.

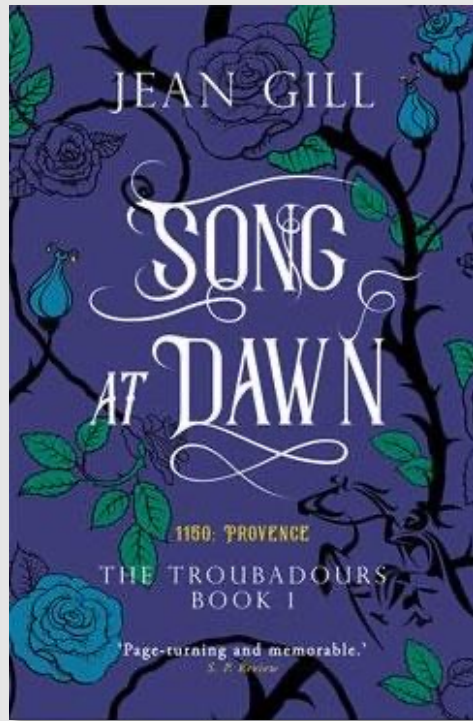
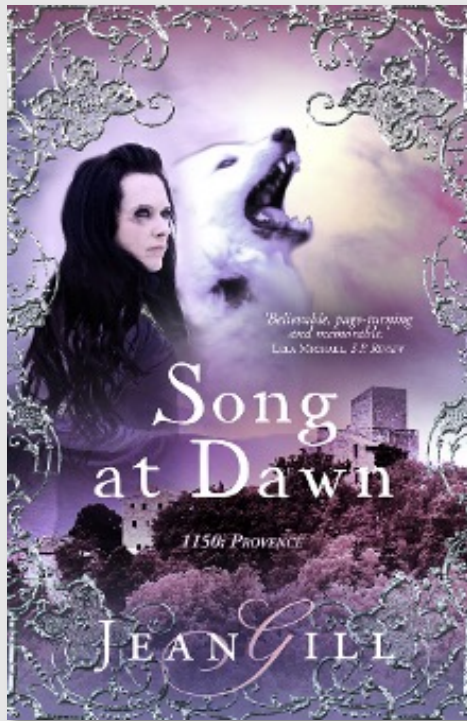




# 24

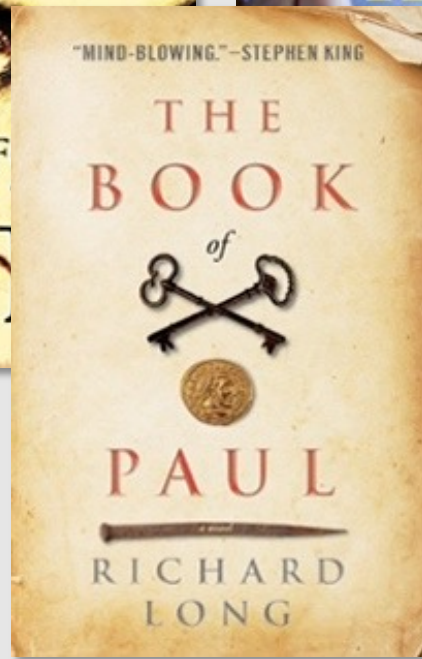
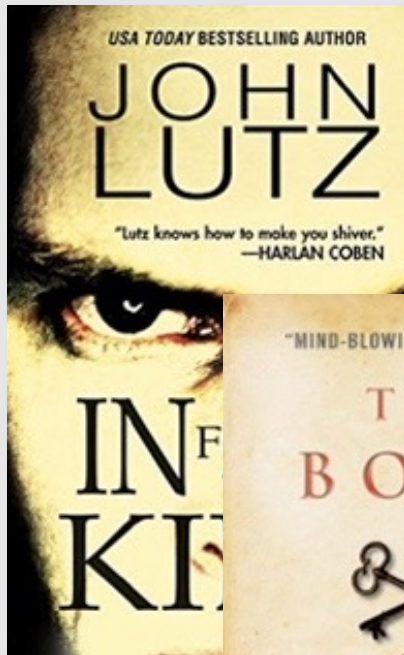
## Re-launch a book with a new cover

Redesigning a book cover can be a great way to invigorate book sales. It gives you the opportunity to "re-launch" the book according to the ever-evolving tastes of genre readers and harmonize your series branding.



# Add a blurb to the cover

If you've managed to secure a blurb from a well-known author, consider including it on the book cover design. Try to use a short blurb so it's easy to read and doesn't clutter the design.



# Optimize a book for effective promotions



# 26

## Make book samples end on a cliffhanger

For example, on Amazon, users can download the first 10% of a book for free or read it on-site via the "Read Sample" feature. This gives you the opportunity to score a sale if the reader wants to continue after the sample.



# Cross-promote books in the back matter

Include a list of all your titles in each of your books' back matter. Update this back matter whenever you launch a new release. If you have the time, create a version of each book for each retailer with retailer-specific links to each book.



# Include an excerpt in the back matter

Authors who include an excerpt see the highest increase in sales of their promoted book. Immediately after the acknowledgements, include the first chapter of the book you're promoting. Bookend the excerpt with links to purchase that book.

*Please enjoy the following excerpt from  
Marcus Sullivan's story...*

## FROM THIS MOMENT ON

*For thirty-six years, Marcus Sullivan has been the responsible older brother, stepping in to take care of his seven siblings after their father died when they were children. But when the perfectly ordered future he's planned for himself turns out to be nothing but a lie, Marcus needs one reckless night to shake free from it all.*

Marcus Sullivan was known for his patience. After helping to raise his seven siblings, he'd learned to wait out tantrums, fistfights, even tears.

But tonight, he was all out of patience.

He'd come to the club tonight to find a woman, to proposition her, to claim her for one no-holds-barred night, but he'd been watching the dancers for long enough to know that he wasn't going to take a single one of them to bed. None of

*FROM THIS MOMENT ON* excerpt by  
Bella Andre © 2014

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\*\*\*\*\*

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upcoming books, click  
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Newsletter.

ARE YOU READY TO FIND OUT  
THE SECRET BEHIND...



[WWW.BELLAANDRE.COM/SECRET](http://WWW.BELLAANDRE.COM/SECRET)

# Link to your mailing list in the back matter

On your "About the Author" page, encourage readers to sign up for your mailing list. If they sign up, you'll be able to contact them any time you want to promote your backlist titles, new releases, giveaways, or price promotions.

## AFTERWORD

Thank you for reading *Alien Hunters*. I hope you enjoyed this book.

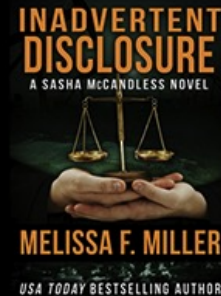
The sequel, *Alien Sky*, is now available on Amazon. Click [here](#) to grab your copy or search Amazon for "Alien Sky."

Want to know when I release new books? Here are some ways to stay updated:

- \* Join my mailing list at: [DanielArenson.com/MailingList](http://DanielArenson.com/MailingList)

- \* Like me on Facebook: [Facebook.com/DanielArenson](https://Facebook.com/DanielArenson)

- \* Follow me on Twitter: [Twitter.com/DanielArenson](https://Twitter.com/DanielArenson)



You can always find an up-to-date list of the titles in this series, as well as my other books, on my website: [My Books](#)

**Sign up.** To be the first to know when I have a new release, sign up for my email newsletter [here](#). I only send emails when I have book news—I promise.

# 30

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## Optimize your book description

BookBub's A/B testing shows that descriptions that include quotes from authors, awards, and language that caters to your audience (e.g. "If you love thrillers, don't miss this action-packed read!") have higher engagement rates.

What is this  
book about?





31

# Include target keywords on product pages

Narrow down a list of 5-7 keywords your audience typically searches for, then incorporate these words into the description headline, description copy, and keyword sections on each retailer product page.

psychological thriller novels

United States

English

Broaden your search:

+

thriller novels

+

psychological thriller

+

crime movies

+

2

Exclude adult ideas

X

Competition: Low

X

Add filter

<div><input type="checkbox"/></div> <div>Keyword (by relevance)</div>	Avg. monthly searches	Competition
Keyword ideas		
<div><input type="checkbox"/></div> <div>psychological suspense</div>	10 – 100	Low
<div><input type="checkbox"/></div> <div>psychological thriller thriller novels</div>	10 – 100	—
<div><input type="checkbox"/></div> <div>read psychological thriller books online free</div>	10 – 100	Low
<div><input type="checkbox"/></div> <div>bengali psychological thriller books</div>	10 – 100	Low
<div><input type="checkbox"/></div> <div>best psychological thriller writers</div>	10 – 100	Low
<div><input type="checkbox"/></div> <div>psychological thriller thriller books to read</div>	10 – 100	—
<div><input type="checkbox"/></div> <div>psychological thriller best thriller novels</div>	10 – 100	—
<div><input type="checkbox"/></div> <div>books psychological horror</div>	10 – 100	—
<div><input type="checkbox"/></div> <div>psychological thriller authors list</div>	10 – 100	Low
<div><input type="checkbox"/></div> <div>psychological thriller thriller kindle books</div>	10 – 100	—
<div><input type="checkbox"/></div> <div>mystery best psychological thriller books of all t...</div>	10 – 100	—

# 32

## Choose relevant subcategories on retailer sites

This can increase your chances of being on the retailer bestseller charts for a specific category, which could drive higher sales volume. You'll also avoid disappointing readers who were expecting something different.



Cozy Mysteries



Business



Crime Fiction



True Crime



Parenting



Dark Erotica



Historical Mysteries



Middle Grade

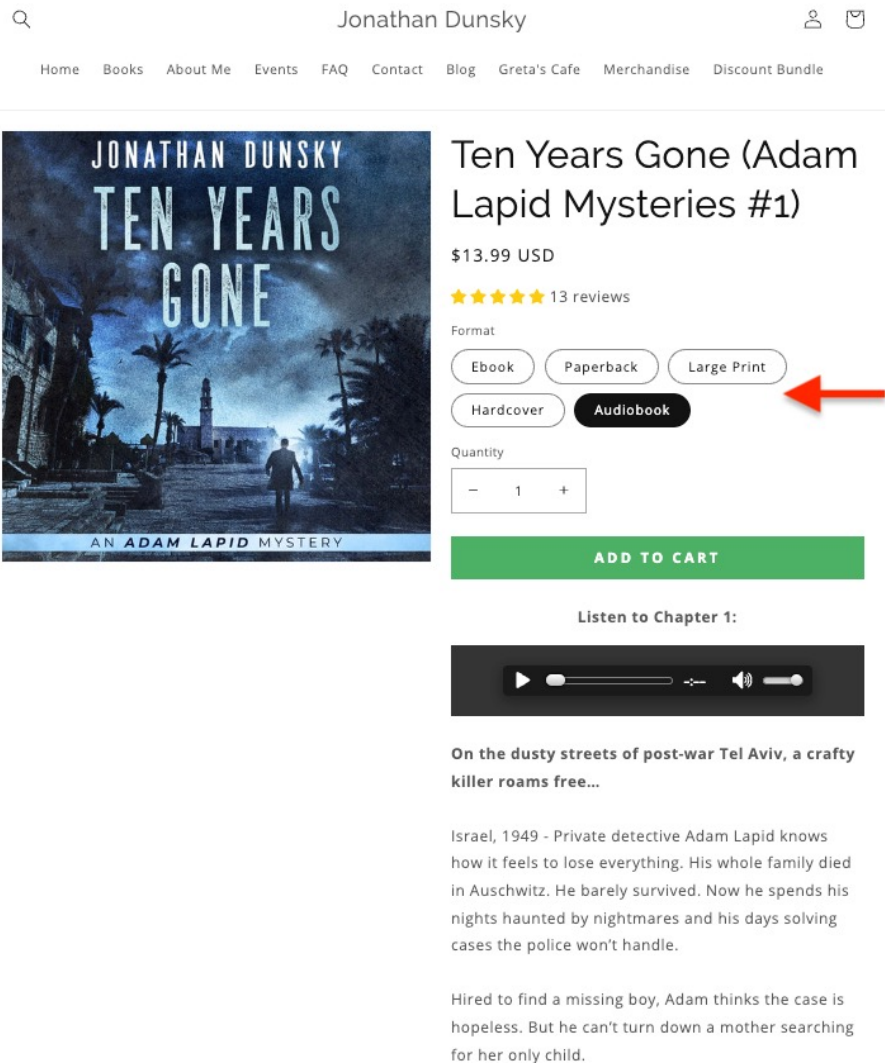


History

# 33

## Make your book available in multiple formats

This way, you make your books discoverable to readers no matter how they prefer to read. Use publishing platforms that can distribute your book in print or audio format, as well as ebook.




The screenshot shows the website for Jonathan Dunskey. At the top, there is a search bar and a navigation menu with links: Home, Books, About Me, Events, FAQ, Contact, Blog, Greta's Cafe, Merchandise, and Discount Bundle. The main content area features the book cover for 'Ten Years Gone' by Jonathan Dunskey, which is part of the 'Adam Lapid Mysteries' series. The cover art depicts a man walking down a street in a city with palm trees and a mosque in the background. To the right of the cover, the book title 'Ten Years Gone (Adam Lapid Mysteries #1)' is displayed, along with the price '\$13.99 USD' and '13 reviews' with a 4.5-star rating. Below this, the 'Format' section shows five options: Ebook, Paperback, Large Print, Hardcover, and Audiobook. The Audiobook option is highlighted with a red arrow. A quantity selector shows '1' unit. A green 'ADD TO CART' button is located below the format options. Underneath the button, there is a section titled 'Listen to Chapter 1:' with a player interface showing a play button, a progress bar, and a volume control icon. Below the player, there is a short excerpt from the book: 'On the dusty streets of post-war Tel Aviv, a crafty killer roams free...' followed by a longer paragraph: 'Israel, 1949 - Private detective Adam Lapid knows how it feels to lose everything. His whole family died in Auschwitz. He barely survived. Now he spends his nights haunted by nightmares and his days solving cases the police won't handle. Hired to find a missing boy, Adam thinks the case is hopeless. But he can't turn down a mother searching for her only child.'


# 34


## Tie different versions of a book together

Different authors and platforms use different systems, but find a way to connect a print edition with the ebook, audiobook, print, and international editions. This ensures that visitors to the product page can easily purchase the format they prefer.

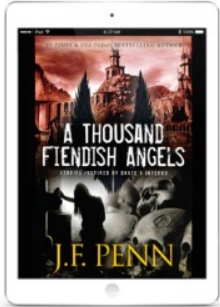
### A THOUSAND FIENDISH ANGELS

 Filter


Featured 




A THOUSAND FIENDISH ANGELS  
PAPERBACK  
\$9.00



A THOUSAND FIENDISH ANGELS, EBOOK  
★★★★☆ 2 reviews  
\$4.00



A THOUSAND FIENDISH ANGELS,  
AUDIOBOOK, NARRATED BY J.F. PENN



A THOUSAND FIENDISH ANGELS,  
AUDIOBOOK, DIGITALLY NARRATED

35

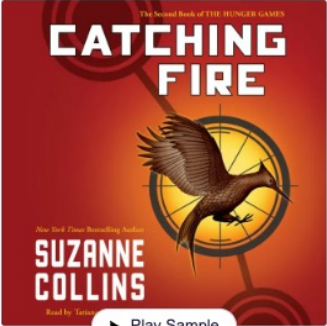
# Link series books by name

If you've published a book series, create a master name for the series and add it to the product's title on retailer sites. This will help retailer sites make automated recommendations within the series, and help readers find more books in the series to read.

**chirp** How it Works

search... Sign In Cart

Browse ▾ All Deals Massive Series Sale Hot Deals Less Than \$2 Audiobook Bundles



► Play Sample

~~\$27.99~~ **\$25.99**

**Buy Audiobook**

**Add to Cart**

♥ Wishlist 📁 Gift 📄 Share


Book #2 from the series: **Hunger Games**

## Catching Fire (Hunger Games, Book Two)


By Suzanne Collins

★★★★★ 4.8 (25 ratings)


### WHY SHOP WITH CHIRP?

**No Subscription Fees**

No more monthly membership fees or credits. Listen when you want.





**New Deals Every Day**

Save up to 95% with our curated daily deals.

**Money-back Guarantee**

We know you'll love our audiobooks. Try one today risk free!

### AUDIOBOOK OVERVIEW

 <b>Written by</b> Suzanne Collins	 <b>Read by</b> Tatiana Maslany
 <b>Format</b> Digital Audiobook	 <b>Run Time</b> 11h 4min

Emmy Award-winning actress Tatiana Maslany narrates a brand-new recording of the second audiobook in the worldwide bestselling trilogy from Suzanne Collins! Suzanne Collins continues the amazing story of Katniss Everdeen in the phenomenal Hunger Games trilogy. Against all odds, Katniss Everdeen has won the annual Hunger Games with fellow district tribute Peeta Mellark. But it was a victory won...

[more](#)

### DETAILS

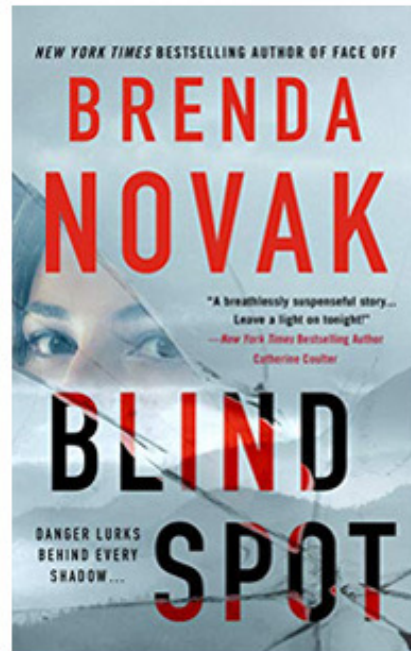
# 36

## Make books available globally

With growing book sales and millions of readers, international markets can be attractive targets for authors and publishers looking to expand their potential readership. Optimize the cover design for each region and reach out to relevant local bloggers who can help spread the word.



Amazon.com



Amazon.co.uk





# 37

## Go wide

Consider publishing "wide" across multiple retail and library platforms as another way to grow your global readership. Follow other authors pursuing a wide publishing strategy to get inspired or join an author community like Wide for the Win.

WIDE *for the* WIN  
COMMUNITY & RESOURCES FOR AUTHORS WHO PUBLISH WIDE

[HOME](#) [COMMUNITY](#) [SHOP](#) [BLOG](#) [ABOUT](#) [CONTACT](#)

*Wide for the Win*

Here at Wide for the Win, our goal is to help authors grow publishing success across multiple platforms and formats through education, training, support, and community.

[Join our Circle Group](#)

[Join our Facebook Group](#)

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*Boost*

Send your sales soaring.



*Libraries*

Get your books into libraries



*Global*

Reach readers around the world.



*Diversity*

Diversify your income.



*Freedom*

Help you break free of Amazon's

# Prepare your book marketing assets



# 38

## Write a killer elevator pitch

Write a concise, snappy elevator pitch that shows what the book is about, what kind of world readers will be immersed in, why readers should care, and what accolades the book and author have received. A strong elevator pitch will make a book more enticing to readers deciding whether to purchase.



# 39

## Test copy variations by polling readers

Use polling software like PickFu to test variations of description or marketing copy and see which your audience likes better. Always test and optimize to discover what copy will resonate best with readers.

### Which tagline would make you more likely to pick up the book?

Audience: 50 Responders General Population

WINNER

Option A

\*\*\* 21 DAYS IN MAUI \*\*\*

A return to truth, beauty and the art of being free.



80% 40 votes

Option B

\*\*\* 21 DAYS IN MAUI \*\*\*

A return to truth, beauty and what I already knew when I was 12.



20% 10 votes

# 40

## A/B test marketing copy

Unlike polling, A/B tests give you quantitative data (i.e., the number of clicks). Use your email service provider to run A/B test emails and see which copy has the highest click-through rate, or use ad platforms like Facebook or BookBub Ads to A/B test your copy.

**Sage, Jax, Emily, and Ned** share a lifelong bond that is tested by careers, kids, ambitions... and love. A heartwarming tale about the enduring power of friendship.

**Four friends** share a lifelong bond that is tested by careers, kids, ambitions... and love. A heartwarming tale about the enduring power of friendship.

**39.2%**  
higher CTR

After Freya inherits her mother's crumbling childhood home, she and her friends hope to transform it into an exclusive hotel. But when they tear away the bricks blocking the mansion's entrance, a terrible evil is unleashed — **one that threatens to consume their souls...**

After Freya inherits her mother's crumbling childhood home, she and her friends hope to transform it into an exclusive hotel. But when they tear away the bricks blocking the mansion's entrance, a terrible evil is unleashed — **one that threatens to consume their souls.**

**12.6%**  
higher CTR

# 41

## Test ad designs

Use BookBub Ads to A/B test which ad copy or ad creatives generate the highest click-through rates (CTRs) to prepare for your next advertising campaign.



Name ▾	Status	Date Range ▾	Effective CPM ▾	Remaining Budget	Budget Spent	Impressions Served ▾	Total Clicks ▾	CTR ▾	Actions
<b>Magic Book Ad 1</b>	Completed	06/27/17 - 06/29/17	\$5.91	\$0.00 (Total)	\$30.00	5,072	52	1.03%	Select Action ▾
<b>Magic Book Ad 2</b>	Completed	06/27/17 - 06/29/17	\$6.45	\$0.00 (Total)	\$30.00	4,652	20	0.43%	Select Action ▾



# 42

## Get blurbs from authors in your genre

Blurbs can catch readers' attention, especially if they're familiar with the quoted author or publication. Our tests showed that book descriptions including blurbs got an average of 22.6% higher click-through rates than those without blurbs.

## How to ask for a blurb:

Dear [author name],

My name is [your name], and I'm a big fan of your work. I'm a [genre] author myself, and I recently read [author's book title] since I love learning from fellow [genre] authors. I enjoyed [thing about the book you loved].

I will be publishing my newest book [book title] soon, which is also a [genre]. Would you consider reading this book and providing a blurb for me to use on the cover? I admire your work so much, and I would love to feature your kind words on this book.

[Book title] is about [elevator pitch]. I think you'd enjoy this book because [reason it's similar to the author's book].

I need the blurb by [date], so please let me know if you'd be willing to read. I would greatly appreciate your time. Thanks so much for considering this!

Best,  
[Your name]

# 43

---

## Create images for teasers and quotes

You can easily turn book quotes into vibrant images using free apps like Canva, Design Wizard, or Book Brush. Publish these teasers to your website and social media accounts in the weeks and months prior to a book's release.

HELEN'S EYES WERE CLOSED.  
MILTON WAS STANDING OVER HER.  
HE WAS CRYING.  
SHE WAS DEAD.

- ROSECLIFF MANOR HAUNTING  
CHERYL BRADSHAW

# Run a preorder campaign



# Make books available for preorder

Driving preorder sales can help a book hit various bestseller lists, since many retailers count all preorders as launch day sales. They also help build buzz and momentum for a new book, which can help lead to word-of-mouth sales later.

Pre-order Price: **\$0.99**

Sold by: Amazon.com  
Services LLC

Pre-order with 1-Click\*

This title will be auto-delivered to your  
Kindle on **November 7, 2023**.

[Deliver to your Kindle Library](#) ▾

eBook

**\$0.99**

PRE-ORDER

Instant Purchase

Available for Pre-Order. This item will be available on **November 7, 2023**

Available on Compatible NOOK Devices and the free NOOK Apps. ⓘ

# 45

## Announce a title reveal

Create buzz for an upcoming book by announcing the book's title. Get creative by posting a video announcing a book's title, turning the announcement into a game, or publishing a text conversation between characters about the book's title.



Simon

A new book? Somehow, I doubt that. What's the title of this alleged new book?

DAD

Funny you should ask, because: BOOM.



DAD



Here's a sneak peek  
at Becky Albertalli's novel

*The Upside of Unrequited*



Simon

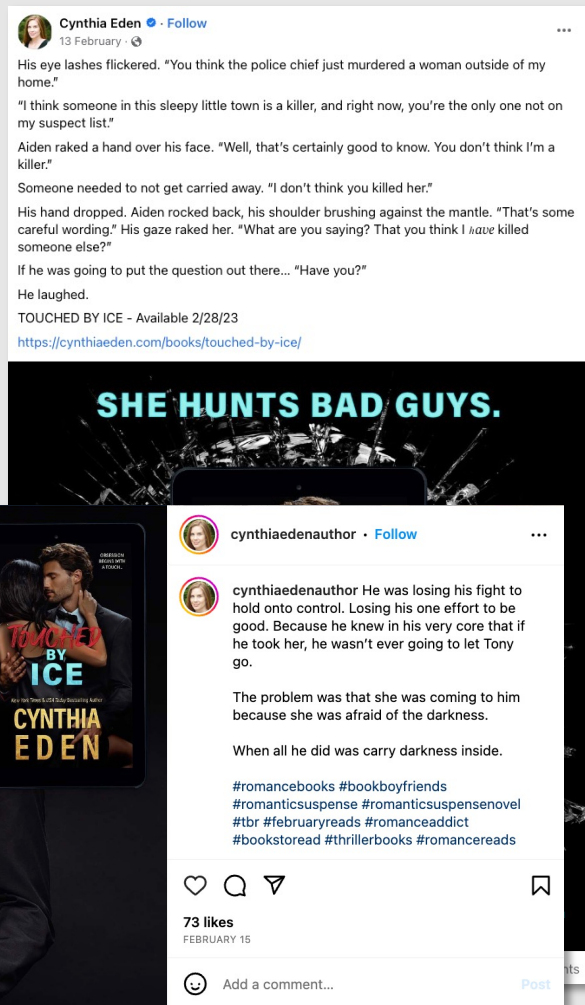
Wait, is that a page from the paperback?



# 46

## Share teasers on social media

Many authors have found success using days-to-release countdowns to build anticipation for their upcoming books. Author Cynthia Eden tailored her social media teasers to each platform, sharing longer text excerpts on Facebook and relying more heavily on images and video for Instagram posts.





# Email your mailing list

Email is one of the most popular channels for promoting preorders. Your existing readers will want to be the first to hear about your new books!



**Hi, Mystery/Thriller/Suspense fans!**

It's a **Summer of Suspense** with *Two Believe*, Book II in the Silas McKay Suspense Series, on sale **for 99¢**, and *Three Confess*, Book III, available for preorder for \$2.99.

*Three Confess* will release on June 29 at \$4.99 for the Kindle edition, so if you preorder now, you'll **save \$2.00**. Print and audio versions will also be available very soon.

**Preorder Available Now!**

*Three Confess, Book III*

A Silas McKay Suspense

Silas has too much of everything.

Too many suspects.

Too many distractions.

Too many feelings.

2.99



**PREORDER here and save \$2.00 off release price**

# 48

## Post a cover reveal on a popular blog

Partner with a blog or website that's popular amongst readers in your genre to host a cover reveal. If you can arrange to have a book available for preorder in time for its cover reveal, linking to a page where readers can preorder their copy can be a great way to jump-start preorder sales.

[HOME](#)[BOOKS ▾](#)[AUTHOR BIOS](#)[NEWS ▾](#)[ABOUT US ▾](#)[CONTACT US ▾](#)[JOIN OUR M](#)

## Cover Reveal: Vernal by Randi Cooley Wilson!

Posted by Queen Bee (Meg) | Jan 15, 2016 | Cover Reveal, News | 0

| 0 0 0 0 0

### COVER REVEAL:

#### Vernal by Randi Cooley Wilson

It's no secret we love Randi Cooley Wilson. Her Revelation series, chock full of gargoyle goodness, and it's conclusion, Restoration, was one of my top picks for 2015. And we're thrilled to help usher in the next era of this series with the reveal of Vernal, the first book in the Royal Protectors Academy spinoff!

So without further adieu:



# 49

## Add a link to previous books' back matter

This lets readers order it as soon as they finish the previous book, without having to remember to buy the new book when it's available for download. Include an excerpt of the upcoming book in the back matter, even if it's unedited, to provide a sneak peek.

in the bar dissipates, replaced by sensual energy from people daring to cross the gap and make that most elemental human connection.

And I feel suddenly, starkly, alone.  
Just like always.

[Continue Reading...](#)

1

ALSO BY JESSICA SCOTT

THE FALLING SERIES

[Before I Fall](#)

[Break My Fall](#)

[After I Fall](#)

[Catch My Fall](#) (coming 2017)

2

HOMEFRONT SERIES

[Come Home to Me](#)

[Homefront](#)

[After the War](#)

[Into The Fire](#)

NONFICTION

[To Iraq & Back: On War and Writing](#)

[The Long Way Home: One Mom's Journey](#)  
[Home From War](#)

Loc 3751 of 3808

99%

Loc 3766 of 3808

99%

# 50

## Send a BookBub Preorder Alert

A Preorder Alert is a dedicated email to an author's BookBub followers announcing that one of the author's books is available for preorder. They're highly targeted since they're only sent to an author's followers, and at only \$0.02 per eligible follower, they're a cost-effective way to promote a preorder! Authors with 1k+ followers can schedule two alerts up to a year in advance.

BookBub

### Preorder from Keira Andrews

Preorder alerts from your favorite authors!



#### Kiss and Cry

Keira Andrews

Release Date: January 6, 2022

[Save to Wishlist](#)

Will figure skating enemies become lovers?

**Henry**

Everything comes easily for Theo Sullivan, whether it's jumps or figure skating world titles. Everyone loves him—judges, fans, coaches.

I hate him.

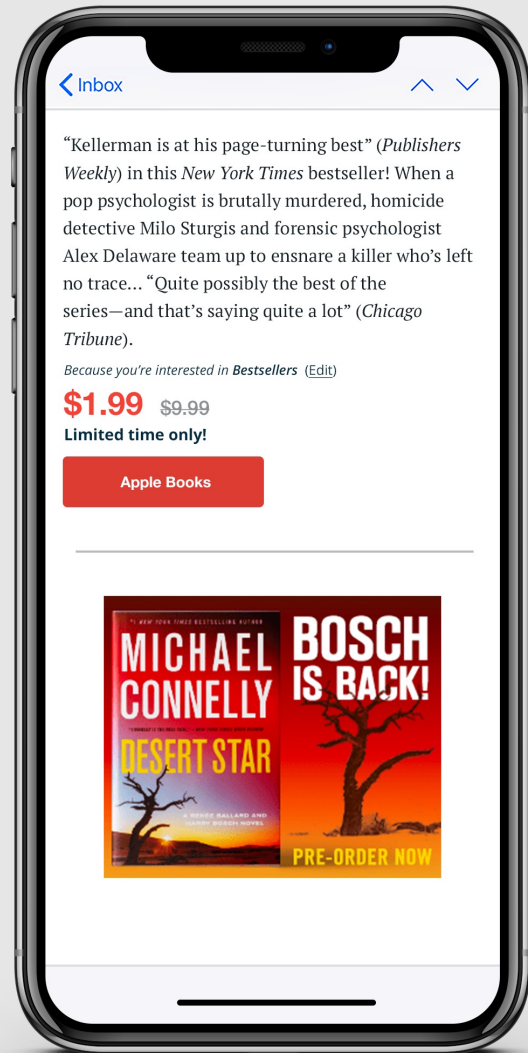
Now he's invaded my training center, and I have to see him every day as we prepare for ... [Read More](#)

Amazon

# 51

## Run BookBub Ads for a preorder

BookBub Ads let advertisers market any book at any time to BookBub's millions of power readers — including preorders, new releases, and full-priced books! Many authors and publishers have promoted preorder books on this platform.



# 52

## Offer free swag in exchange for preordering

This gives readers an extra incentive; they may need an additional nudge since they can't get the instant gratification of reading the book right away. In these promotions, have readers email a copy, screenshot, or picture of their receipt to receive the swag.

### TIFFANY SCHMIDT

*YA Author, Ravenous Reader, Schmidtlet-Chaser.*  
Firm Believer in happily ever afters. Find me at: @TiffanySchmidt /  
TiffanySchmidt.com / Facebook

#### Pre-order Offer for HOLD ME LIKE A BREATH



I'm offering special swag exclusively to readers who preorder a copy or copies of Hold Me Like a Breath by **May 19th!** (US only)

If you order **one** copy, you get: a gummy organ (\*ew\*/awesome), a sticker, a signed bookmark, & a note from moi!



# 53

## Use crowdfunding to reward readers who preorder

Sending swag packs via mail can get expensive, so crowdfunding can be a great way to offer exclusive content. This could include short stories, author commentary, deleted scenes, or high-resolution posters.



49% of authors who use preorders partner with other authors, influencers, or book marketing services to expand their reach through newsletter swaps, takeover events, and giveaways.

**296** Reposts   **45** Quotes   **339** Likes   **27** Bookmarks

Get more book  
reviews



# 55

## Provide ARCs to relevant bloggers

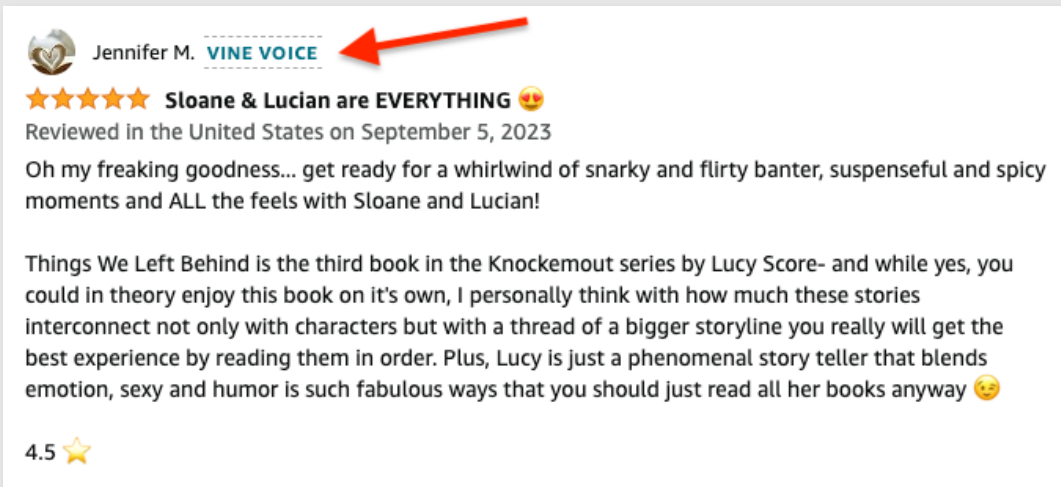
Start getting reviews before the book launches. You can use tools like NetGalley, Booksprout, or Edelweiss to find early reviewers, or reach out to relevant bloggers with a pitch on the book. While they can't review books on retailer sites until release day, they can post the reviews to their websites, social pages, blogs, or Goodreads.




# 56

## Enroll in Amazon Vine

Amazon Vine is a program that gives a select group of Amazon reviewers advance access to products in exchange for their honest review. The program is invitation-only: Amazon selects reviewers based on Amazon customers' trust in their reviews. If eligible, you can enroll in Amazon Vine to submit your book for potential review.



The screenshot shows a review from Jennifer M., a Vine Voice, dated September 5, 2023. The review is for the book 'Things We Left Behind' and gives it a 4.5-star rating. A red arrow points to the 'VINE VOICE' label. The review text is as follows:

**Jennifer M. VINE VOICE** 

★★★★★ **Sloane & Lucian are EVERYTHING** 🥰

Reviewed in the United States on September 5, 2023

Oh my freaking goodness... get ready for a whirlwind of snarky and flirty banter, suspenseful and spicy moments and ALL the feels with Sloane and Lucian!

Things We Left Behind is the third book in the Knockemout series by Lucy Score- and while yes, you could in theory enjoy this book on it's own, I personally think with how much these stories interconnect not only with characters but with a thread of a bigger storyline you really will get the best experience by reading them in order. Plus, Lucy is just a phenomenal story teller that blends emotion, sexy and humor in such fabulous ways that you should just read all her books anyway 🥰

4.5 ★

# 57

## Run book giveaways

Book giveaways can take various forms, including blog tours or contests on your blog or social media pages. Providing free copies to your most loyal fans in exchange for an honest review can help a new book get traction, plus it rewards readers for their loyalty.

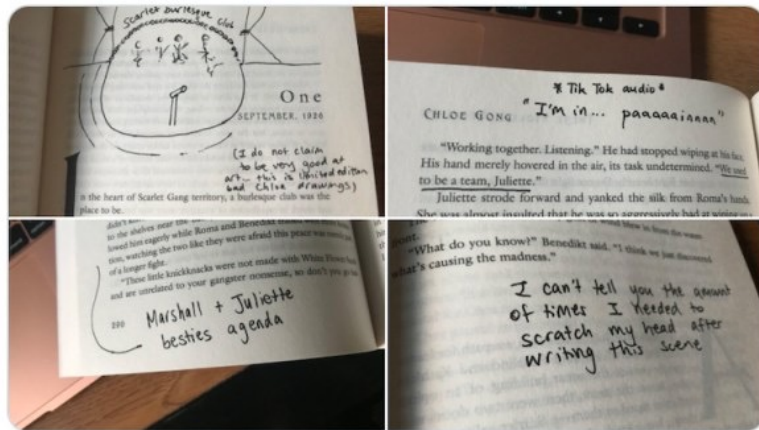


chloe gong ♥  
@thechloegong

✨ annotated ✨ ARC giveaway!

in a twist of events, if you've read THESE VIOLENT DELIGHTS, tell the internet your thoughts for the chance to win a signed copy marked up with all my thoughts?

to enter, RT + F + use one/all of the links below to leave a review!



4:46 PM · Nov 23, 2020 · Twitter Web App

213 Retweets 27 Quote Tweets 592 Likes



# Ask readers for a review in the back matter

A high number of reviews makes a book more enticing to potential readers. We found that when a book has at least 150 five-star reviews on Amazon or Goodreads, including the number of five-star reviews in the copy increased clicks an average of 14.1%.

## AFTERWORD

Thank you for reading *Moth*. I hope you enjoyed this novel.

Keep exploring this world in *Empires of Moth*, the sequel. Click [here](#) to grab your copy or search your favorite ebook store for "Empires of Moth."

Want to stay updated with news about my books?

\* Join my mailing list at: [DanielArenson.com/MailingList](https://DanielArenson.com/MailingList)

\* Like me on Facebook: [Facebook.com/DanielArenson](https://Facebook.com/DanielArenson)

\* Follow me on Twitter: [Twitter.com/DanielArenson](https://Twitter.com/DanielArenson)

And if you have a moment, please review *Moth* at the store where you bought it. Help other fantasy readers and tell them why you enjoyed this book. Thank you!

Finally, remember to visit the Moth website, where you can find original Moth music (including a recording of "Sailing Alone", the song Koyee plays on the streets), artwork, a wiki, and more: [DanielArenson.com/Moth](https://DanielArenson.com/Moth)

Thank you again, dear reader, and I hope we meet again between the pages of another book.



# 49

## Submit a book for relevant editorial reviews

You can pay for guaranteed reviews from reputable publications like Kirkus Reviews, BookLife by *Publisher's Weekly*, and Discovery by Reedsy. Be sure to check the submission requirements for each service.



**Launch a book and  
build buzz**



# 60

## Make sure your book gets a BookBub New Release Alert

Add each book to your BookBub Author Profile as soon as the preorder page or product page is live on retailer sites. This will ensure that your BookBub followers receive a New Release Alert when each book launches.

BookBub

BookBub

### New Release from Brandon Sanderson

New release alerts from your favorite authors!



#### Tress of the Emerald Sea: A Cosmere Novel (Secret Projects Book 1)

Brandon Sanderson

*#1 New York Times bestselling author Brandon Sanderson expands his Cosmere universe shared by The Stormlight Archive and Mistborn with a new standalone novel for everyone who loved The Princess Bride.*

The only life Tress has known on her island home in an emerald-green ocean has been a simple one, with the simple pleasures of collecting cups brought by sailors from faraway lands and listening to stories told ... [Read More](#)

Save to Wishlist

or buy from...

Amazon

Barnes & Noble

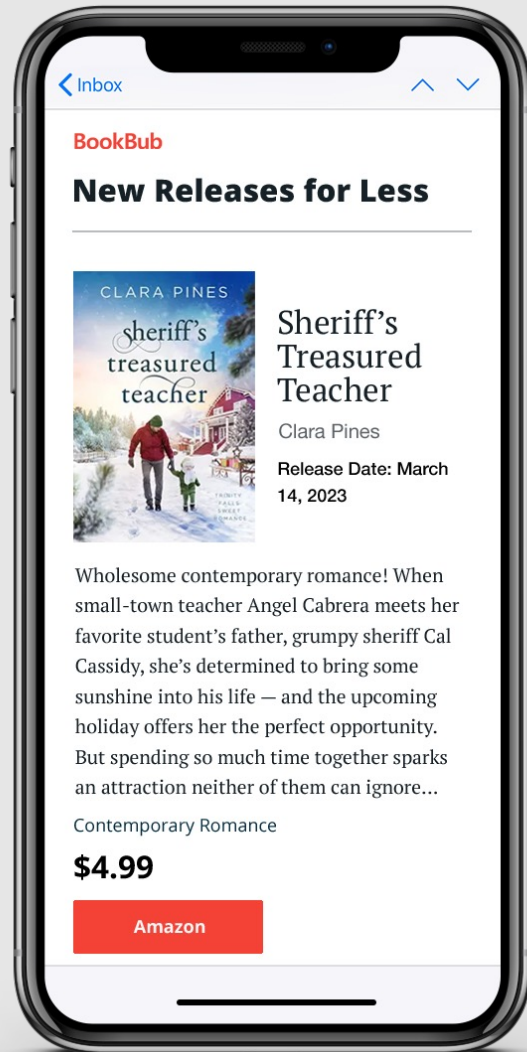
Apple Books

Google Play

# 61

## Submit for a BookBub New Releases for Less promotion

New Releases for Less is an excellent tool for driving wide exposure of new releases priced at \$7 or less. Each promotion is sent to all of the US BookBub members subscribed to the book's category, giving selected new releases exposure to hundreds of thousands of relevant readers beyond an author's existing fan base.



# Run a BookBub Ads campaign

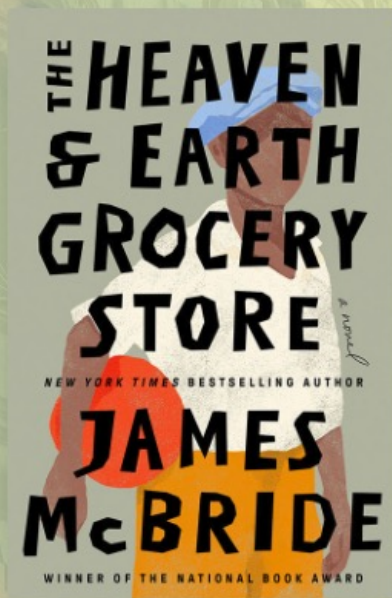
With BookBub Ads, you can promote a new release to BookBub's millions of power readers and increase exposure and buzz for your books. *USA Today* bestselling author Jeana E. Mann budgets BookBub Ads into all of her new release plans to increase sales and exposure.



# 63

## Brand your homepage with a new release

Publicize your latest book on your website homepage and social pages by updating the header, banners, or other images to increase awareness among visitors. Consider including blurbs instead of a synopsis to intrigue visitors.



### The Heaven & Earth Grocery Store

Named a Must Read for the Summer by The New York Times, The Washington Post, The Boston Globe, Time, AARP, Town & Country, St. Louis Post-Dispatch

From James McBride, author of the bestselling Oprah's Book Club pick *Deacon King Kong* and the National Book Award-winning *The Good Lord Bird*, a novel about small-town secrets and the people who keep them.

In 1972, when workers in Pottstown, Pennsylvania, were digging the foundations for a new development, the last thing they expected to find was a skeleton at the bottom of a well. Who the skeleton was and how it got there were two of the long-held secrets kept by the residents of Chicken Hill, the dilapidated neighborhood where immigrant Jews and African Americans lived side by side and shared ambitions and sorrows. Chicken Hill was where Moshe and Chona Ludlow lived when Moshe integrated his theater and where Chona ran the Heaven & Earth Grocery Store. When the state came looking for a deaf boy to institutionalize him, it was Chona and Nate Timblin, the Black janitor at Moshe's theater and the unofficial leader of the Black community on Chicken Hill, who worked together to keep the boy safe.

As these characters' stories overlap and deepen, it becomes clear how much the people who live on the margins of white, Christian America struggle and what they must do to survive. When the truth is finally revealed about what happened on Chicken Hill and the part the town's white establishment played in it, McBride shows us that even in dark times, it is love and community—heaven and earth—that sustain us.

Bringing his masterly storytelling skills and his deep faith in humanity to *The Heaven & Earth Grocery Store*, James McBride has written a novel as compassionate as *Deacon King Kong* and as inventive as *The Good Lord Bird*.

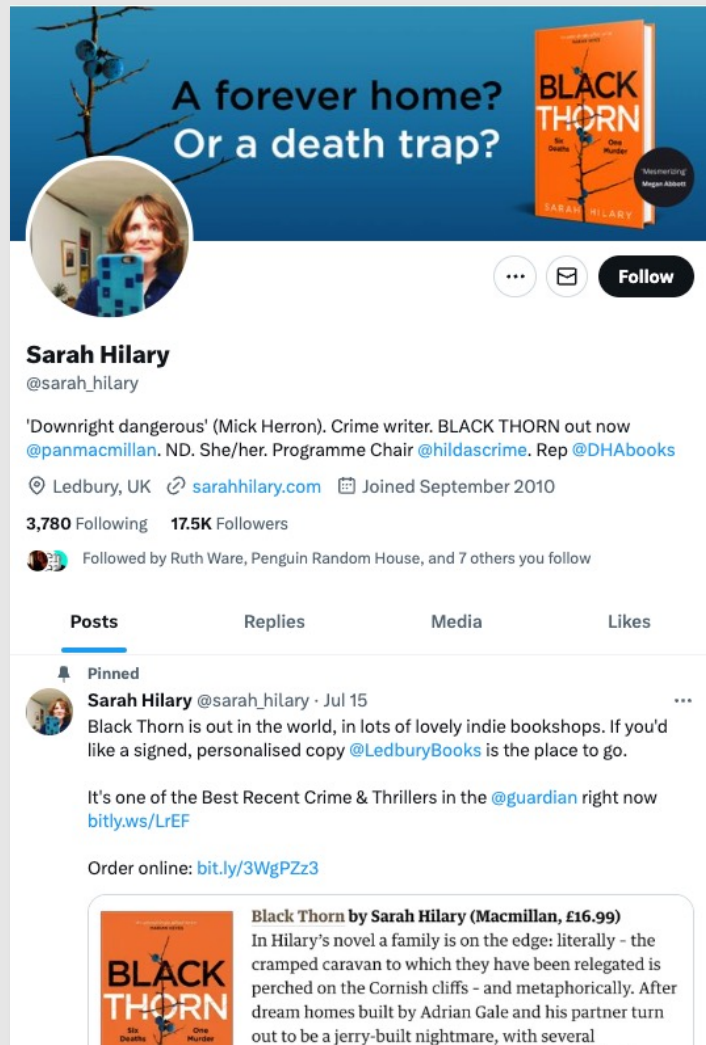
[PURCHASE BOOK](#)



# 64

## Link to your newest release

Find a high-visibility place to link to your book. Many authors choose to include links in their personal email signature, social media bios, author bios, and back matter. Update these assets whenever you release a new book.



**A forever home?  
Or a death trap?**

**BLACK THORN**  
Six Deaths One Murder  
Mourning Megan Abbott

**Sarah Hilary**  
@sarah\_hilary

'Downright dangerous' (Mick Herron). Crime writer. **BLACK THORN** out now @panmacmillan. ND. She/her. Programme Chair @hildascrime. Rep @DHAbooks

📍 Ledbury, UK 🌐 sarahhilary.com 📅 Joined September 2010

3,780 Following 17.5K Followers

Followed by Ruth Ware, Penguin Random House, and 7 others you follow

**Posts** Replies Media Likes

**Pinned**

**Sarah Hilary** @sarah\_hilary · Jul 15

Black Thorn is out in the world, in lots of lovely indie bookshops. If you'd like a signed, personalised copy @LedburyBooks is the place to go.

It's one of the Best Recent Crime & Thrillers in the @guardian right now [bitly.ws/LrEF](https://bit.ly/LrEF)

Order online: [bit.ly/3WgPZz3](https://bit.ly/3WgPZz3)

**Black Thorn by Sarah Hilary (Macmillan, £16.99)**

In Hilary's novel a family is on the edge: literally - the cramped caravan to which they have been relegated is perched on the Cornish cliffs - and metaphorically. After dream homes built by Adrian Gale and his partner turn out to be a jerry-built nightmare, with several

# 65

## Add a free ebook sampler to retailer sites

Upload the sampler as its own ebook with a separate product page and make it clear in the title and description that this is just a sample — the first chapter or first few chapters — to avoid disappointing readers. On the last page, include a link to purchase the full copy.

amazon prime

Books Search Amazon

All Medical Care Buy Again Prime Household, Health & Baby Care Livestreams

Books Kindle Rewards Advanced Search New Releases Best Sellers & More Amazon Book Clubs Children's

Alana Terry

Christian suspense from the heart of Alaska ...

Back to results

Hope Between the Pages (FREE PREVIEW) (Doors to the Past Book 2) Kindle Edition

by Pepper Basham (Author) | Format: Kindle Edition

4.7 ★★★★★ 26 ratings See all formats and editions

Kindle \$0.00

Read with Our Free App

**FREE PREVIEW:**  
Uncover the Story Behind a One-Hundred-Year-Old Love Letter

Walk through Doors to the Past via a new series of historical stories of romance and adventure.  
Read more

Follow the Author

Pepper Basham Follow

Print length 48 pages English

# 66

## Upload a PDF sample to your website or BookFunnel

Once people download it, it's okay if the PDF is distributed outside of your control since it's just a sample. In fact, you should hope it gets as many eyeballs on it as possible! On the last page, include a link to purchase the full copy.

EMILY LIEBERT

MEET EMILY

BOOKS

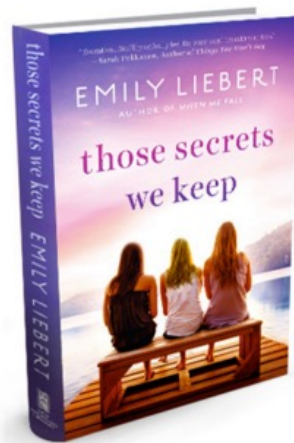
BOOK CLUBS

PRESS

GALLERY

EVENTS

CONTACT



NOW AVAILABLE!

Amazon | Barnes & Noble | Powells | BAM |  
Indiebound | Kindle | Nook | GooglePlay

In Canada: Amazon | Indigo | Kindle | Kobo



READ THE FIRST CHAPTER!



Click here to read the first chapter  
of *Those Secrets We Keep*.

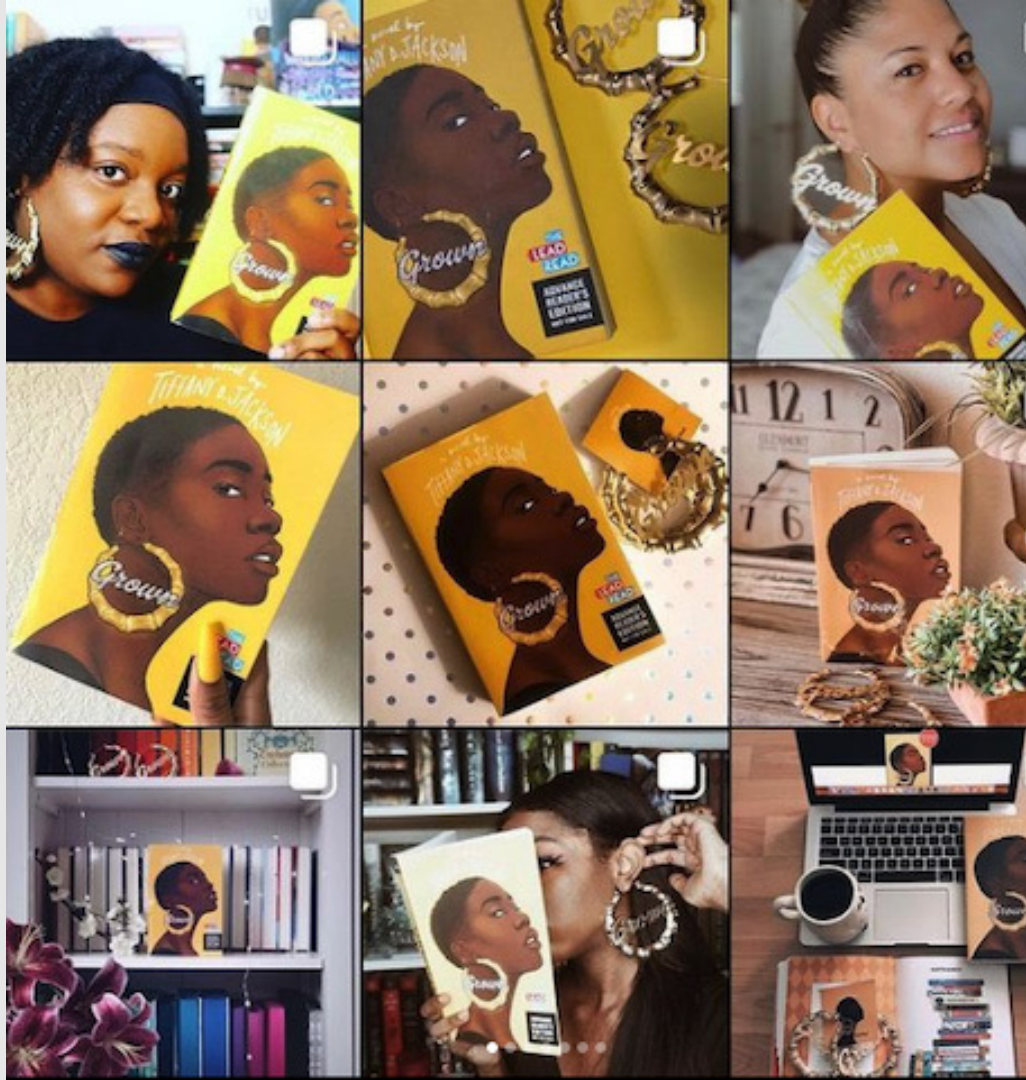
FOLLOW EMILY



# 67

## Create and distribute free swag

Swag can be an effective marketing tool, especially if it ties into the story in some way. Remember: Everyone gives away bookmarks and bookplates. Consider your target audience and think about what they would have a real use for that relates to the book. For example, author Tiffany D. Jackson created a real-life version of the earrings worn by her book's protagonist!





# Sell themed merchandise on your website

Create custom t-shirts, coffee mugs, ereader covers, jewelry, framed art, etc., and have them available for sale on your website or at events. Services like CafePress or Redbubble can help. Your most loyal fans might be excited to become walking advertisements for a day!



## Smartphone Case

Put Seiji and Aoi on your phone on a strong snap-on case with quality silicone shock-resistant insulation.

\$35 via Society6

Keep your eye out for Society6 promotions, promotional codes, free shipping events and more!



## Coffee Mug

Let Seiji and Aoi join you for tea and coffee.

\$15 - 11 oz  
\$18 - 15 oz

via Society6

Keep your eye out for Society6 promotions, promotional codes, free shipping events and more!



## Wall Clock

A beautiful wall clock symbolizing the passage of time for Seiji and frozen time for Aoi. Get one to decorate your room!

Customizable colours: Natural Wood, White, Black frames, White or Black hands

\$30 via Society6

Keep your eye out for Society6 promotions, promotional codes, free shipping events and more!



## Throw Pillow

Stylish hand sewn quality pillow covers or get them with a pillow cushion.

Starting from \$20  
16", 18", 20" sizes  
via Society6



## Tote Bags

Durable handy tote bags, Secondhand Memories style.

Starting from \$18  
13", 16", 18" sizes



## Laptop & iPad Skins

Decorate your computers and tablets with Seiji and Aoi.

# 69

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## **Submit a book as an award contender**

Including an author's awards in BookBub's blurbs increases clicks an average of 6.7%. Find relevant or genre-specific awards and submit a book for consideration. Check the Alliance of Independent Authors (ALLi) website for an up-to-date list of awards and contests open to indie authors.





# 70

## Run a virtual book launch event

Going virtual not only saves on travel expenses, but provides greater accessibility, allowing more people to tune in than ever before and leading to great opportunities for fan engagement.



Christina Soontornvat

@soontornvat

Following



Here we go! Live Virtual Book Birthday party for #AWishintheDark with @thebookiv! Click the link to head over to YouTube and you can ask us all your questions!

And at the end I'll give away a signed copy of A WISH IN THE DARK!

[youtu.be/jYzqDH\\_\\_Hlo](https://youtu.be/jYzqDH__Hlo)



3:00 PM - 24 Mar 2020

27 Retweets 76 Likes



# Run price promotions



# 71

## Temporarily discount backlist books to drive sales

Choose as low a price as possible to drive the highest volume of sales. 85% of bargain readers have purchased a book from an author unknown to them because of an ebook price promotion.

**N.M. Thorn**  
27 November 2021 · 🌐

If you haven't dived into the fascinating world of the Junkyard Druid series by [M.D. Massey](#), right now is the best time to do so. For a limited time, all Junkyard Druid boxed sets are 40% off!  
<https://geni.us/jdboxedsets>



**M.D. Massey**  
27 November 2021 · 🌐

Grab my Junkyard Druid boxed sets while they are on sale - 40% off thru Sunday Night!  
<https://geni.us/jdboxedsets>

# 72

.....

## Set up a Countdown Deal

Kindle Countdown Deals are time-sensitive discounts you can run via Amazon to drum up extra excitement for a price promotion.



A screenshot of a Kindle Countdown Deal for Kindle Unlimited. The top section features the 'kindleunlimited' logo and the text 'Unlimited reading. Over 4 million titles. [Learn more](#)'. Below this is a yellow button labeled 'Read for Free'. A horizontal line with 'OR' in the center separates this from the pricing section. The pricing section shows 'Digital List Price: ~~\$3.99~~', 'Kindle Price: **\$0.99**', and 'Save \$3.00 (75%)'. It also states 'You Earn: 3 pts [Details](#)' and 'Sold by: Amazon.com Services LLC'. At the bottom, a white box with a red arrow pointing to it contains the text 'Kindle Countdown Deal', 'Price goes up to **\$3.99** in 6 days', and a green timer '18h 44m 04s'.

kindleunlimited

Unlimited reading. Over 4 million titles. [Learn more](#)

Read for Free

OR

Digital List Price: ~~\$3.99~~

Kindle Price: **\$0.99**

Save \$3.00 (75%)

You Earn: 3 pts [Details](#)

Sold by: Amazon.com Services LLC

**Kindle Countdown Deal**

Price goes up to **\$3.99** in 6 days

18h 44m 04s

# 73

## Promote a full-priced book in a discounted book's back matter

Authors see a 2.2x higher increase in sales of other books in their series if links are included in the back matter of the discounted book.

Also by **DIANE CAPRI**

(Click each title to buy or download a sample)

[Diane Capri Series Reading Order](#)

*Free Complete Bibliography*

[CLICK HERE for a complete list of Diane Capri Books](#)

**The Hunt for Jack Reacher Series:**

[Deep Cover Jack](#)

[Jack and Joe](#)

[Jack in the Green](#)

[Get Back Jack](#)

[Don't Know Jack](#)

[Jack in a Box](#)

[Jack and Kill](#)

**The Jess Kimball Thrillers Series:**

[Fatal Error](#)

[Fatal Demand](#)

[Fatal Distraction](#)

[Fatal Enemy](#)

# Discount the first book in a series

Hook new readers into a series by pricing low. 70% of bargain readers buy full-priced ebooks, so getting them hooked on a series via a discount often leads to full-priced sales later.





# 75

## Promote an ebook discount with BookBub

BookBub lets you send an ebook deal to targeted lists of millions of power readers. Partners reported a 196x average increase in earnings from a book during a Featured Deal.

BookBub

BookBub

### Your Ebook Deals



#### Before Sunrise

By Rick Mofina

After his plane crashes in the rugged Rocky Mountains, officer Will Fortin's assignment transporting an incarcerated man becomes a powerful struggle for survival. An unforgettable read from "one of the best thriller writers in the business" (*Library Journal*).

Thrillers

**\$1.99** ~~\$3.99~~

Apple Books

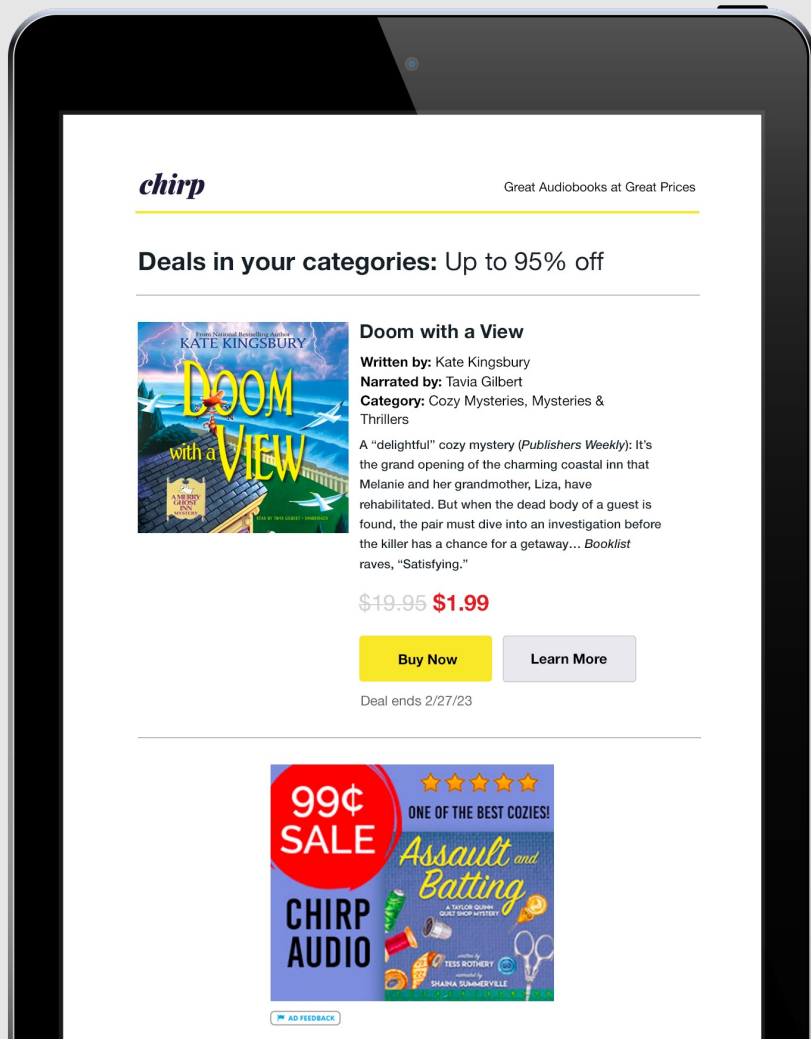


AD FEEDBACK

# 76

## Promote audiobook discounts on Chirp

Each Chirp feature reaches hundreds of thousands of audiobook listeners in our daily deals email in addition to merchandising placement on chirpbooks.com, and partners who set up additional discounts on related books during the promotion see an average of 50% more revenue.

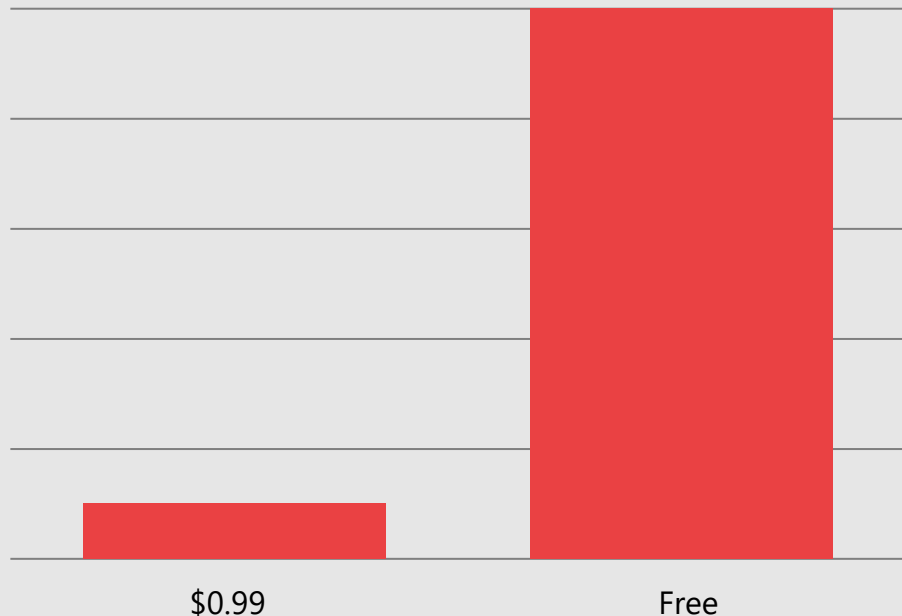


# 77

## Create a permafree gateway book

For example, the first book in a series can be permafree as a gateway to the rest of the series. BookBub readers are 11x more likely to click on a book that's offered for free than a discounted book.

Engagement with BookBub Emails



# Run price promotions in foreign countries

Discounting a book in foreign markets can be a great way to drive ebook downloads and revenue in those regions. Also, when you submit a book for a BookBub Featured Deal, you can easily elect to run the promotion in our international editions.



# 79

## Run a price promo when you launch a new book

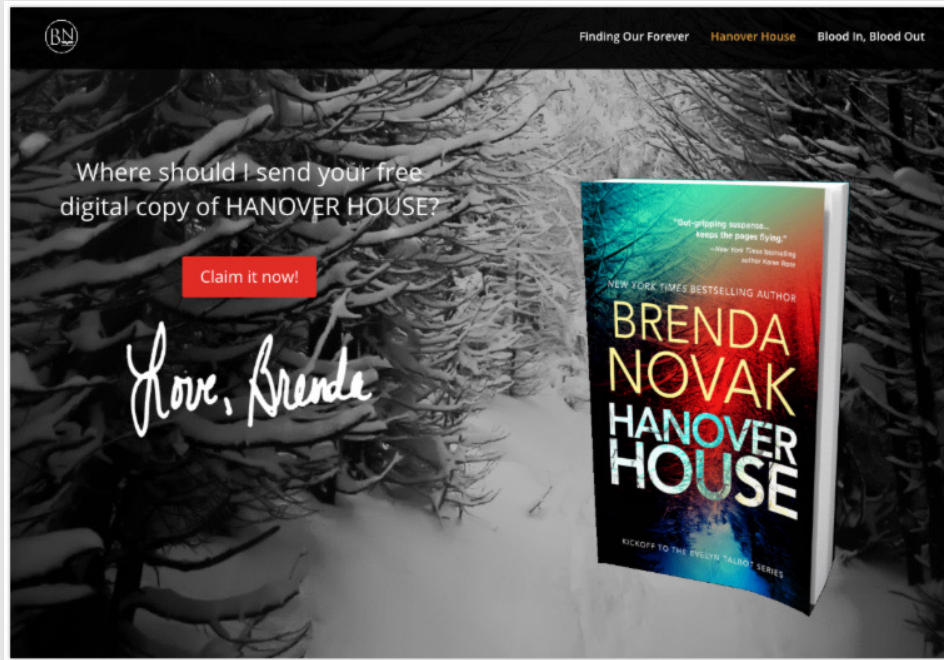
Running a price promotion for a backlist book can help drive sales for a new release. 89% of BookBub partners who discounted an older book to market a new release sold more of their new book after the promotion. Or try discounting the new book once it's built up a solid platform!



# 80

## Self-publish a prequel to a traditionally published book

Traditionally published authors can self-publish prequels or connected standalones and use discounts on those books to promote their traditionally published books. Brenda Novak used this strategy to launch her book *Face Off*, the third in its series, to bestsellerdom.





**Get more online  
exposure**

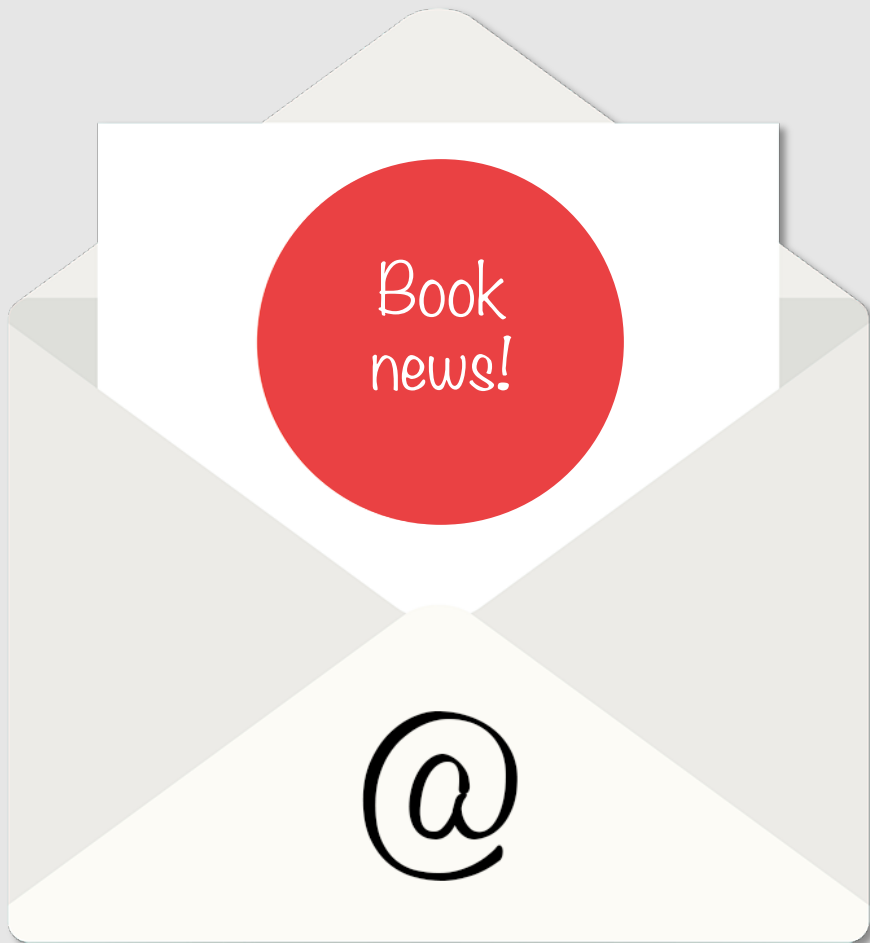


# 81

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## Email your mailing list about a book launch

Reach out to fans who have opted in to receive communication from you. You can also let them know about an imminent release. Use an exclusive look at the first chapter to get them excited.



## Later, email the recipients who clicked

The people who opened or clicked on the book launch email are the most engaged people on your list. They will be most likely to make the purchase or even write a review of the book. Reach out and ask if they've read it yet. Let them know you value their opinion and would sincerely appreciate an honest review.



## Later, email those who didn't click

Don't forget the people who didn't engage with the book launch email — they cared enough to specifically sign up for your email list, but for whatever reason didn't open the first email. Send them the first few chapters of the book for free and see if you can hook them the second time around.



# Promote a book on relevant blogs

Compile a list of book bloggers and reviewers who regularly review books, interview authors, or feature guest posts from authors in your genre. Coordinate with them to promote giveaways or publish reviews or author interviews.



# Sign up as a HARO source

Help a Reporter Out (HARO) connects journalists with relevant experts, and you are the expert in your niche! By signing up, you'll receive an email three times per day that includes media opportunities in which you could be quoted. Reply quickly for the best chance of getting selected for a quote in an article, and ask for a link back to your site.





# Partner with other authors to run themed promotions

For example, if your publishing imprint or group of friends has three fantasy books featuring fae, coordinate price promotions, themed blog posts, and social media parties. Packaging these books promotionally helps each book gain exposure across the other authors' platforms.



# 87

## Support other authors

From recommending books to providing industry advice to hosting book clubs featuring others' titles, author-to-author support comes in many forms.



# Show your readers appreciation

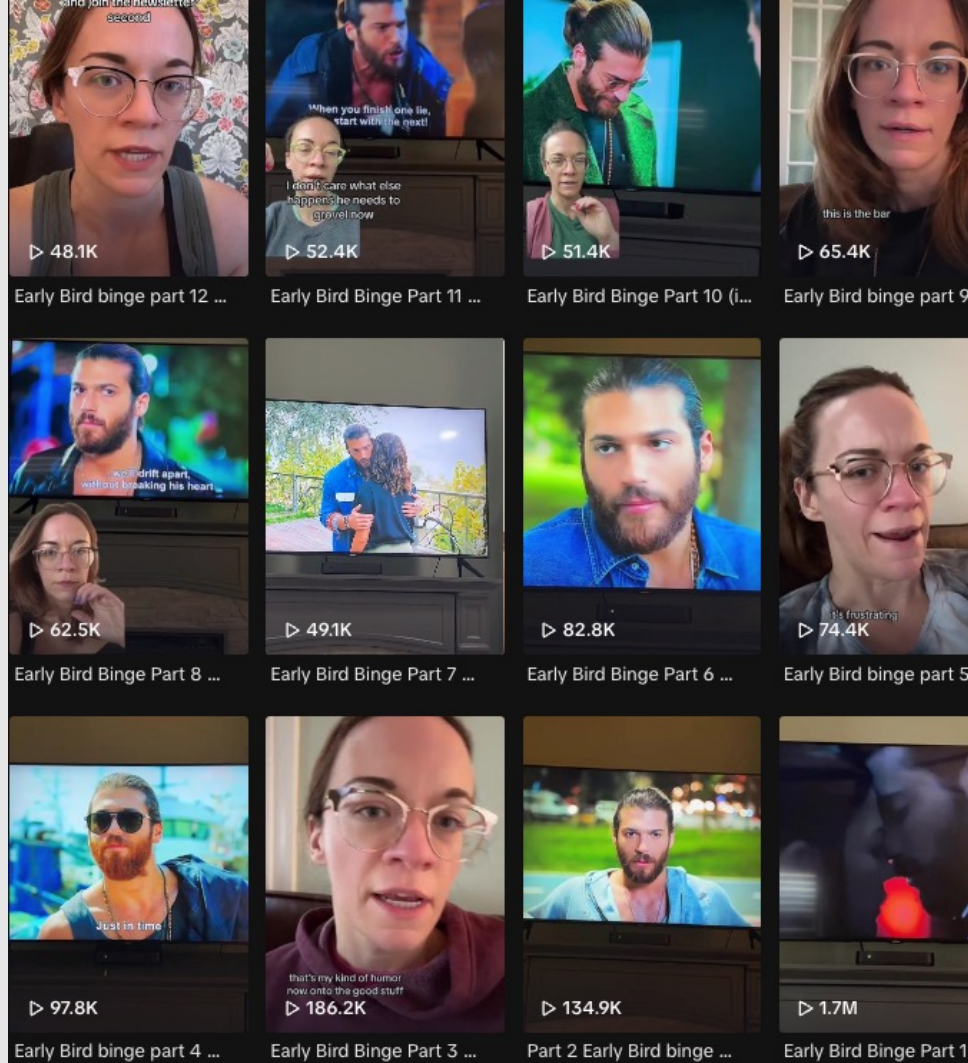
From sharing fan art to running giveaways to sharing discounts, there are also many ways to thank your fans for supporting your work.



# 89

## Create a relevant video series

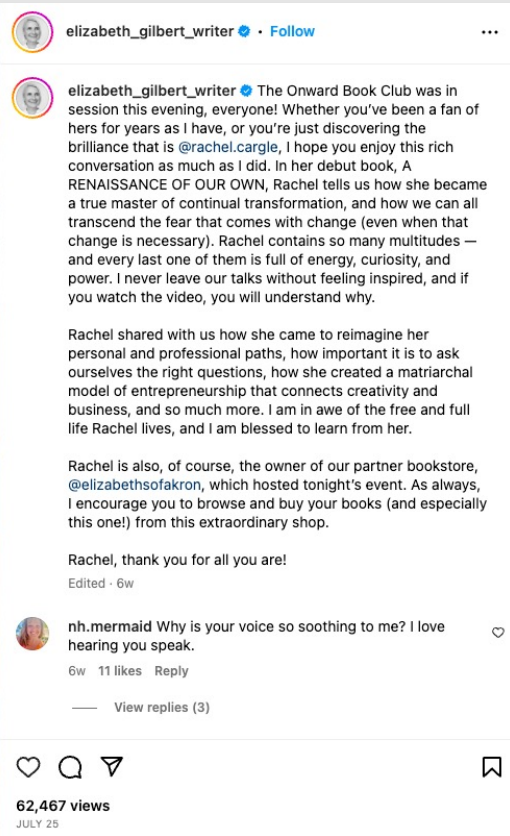
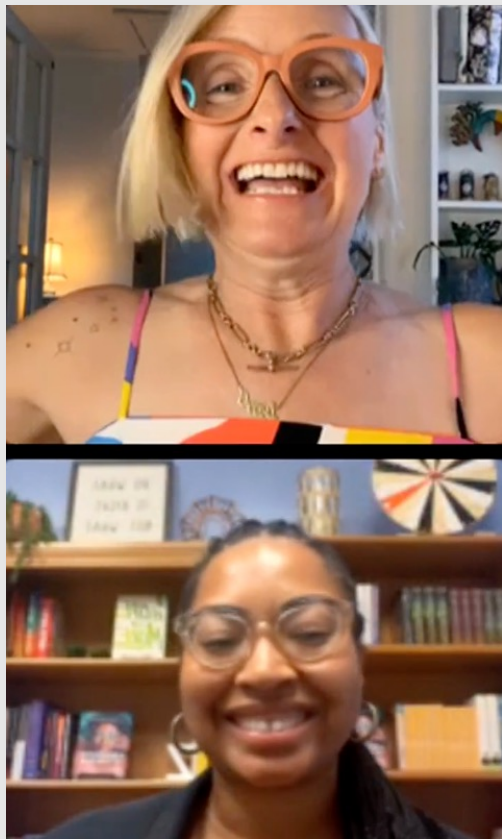
Create mini documentaries on a book — or get more creative. For example, *New York Times* bestselling author Tessa Bailey created this series of reactions to a TV show her romance readers would be interested in. Publish the videos on YouTube, TikTok, or your other social channels.



# 90

## Live stream an event

Beyond recording videos, live streaming is a great way to engage with your fans in real time. You can use YouTube, Facebook, or Instagram Live to stream events like writing workshops, book signings, book clubs, or Q&As.





# Run a digital advertising campaign

BookBub Ads, Amazon ads, Facebook ads, and other social media platforms let you target ads to a fine-tuned audience based on preferences users have expressed on those platforms. This lets you advertise the book to people interested in similar books or genres.

### 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](#)

C. S. Lewis ✕

Shel Silverstein ✕

Jerry Spinelli ✕

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

Middle Grade ✕

Children's ✕

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

### Audience: Defined

Max Daily Reach: **10k to 50k** impressions

Nice work! Defined targeting enables you to reach a substantial audience of readers who are more likely to engage with your ad.



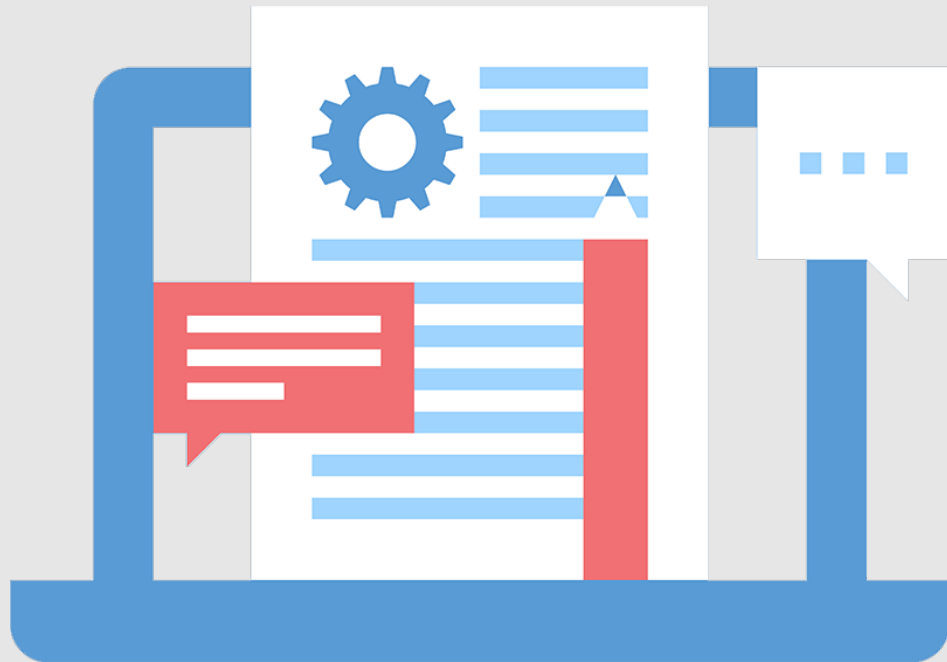
# Time book promotions with current events

If you can strategically promote a book during specific seasons, an annual event, or when something pops up in the media, take advantage of that opportunity and be a part of the conversation.



# Write and syndicate a press release

Create an informational press release announcing a new book. Link to both the new release product page and your own website for SEO purposes. Use a free press release distribution service to syndicate the press release to news websites and blogs.



# Reach out to the press

Email relevant media sites a pitch for a book and offer a free copy. Be sure to use a catchy subject line and opening sentence. Follow up by sending a press release and personalized letter with the book.

## An example pitch:

Dear Mr. Adams,

*I Am Cait* is set to premiere in the next few days and the world is suddenly awake to the issues transgender men and women face in the U.S. Even last week the DOJ announced they would allow transgender military to serve openly by the end of 2016.

But what's next?

(Author name) was born in a boy's body and has been living for years as a woman after her sex reassignment surgery. She knows all too well the actual issues in front of men and women born in the wrong body.

In her new book, (book title), (author name) gives us a glimpse of what's in store for transgender men and women who want to be accepted in their new bodies.

In what will be an emotional and eye-opening interview, (author name) is available to discuss the following:

- Can transgender men and women really live as who they were meant to be?
- Dating as a transgender: What happens when your date learns of the past?
- Why Caitlyn's fame can be frustrating for those living like this for years
- Her journey: from moving to NYC when she was 17, to living in the Middle East, to transitioning in her first year of law school, to her sex change in Thailand

Please let me know if you are interested in receiving a complimentary review copy of (book title), or would like to connect with (author name) for expert commentary and feature/profile interviews.

Many thanks for your consideration, Mr. Adams. I look forward to hearing from you.

*Example pitch courtesy of Smith Publicity.*

# Find relevant guest blogging opportunities

Reach out to blogs focused on your genre with recent posts, lively comments, and an active social media presence. If they'd like to accept a post from you, create valuable and original content, and carefully edit each post to make sure you're delivering polished content.

## Pitch template:

Hi [name of blog owner/editor],

I'm a [(genre) author/publisher/publicist/etc.] and I would like to write a guest post about [topic] for [name of blog]. The headline would be something like ["title"], and it would cover [specifics of what it would be about]. [Additional details as needed].

Here are some examples of [articles I've written/some of my books/my website]:

[link to article you've written, book you authored, your website]  
[second link if applicable]

Let me know what you think!

Regards,

[your name]

---

## Participate in relevant interviews

Agree to participate in blog or podcast interviews that would effectively reach your target audience. Interviews can be a great way to share your perspectives without needing to write much original content. Take advantage of these opportunities to increase awareness of your author brand and your books.



97

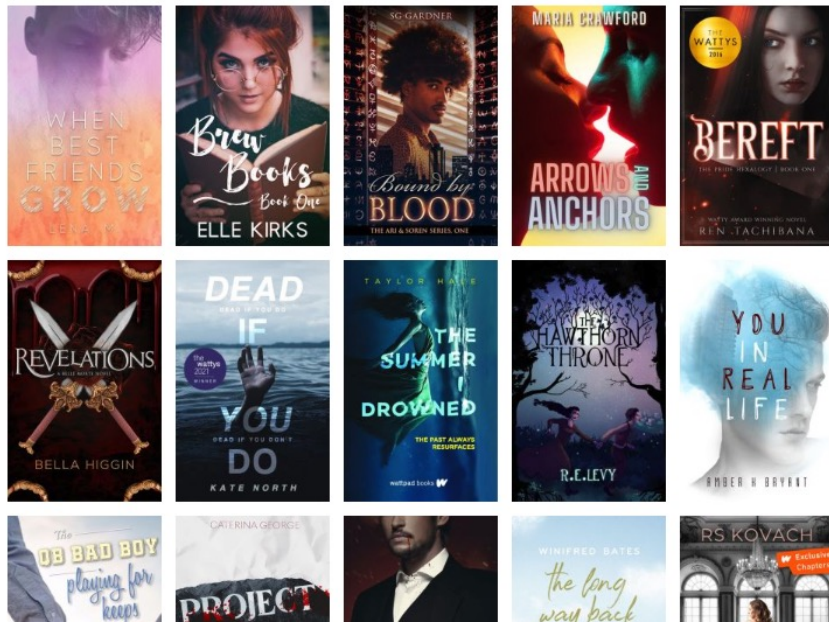
# Publish to a serial fiction website

This is a great way to get exposure to new audiences and test what resonates with your readers. On some serial fiction sites, you can even monetize your work! Some sites are heavily focused on specific genres, like Radish (romance) and Royal Road (fantasy and science fiction). Wattpad and Kindle Vella are options that are open to stories in all genres, or you can use membership services like Substack or Patreon to write whatever you like!

## Paid Stories

Wattpadders know a hit when they see it. In the past, our editorial experts have worked with writers to bring the characters from Wattpad gems to life on the silver screen and TV, and helped get the stories readers have supported on Wattpad publishing deals and onto best-seller lists.

Paid Stories is a new way for Wattpadders to continue this incredible support directly on Wattpad.





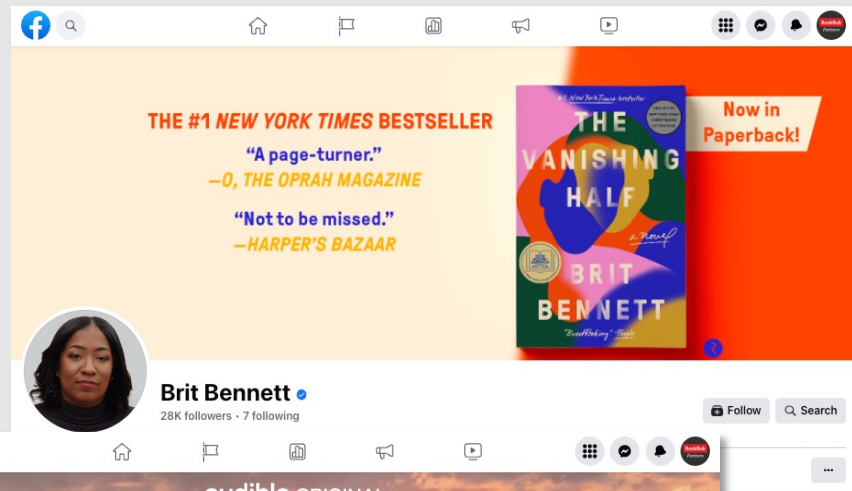
**Spread the word on  
social media**



# 98

## Brand your social media header photos

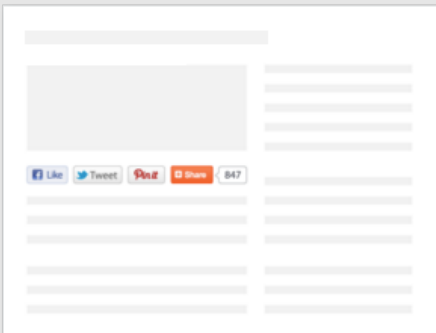
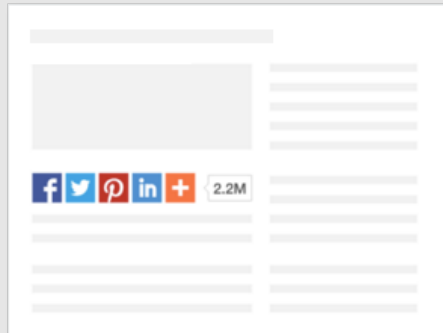
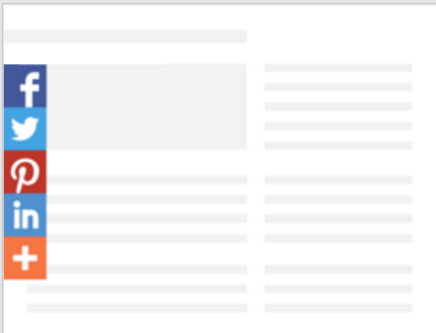
The cover photo space on platforms like Facebook and Twitter/X offer a great branding opportunity for authors. Update your cover photo with branding for your latest release, preorder, or price promotion to make sure everyone who comes to the page knows about it.



# 99

## Make your blog posts easy to share

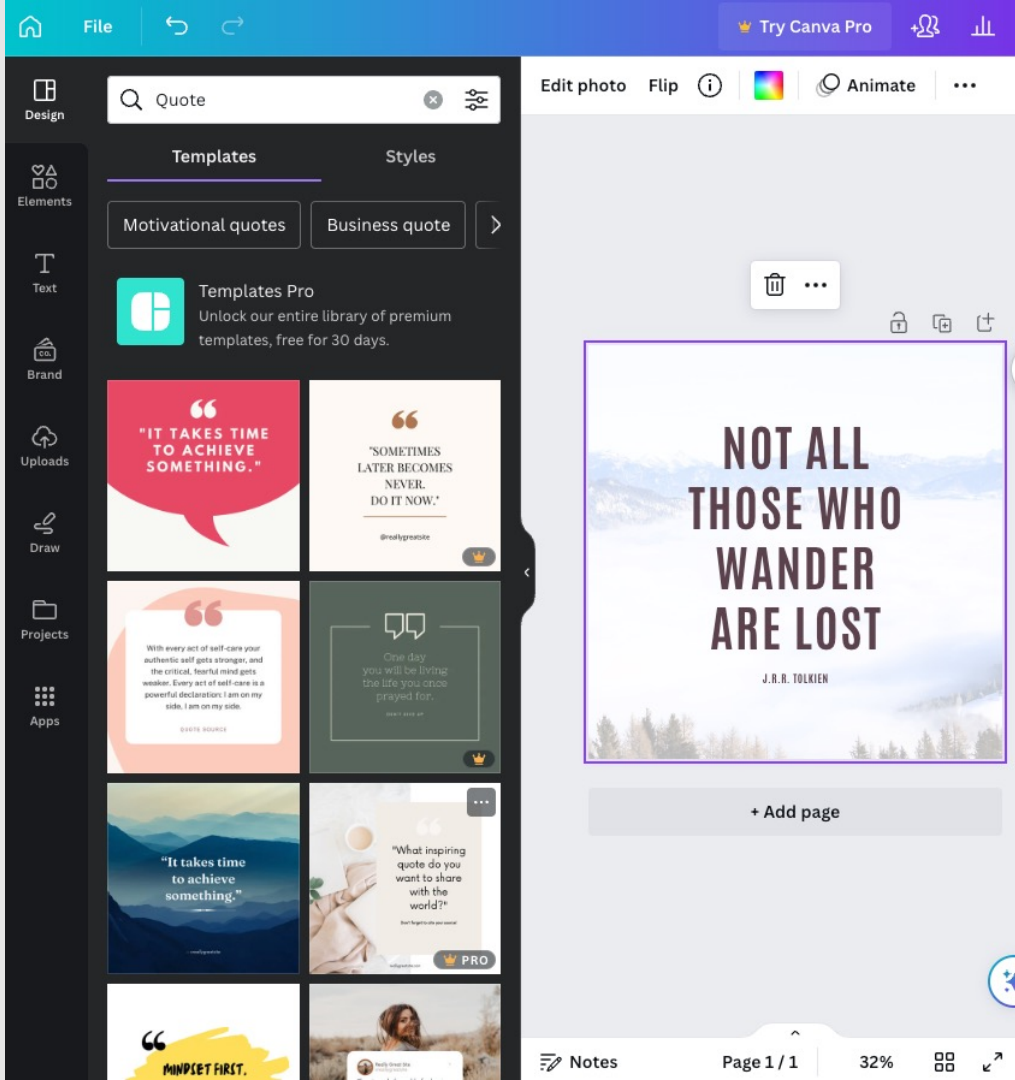
Make it easy for fans to share your book news and other blog posts by optimizing each post for social sharing. Use tools like ShareThis to add social sharing buttons alongside each post, and ClickToTweet to create clickable tweets.



# 100

## Make each social media post visual

Posts that include images and video get more engagement on social media. Instead of text-only updates, try posting an image of your book's cover with a teaser quote, or record your message in a video. Tools and image libraries like Canva, Shutterstock, and iStock can help.



# 101

## Run a participation contest

Have fans share your post, comment on a post, or like a post for a chance to win a free signed copy of a book or another fun prize, and cross-promote the contest on your other social media channels.



16 SIGNED BOOKS FOR 1 VERY LUCKY WINNER



To enter the Blizzard of Books Giveaway & have a chance to win a fabulous stack of **SIXTEEN** signed YA books including **THE CONSPIRACY OF US** ...

1. Retblog this post.
2. Follow the author on Tumblr.
3. You must follow **every** author in the giveaway to be entered.

# 102

## Run a fan art contest

Get fans to upload fan art of a character or scene from a book on your blog or Facebook page — or have them share it using a hashtag on Instagram or Twitter/X. Choose a winner to receive a prize (and then get permission to use that fan art in your marketing).



### The Savior's Series Fan Art Contest: THE WINNERS!



Writin...  
279K...

Join

Subscribe

291



Share



3,541 views May 25, 2022 [#CyborgQueen](#) [#CyborgArmy](#) [#JennaMoreci](#)  
SUBSCRIBE TO MY CHANNEL NOW! <https://bit.ly/subscribetojenna>

CHECK OUT THE SAVIOR'S SERIES: <https://bit.ly/saviorsseries>

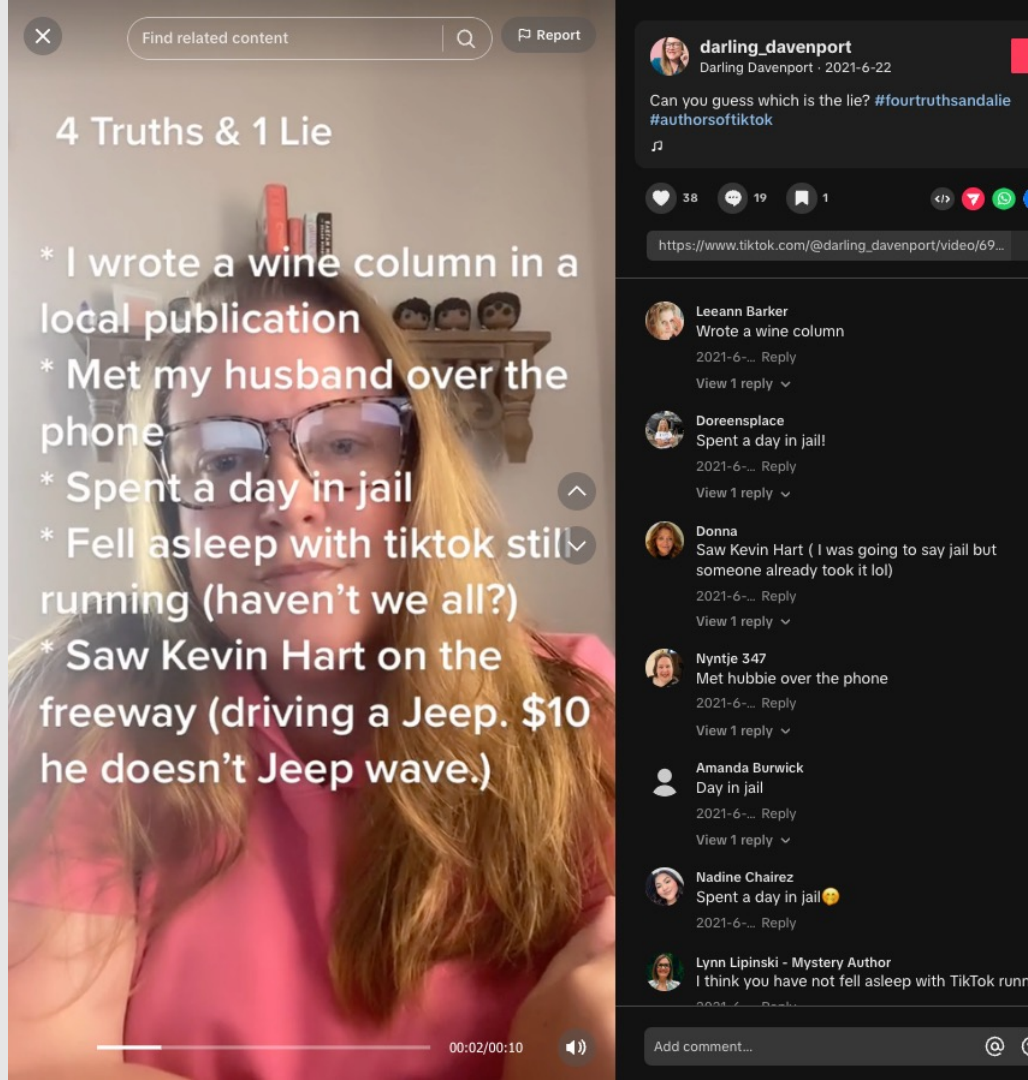
I'm officially announcing the winners of The Savior's Series Fan Art Contest! In honor of The Savior's Series, contestants sent in their stunning illustrations, book memes, book cover art, character art, and more! Thank you so, so much to everyone who entered the contest! You are all so incredibly talented and I cherish every single submission. 🥰 Be sure to stick around until the end to see the



# 103

## Ask questions and encourage participation

The more your fans and followers engage with your updates, the more exposure you'll get — their friends will see their comments in their news feeds. So make sure to involve fans in a two-way conversation.





# 104

## Pre-schedule social media content

Doing social media marketing doesn't mean spending all day online. Use tools like Buffer or Hootsuite to schedule your day's or week's social media content in advance. This will free up your time for writing and other marketing efforts.

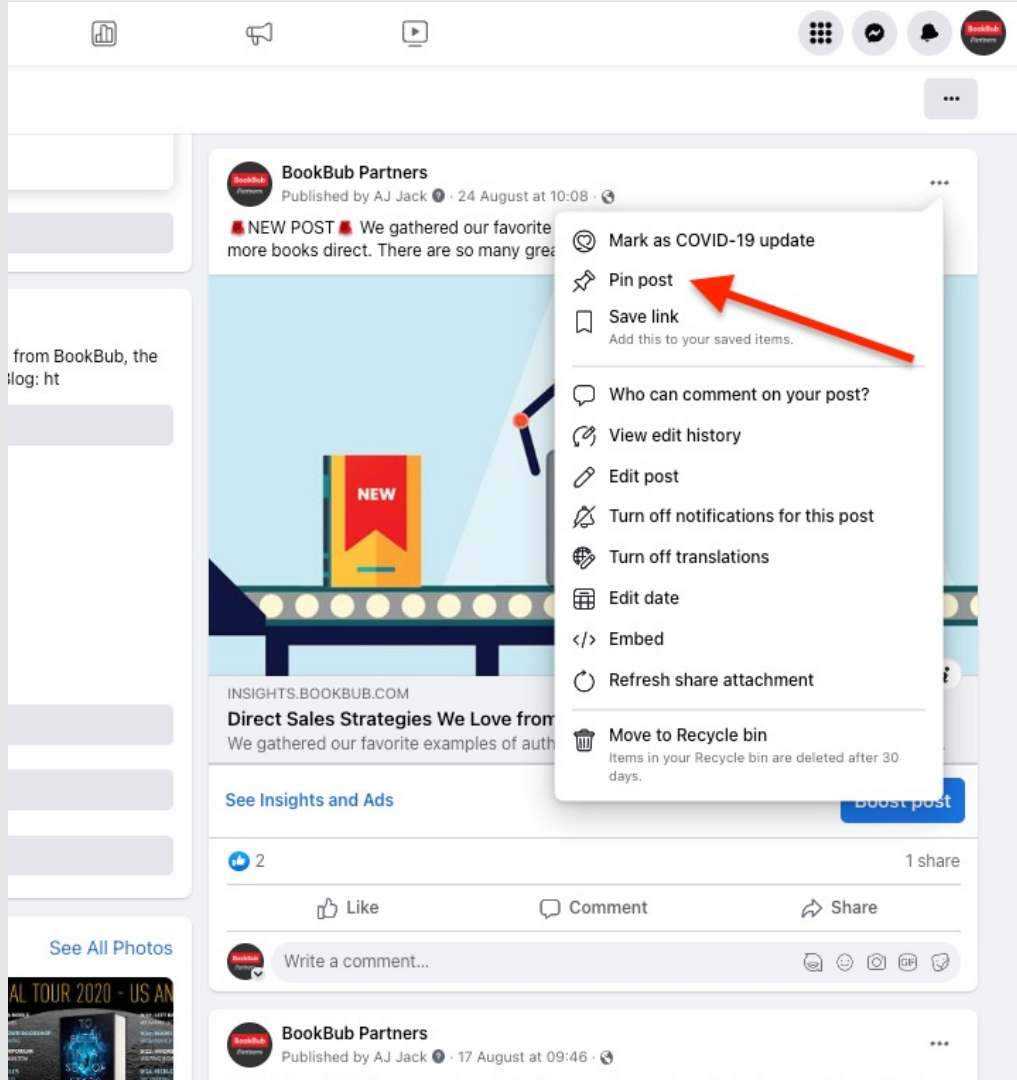
The screenshot displays the Buffer Publishing interface. At the top, navigation tabs include Buffer, Publishing (active), Analytics, Engagement, Start Page, and a link to 'Start a 14-day free trial'. On the left sidebar, options include Create, Calendar, Campaigns, Queues, and a 'New Channel' button. The main content area shows a queue of posts for 'America/Chicago' with a view selector set to 'Day'. The queue lists posts for Tomorrow (September 7), Friday (September 8), Monday (September 11), Tuesday (September 12), Wednesday (September 13), Thursday (September 14), and Friday (September 15), each with a scheduled time.

Day	Date	Time
Tomorrow	SEPTEMBER 7	5:16 PM
Friday	SEPTEMBER 8	12:21 PM
Monday	SEPTEMBER 11	5:06 PM
Tuesday	SEPTEMBER 12	12:52 PM
Wednesday	SEPTEMBER 13	12:35 PM
Thursday	SEPTEMBER 14	5:16 PM
Friday	SEPTEMBER 15	12:21 PM

# 105

## Pin important updates on your feed

Most social media platforms let you pin important announcements about new releases, sales, or contests to the top of your profile. You only need to post the content once, then you can simply pin it for higher visibility!



# 106

## Host a release party on Facebook, Discord, or another virtual platform

Run a contest on launch day giving people many opportunities to win prizes, such as a free copy of a book, gift cards, posters, and more.

L.M. Reid - Author · Follow  
23 February 2022 · 🌟

Come party with me over in the Scarlet Harlot's on Release Day!

March 4th - All day event!

Fun, Games & Prizes

@scarletlanternpublishing

#releaseparty #releasepartysoon #comingsoon #comingsoon #comingsoon !!

## AUTHOR TAKEOVER



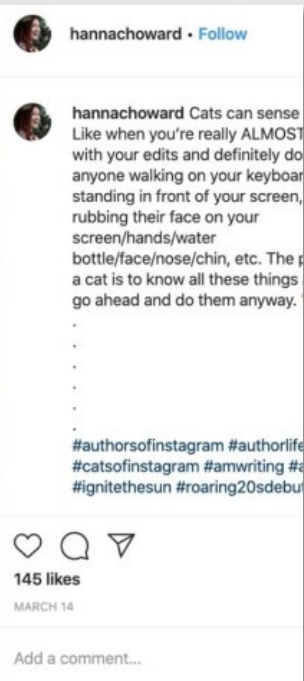
WITH AUTHOR L.M. REID  
SCARLET HARLOTS FB PAGE  
MARCH 4TH



# 107

## Post behind-the-scenes looks on Instagram

Take artsy photos of your workspace, a character sketch you drew, index cards laid out for plotting, your cat lying on your notes, or something to show your personality and a peek into your mindspace when writing your next book.



# 108

## Create Pinterest boards of inspiration

Stats show that 85% of Pinterest members use the site to get inspiration for purchases. To get them thinking about purchasing your book, create Pinterest boards showing off your workspace wish list, art that inspired you when writing certain scenes, or fan art for your books.

Art by Readers ...



**Beth Revis** - 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](mailto: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. Thanks! I'll also link posts tagged to my name here or in Tumblr.

1.37k followers

Share



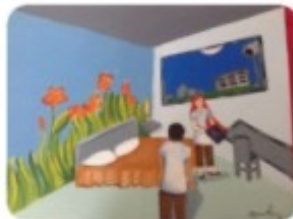
Changing titles is cool  
Changing titles is cool



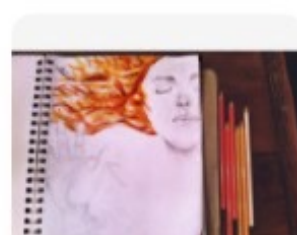
A beautiful portrait of Ella from...



theunder-achieving-over-achiever  
One of my favorite quotes from ...



Daten-Shi

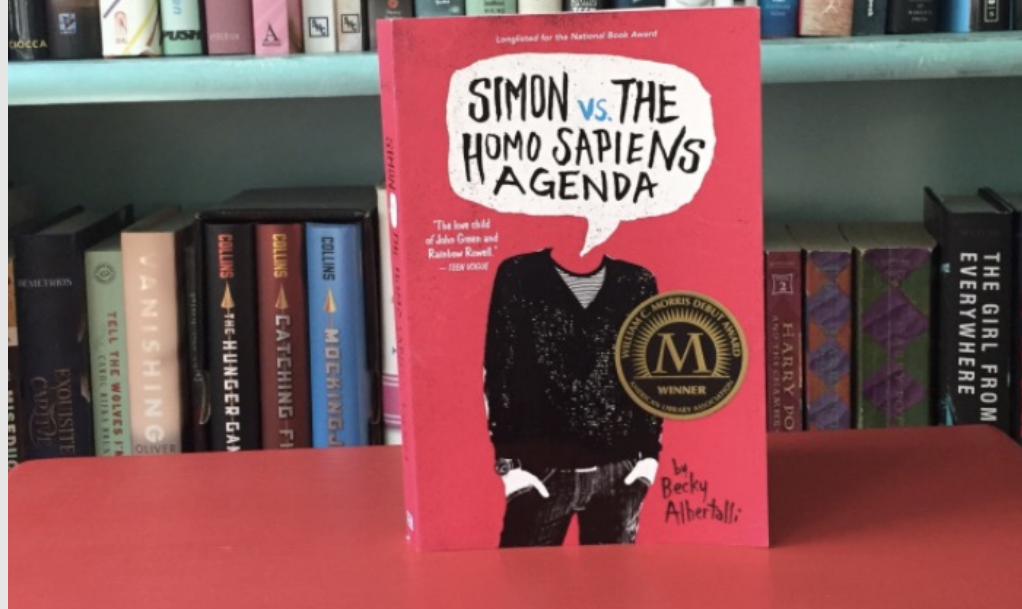




# 109

## Run a trivia contest in your newsletter or on social media

Have participants email you the answer, where each correct answer is worth points. Send winners a free book or a creative prize. Readers love a fun challenge!

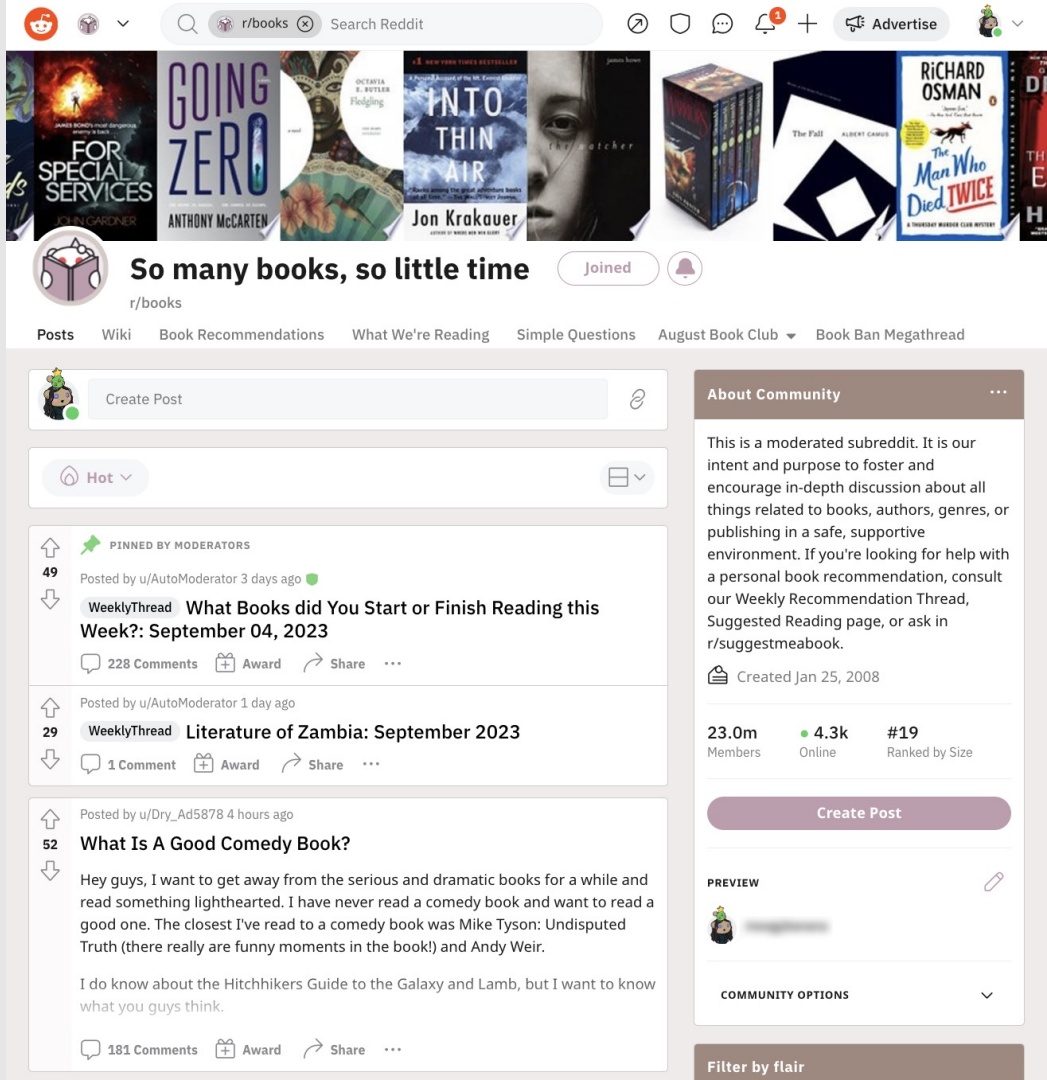


1. What color are Garrett's eyes?
2. What neighborhood in the DC area is Abby from?
3. What is Simon's birthday?
4. What is Simon's mom's job?
5. What is Martin's brother's first name?
6. What is the name of Simon's English teacher?
7. What part does Taylor play in the school musical?
8. Where do Blue's dad and stepmother live?

# 110

## Promote your book on Reddit

Reddit is a great platform for authors to reach specific audiences dedicated to particular topics (known as "subreddits"), as long as you play by the rules for self-promotion. Some subreddits allow it, while others don't. Find subreddits that align with your book's genre, subject matter, or target audience; read the rules carefully; and interact with the community before introducing them to your book.





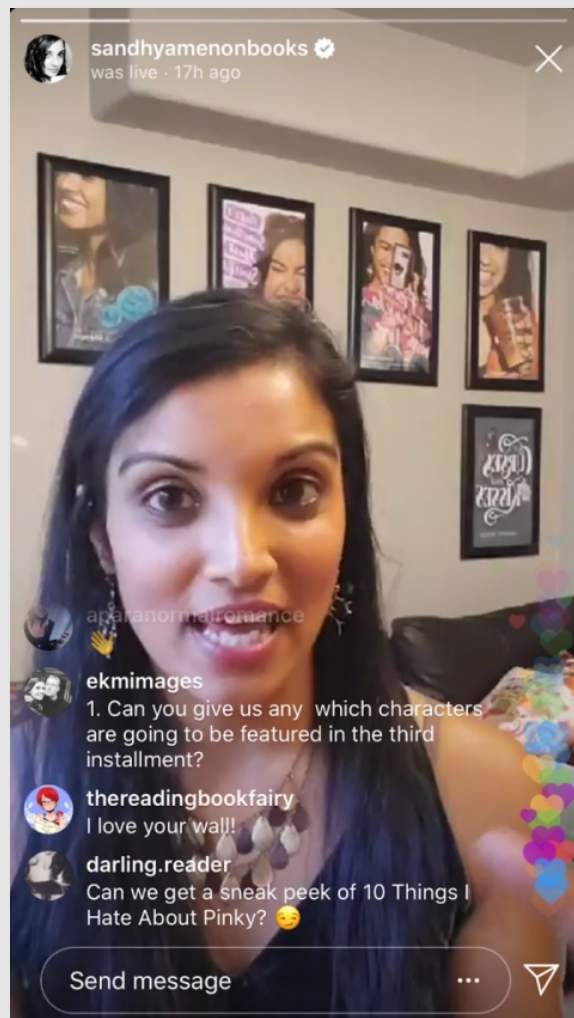
# Host author Q&As



# 111

## Stream a Facebook or Instagram Live video Q&A

When you begin a live stream on Facebook or Instagram, people who've liked your page receive a notification that you're streaming live. Afterward, the video is available for anyone to watch on your page, and they'll see the comments come in as though they're watching live!



112

# Host a Reddit "Ask Me Anything"

Many authors host AMAs on Reddit, where they answer reader questions throughout a set time period. Submit an AMA to the IAmA group or peruse Reddit for genre-specific subreddits, such as YA Writers, Fantasy Writers, and MM Romance Books, to find opportunities to host an AMA.

The screenshot shows a Reddit AMA (Ask Me Anything) post in the **r/MM\_RomanceBooks** subreddit. The post is titled "Hi, I'm author Gregory Ashe. Ask me anything!" and was posted by **u/AutoModerator** 3 months ago. It is categorized as an **Events** post. The post content includes a bio for Gregory Ashe, a list of his books (*The Old Wheel*, *Pretty Pretty Boys*), and links to his website, Twitter, Facebook, and Discord. It also states the AMA is running from 7-9 pm Eastern. The post has 209 comments, 1 award, and 1 share. A comment by **JPwhatever** (MOD) is visible, stating that the scheduled time for the AMA has ended. On the right side of the page, the subreddit's sidebar is visible, showing the community's description, member statistics (15.2k members, 88 online), and a list of community options. A red arrow points to the "Author AMAs" link in the "Schedule & Events" section of the sidebar.

87

Hi, I'm author Gregory Ashe. Ask me anything! Events

87

Up

Down

r/MM\_RomanceBooks · Posted by u/AutoModerator 3 months ago

## Hi, I'm author Gregory Ashe. Ask me anything!

Events

### About Gregory Ashe

Gregory Ashe is a longtime Midwesterner. He has lived in Chicago, Bloomington (IN), and Saint Louis, his current home. When not reading and writing, he is an educator.

He writes mystery and speculative fiction, and his latest release is *The Old Wheel*, the second book in The Adventures of Holloway Holmes--a contemporary mystery series that follows the descendants of Sherlock Holmes and John Watson. He is also the author of, among other titles, the Hazard and Somerset Mysteries, which begin with *Pretty Pretty Boys*.

You can find him at his [website](#), [Twitter](#), [Facebook](#), and [Discord](#).

He will be answering questions from 7-9 pm Eastern. Ask him anything!

209 Comments Award Share Save ...

Comment as moogybanana

What are your thoughts?

B i @ S <> A\* ... Markdown Mode Comment

Sort By: Top (Suggested) Search comments

JPwhatever MOD · 3 mo. ago · [Sticked comment](#)

monsters in the woods

Greg, thank you so much for being here and chatting with us! The scheduled time for the AMA has ended, so if you ask questions after this point, Greg may not be able to answer them.

Vote Reply Share ...

r/MM\_RomanceBooks

A place to discuss M/M romance books, including book requests, reviews and recommendations, non-book media, and general discussions of the genre.

Created Jan 13, 2021

15.2k Members 88 Online Top 5% Ranked by Size

Join

COMMUNITY OPTIONS

### Find a Book

Check out our many subreddit resources and popular recommendations.

Or use the Magic Search to Google search the subreddit. [Here's how](#).

Magic Search

Faves & Resources

New Reader Guide

How to Post Requests

### Schedule & Events

Subreddit Schedule

Special Events

Author AMAs

# 113

## Host a Q&A on YouTube

Have fans send questions directly via Reddit or email, and answer them later via a live or pre-recorded video on your YouTube channel. This twist on the traditional Q&A is an innovative way to keep readers engaged.



### Live with Brandon Sanderson and Gama Ray Martinez



Brandon Sande...  
473K subscribers

Subscribe

715



Share



23,002 views Streamed live on Apr 21, 2023

Please leave your questions on the Reddit thread below and/or upvote your favorite questions for me to ask Brandon, and special guest Gama Martinez, this evening at 6:00 MDT.

Gama Martinez - <https://gamaraymartinez.com/>

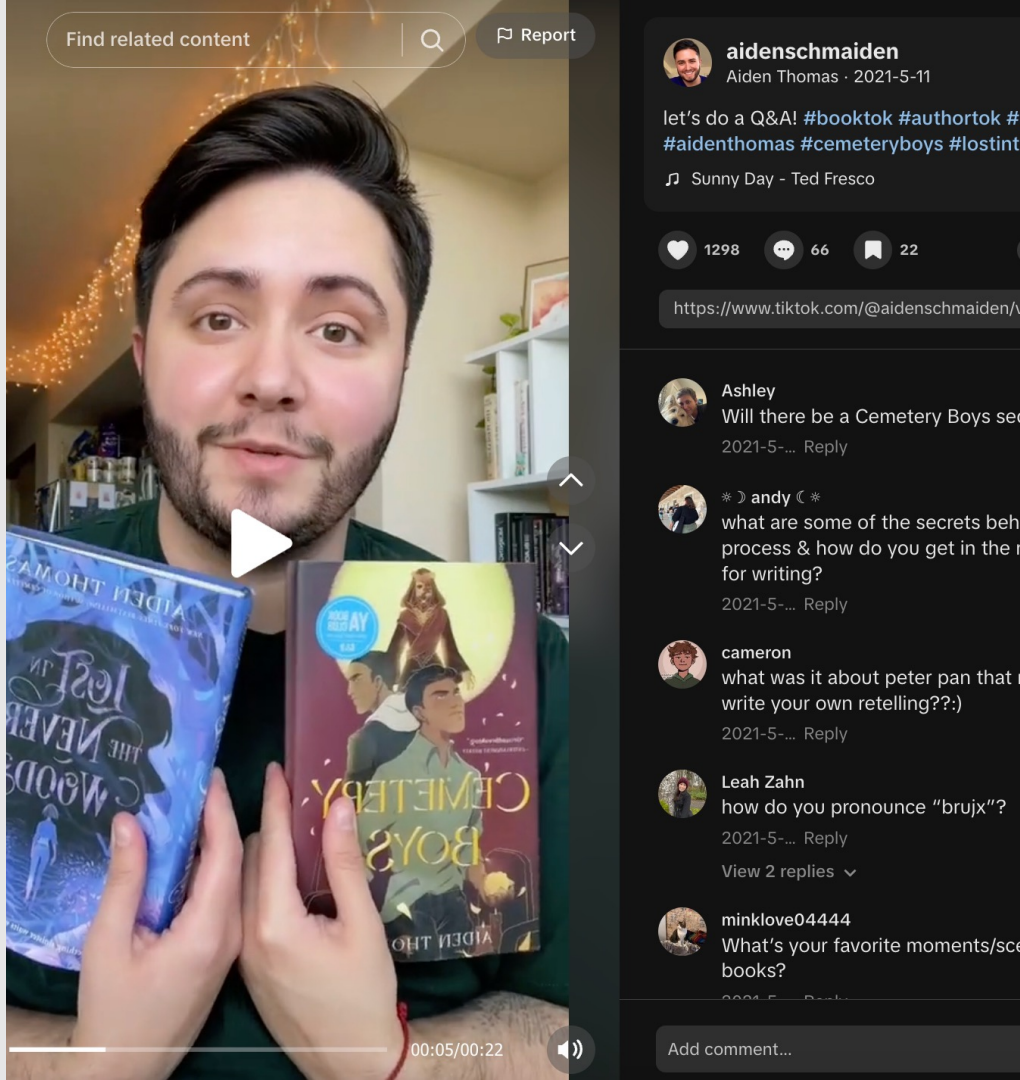
I'll also be taking questions I like from the varying social media threads I watch during the stream.

Reddit Thread - <https://www.reddit.com/r/Sanderson/co>

# 114

## Host a Q&A on TikTok

One way authors engage the thriving #BookTok community is by starting discussions around their books and publishing journeys. Post a video explaining your Q&A topic and have readers comment with their questions. You can answer them directly in the comments or create a new video with your responses.



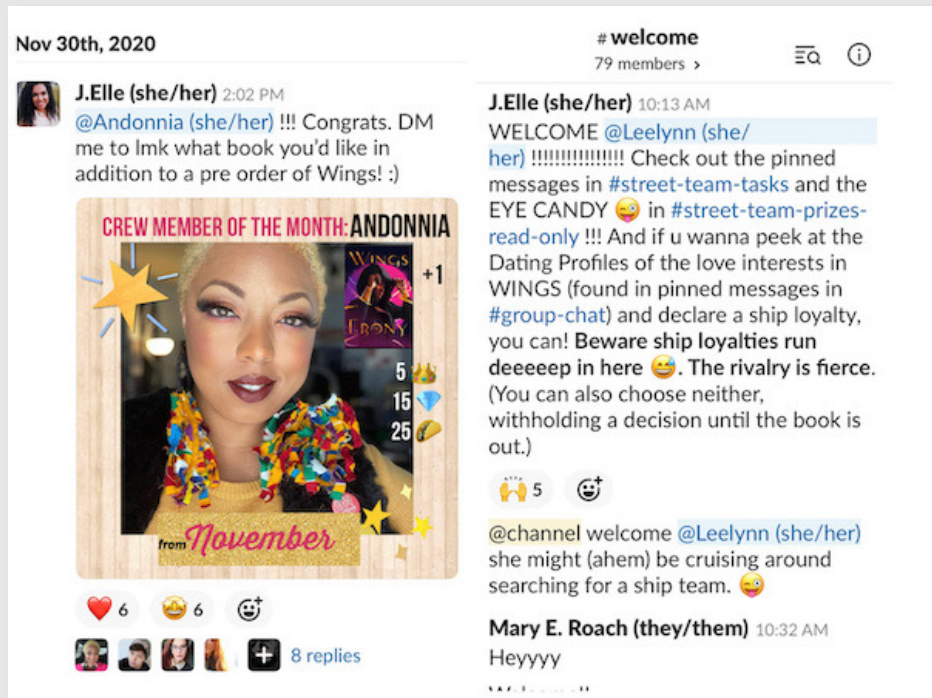
# Create reader communities





# Build an author street team

A street team is a group of fans that volunteers to promote an author. The goal of a street team is to incite word-of-mouth buzz for a book, and they're motivated by their love of the author's work. Some authors use Facebook groups to organize their street teams and recruit new members.

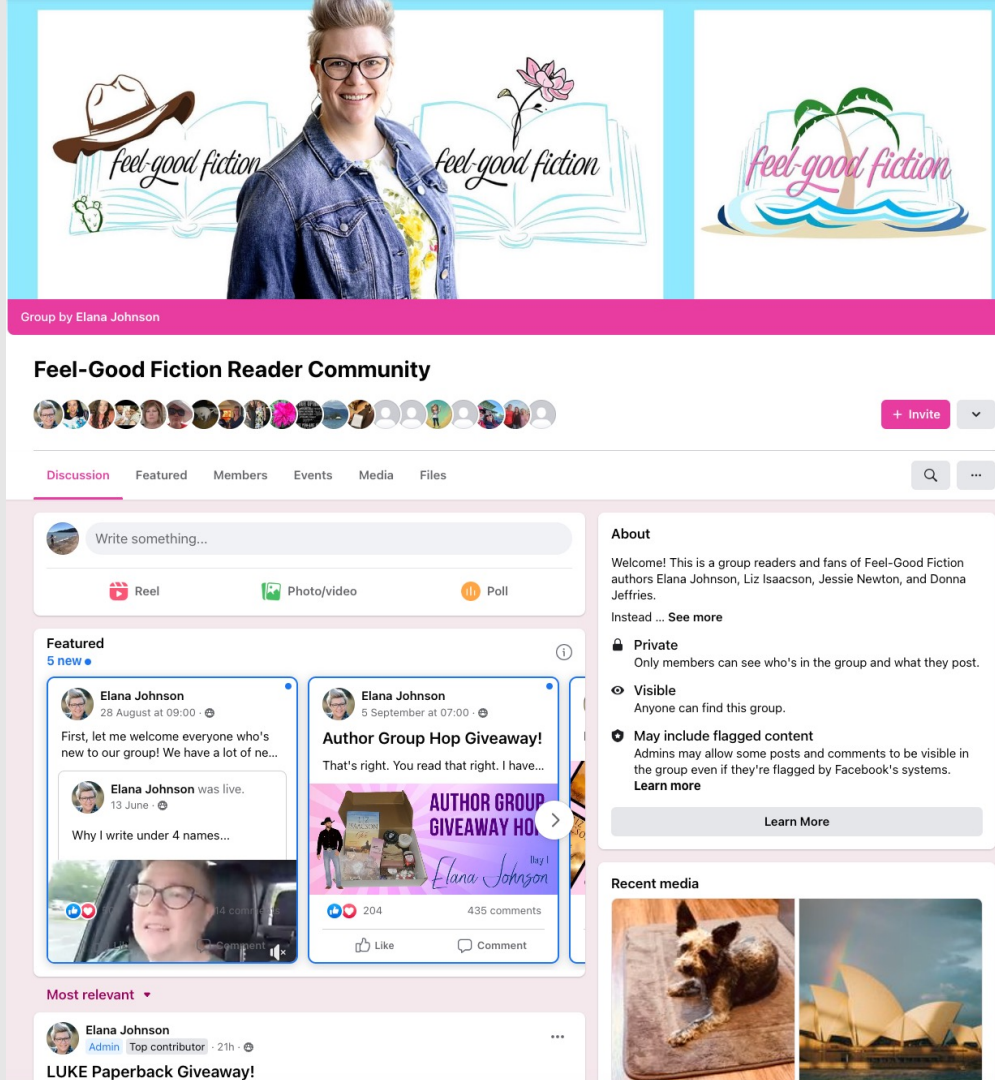




# 116

## Create an author fan club

Fan clubs are groups where readers can congregate without the expectation of helping with promotional activities. Fans can interact with the author, discuss books, and have other fun conversations with like-minded readers.



# 117

## Host a read-along group

Create a virtual book club where participants read a designated number of chapters of a book per week and discuss them in the group. Having the author participate in the group is a great incentive for fans to join the conversation.



ladieslitsquad

Follow

Message

+&

@

...

995 posts

9,243 followers

733 following

Ladies Lit Squad



📖 BOOK CLUB sisterhood making reading cool

📖 Graham Norton Book Club S4 out now on @audible\_uk & @applepodcasts

📖 Shop 📖

🔗 [uk.bookshop.org/shop/ladieslitsquad](https://uk.bookshop.org/shop/ladieslitsquad)



BHM



2022 EVENT



BEST OF 21



#LLS21Book...



BLACK AUT...



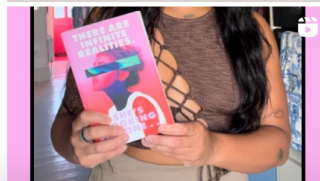
FEB 2020

POSTS

REELS

GUIDES

TAGGED



# 118

## Launch a Facebook or Discord group

It's a free and creative way for authors to engage with or expand their fan base. For example, The Jewels of Historical Romance has a Facebook group of over 2K members that 12 romance authors created to cross-promote each other's books, and author duo Kit Rocha offers their Patreon members direct access to chat with them through their Discord server.



# THE Jewels OF Historical Romance

TWELVE OF YOUR FAVORITE HISTORICAL ROMANCE AUTHORS...

JILL BARNETT  
CHERYL BOLEN

LUCINDA BRANT  
DARCY BURKE

GLYNNIS CAMPBELL  
KIMBERLY CATES

TANYA ANNE CROSBY  
CLAIRE DELACROIX

BRENDA HIATT  
ERICA RIDLEY

LAUREN ROYAL  
CYNTHIA WRIGHT

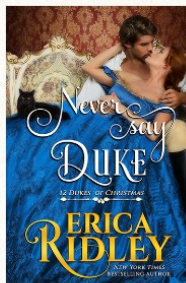
HOME MEET THE JEWELS NEW RELEASES SALES & DEALS NEWSLETTER

### The Jewels of Historical Romance

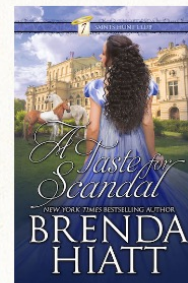
Meet twelve *New York Times* and *USA Today* bestselling historical romance authors with hundreds of books published across centuries of history. Discover love stories from Medieval to Victorian times—sample our books in our Fabulous Firsts boxed sets and be sure to check out our [New Releases](#) as well as our current [Sales and Deals](#)! Join us on [Facebook](#) in the Jewels Salon for conversation, community, and the occasional party!

f JOIN US ON FACEBOOK

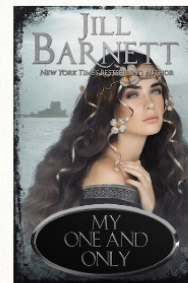
### New Releases



NEVER SAY DUKE  
Erica Ridley



A TASTE FOR  
SCANDAL  
Brenda Hiatt



MY ONE & ONLY  
Jill Barnett



A RIVENLOCH  
CHRISTMAS  
Glynnis Campbell

SEE  
ALL





# 119

## Post short videos

Upload videos to YouTube and embed each video in a blog post. In these videos, you can answer fan questions, partner with another author to interview each other, list book recommendations, or do a short reading from an upcoming new release. Experiment with a few simple videos to see if you're comfortable vlogging before focusing on production quality.

# {bookishpixie}

One nerdy, awkward, book-loving writer



bookishpixie

@bookishpixie 32.6K subscribers 247 videos

Subscribe

I'm Gabe. I write. I read. I edit. And then I talk about it all ... >

[barnesandnoble.com/w/beyond-the-red-av...](https://barnesandnoble.com/w/beyond-the-red-av...) and 5 more links

HOME

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COMMUNITY

CHANNEL >

Latest

Popular

Oldest



You Asked, I (Finally) Answered

2.4K views • 1 year ago



How I Revise

2K views • 2 years ago



# Create box sets and bundles



# 120

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## Bundle a complete series

You may be worried that bundling all of the books in a single series would cannibalize sales of the individual books, but many authors have found that the volume of sales from readers excited by a deal on the full series can drive more revenue overall.

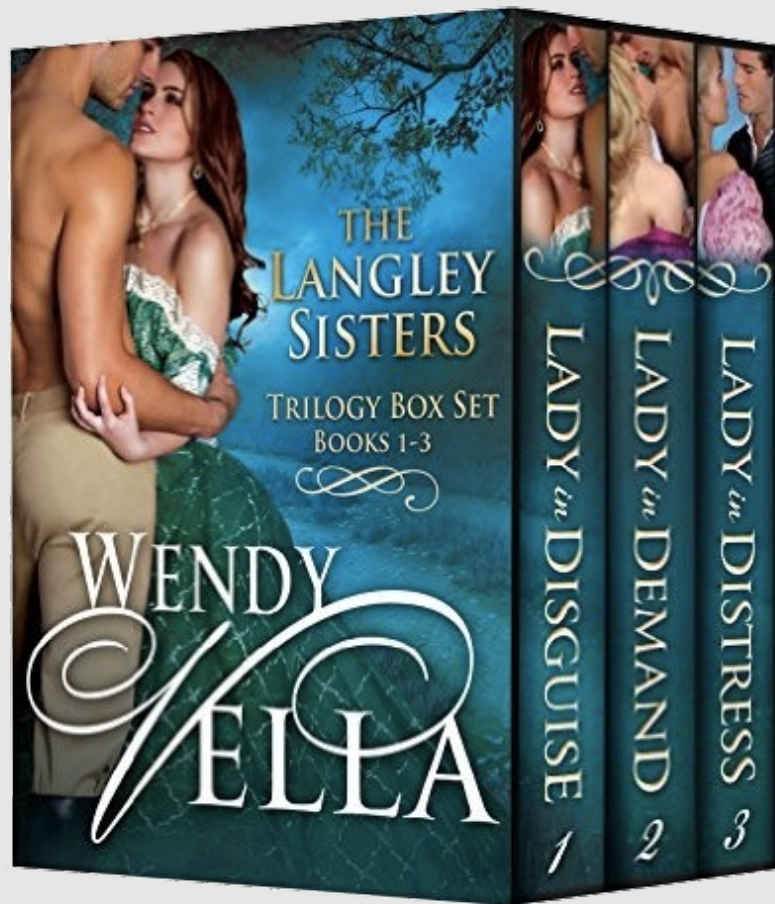




# 121

## Bundle the first few books in a series

Include the first two or three books of a series in a box set to promote a full-price book later in the series. This can be a great way to hook readers and make them invested in the characters so they're willing to pay full price to know how the tale ends. Promote the next book in the series in the box set's back matter.



# 122

## Create a box set for standalones

Bundling standalones can increase loyal readership or drive sales of a new release. Strategically package standalones including similar themes by subgenre, location, point in time, similar protagonists, holiday setting, or something else.



Better-Faster Academy · Follow

23 September 2021 · 🌐

Put a bundle together to celebrate NINC and the first three Quitbooks are on sale for \$2.99 until I get back to Montana. 😊

Amazon: <https://www.amazon.com/dp/B09GMXHVXG>

Kobo: <https://www.kobo.com/.../ebook/better-faster-author-success>

Books2Read: <https://books2read.com/u/31KnYI>



★★★★★ 10

AMAZON.COM

**Better-Faster Author Success: Quitbooks Bundle (QuitBooks for Writers)**



18

4 comments 4 shares

# 123

## Include exclusive content in a box set

Adding a novella or short story to a box set could provide an extra incentive for readers to purchase (instead of buying the books separately). Existing readers might also purchase the box set for the bonus content they haven't seen before.



### Solsti Prophecy: Complete Box Set

Sharon Kay

★★★★☆ 12

FROM BOOKBUB

When the deadly Watcher warriors meet the Solsti, four legendary sisters with elemental gifts, their union unleashes a whirlwind of red-hot passion and adventure! A breathtaking collection.

Last featured on BookBub on September 07, 2016

#### PUBLISHER DESCRIPTION

4 full length novels: *Wicked Wind*, *Wicked Waves*, *Wicked Flames*, *On Wicked Ground* 1 novella: *Kissed By A Demon Spy* 1 exclusive short story: *Don't Count Your Demons*

Family. Sacrifice. Desire. Destiny.

Lethal, jaded, and efficient, four Watcher warriors encounter four sisters who walk straight out of a myth and into their hearts. The Solsti, supposedly legendary females who each control an element, are very much alive.

Quickly immersed in kidnappings, killings, and vengeance — not to mention soul-binding sex — each couple's path brings them to locations and emotions far beyond anything they could have imagined. With their lives on the line, each sister learns to trust her ability as well as the male who has captured her heart.

Within each Watcher a fierce need is awakened: to protect what belongs to him. To protect the sexy mates they never anticipated they'd find and now cannot live without. The sisters complete their warriors' battle-hardened lives in ways both unforeseen and completely perfect, and together they rain hellfire to annihilate their tenacious enemies. [less](#)

# 124

## Discount a box set

Running a limited-time sale on box sets can dramatically increase sales, revenue, and visibility. Also, Featured Deals for box sets consistently generate high engagement and conversions from BookBub readers, even when they're featured at prices higher than \$0.99. On average, we've seen 20% higher click-through rates and 29% higher purchase rates on box sets than single books!

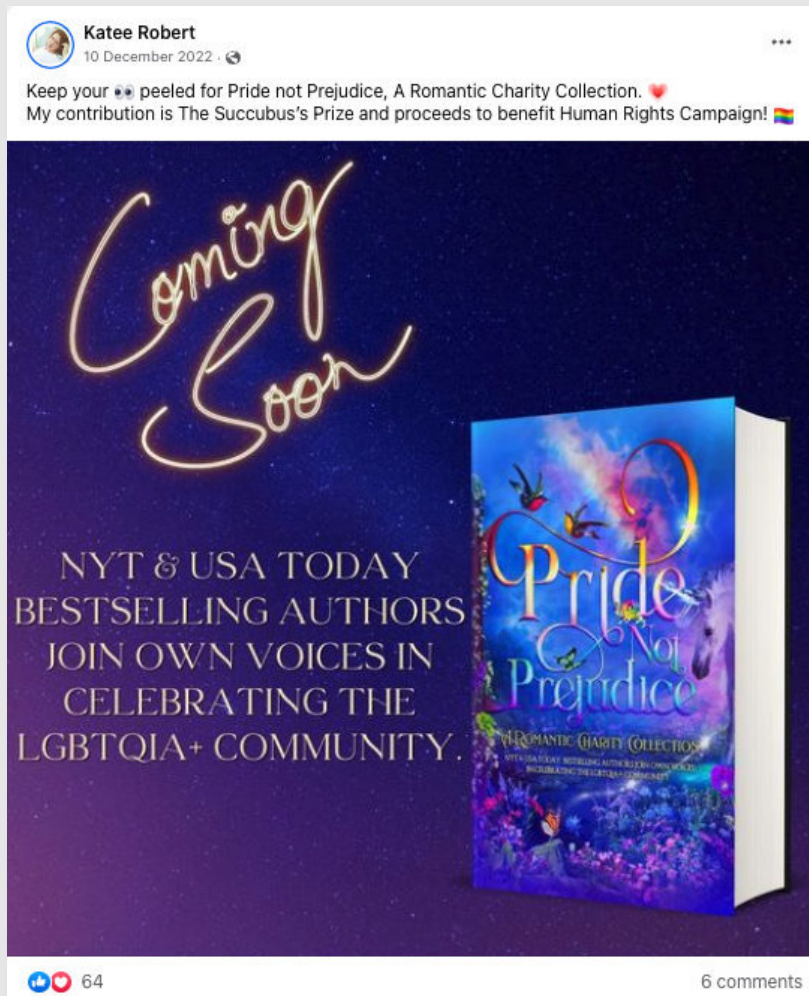




# 125

## Publish a multi-author anthology

Partner with other authors to create an anthology of novellas or short stories. If you promote the collection to your audiences, you can each increase your exposure by reaching the other authors' audiences.



# 126

## Sell your box set on your own website


Create box sets (or discounts on box sets) that aren't available on retailers to bring fans to your store.

[HOME](#) [SERIES](#) [MERCH](#) [DALE MAYER](#) [ABOUT](#) [CONTACT](#) [NEWSLETTER](#)


YOUR NEXT BINGE-WORTHY READ

Boxed Sets & Bundles


Filter 63 products Featured



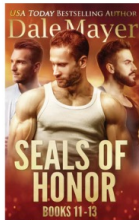
SEALS OF HONOR:  
BOOK BUNDLES 1-3  
\$17.99




SEALS OF HONOR:  
BOOK BUNDLES 4-6  
\$17.99




SEALS OF HONOR:  
BOOK BUNDLES 7-10  
\$17.99




SEALS OF HONOR:  
BOOK BUNDLES 11-13  
\$17.99




SEALS OF HONOR:  
BOOK BUNDLES 14-16  
\$17.99



SEALS OF HONOR:  
BOOK BUNDLES 17-19  
\$17.99



SEALS OF HONOR:  
BOOK BUNDLES 20-22  
\$17.99



SEALS OF HONOR:  
BOOK BUNDLES 23-25  
\$17.99



# 127

## Bundle your audiobooks

You can repeat any of these bundling strategies for your audiobooks! For example, discount a limited-time deal on each book in a series, or combine several titles into a single audiobook.

## Blackmoore Sisters Cozy Mysteries Box-Set Books 1-5

By Leighann Dobbs

★★★★☆ 4.4 (974 ratings)



▶ Play Sample

~~\$14.99~~ **\$0.99**

Limited-time offer - 19 days left to claim deal

**Buy Audiobook**

# Participate in live events



# 128

## Hold book signings at bookstores & conferences

Signings can help drive word-of-mouth exposure and reviews. Don't feel obligated to give away your books for free. Many authors sell books at their signings — purchase a checkout tool like Square to process credit card transactions.



# 129

## Give a talk at a relevant conference

Flex your public speaking skills. As a published author, you can talk about a variety of topics, including the subject of your book, your writing process, your publication journey, and the experience you've had promoting your books and connecting with readers.



**Mary Wood**  
@Authormary

Great talk on my life as an author published by two publishers  
[@panmacmillan](#) and [@BooksSphere](#)

The Lytham Belles WI were wonderful and so appreciative. They clapped for so long when I finished - such a wonderful feeling. (Photo - me sitting, waiting to be introduced) [@RNAtweets](#)



7:20 AM · Sep 4, 2023 · 901 Views

# 130

## Participate in panels you're invited to

If flying solo on stage sounds too intimidating, participating in a panel might be a more comfortable option for you. Speaking on panels at book conferences is a sure way to gain exposure to fans of the other authors on the panel, whether they're readers at consumer conferences or fellow authors at writing conferences.



Diana Rodriguez Wallach, Hatchet Girls horror book

@dianarwallach

I was lucky enough to be on a very cool YA Horror Panel last night with authors whose books I not only adore but have voted for in past Stoker Awards!

Thank you to everyone who came to see me, Adam Cesare, Vincent Tirado & Jennifer Dugan! It was such a fun horror discussion!



Adam Cesare and 4 others

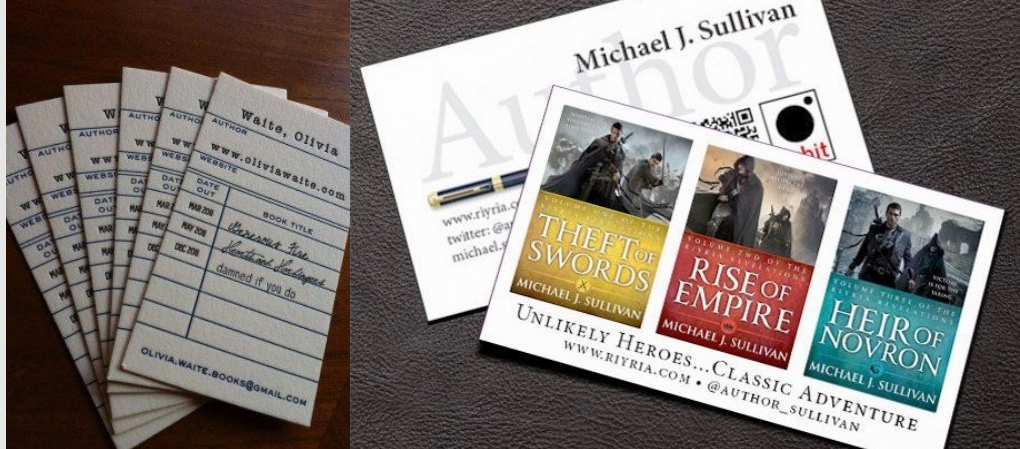
2:25 PM · Aug 31, 2023 · 574 Views



# 131

## Print business cards to hand out at events

Always carry around something to hand out to potential readers who want to buy your book later. You can create postcard-sized handouts or business cards people can stick in their wallets, with a URL to visit your website and purchase your books.

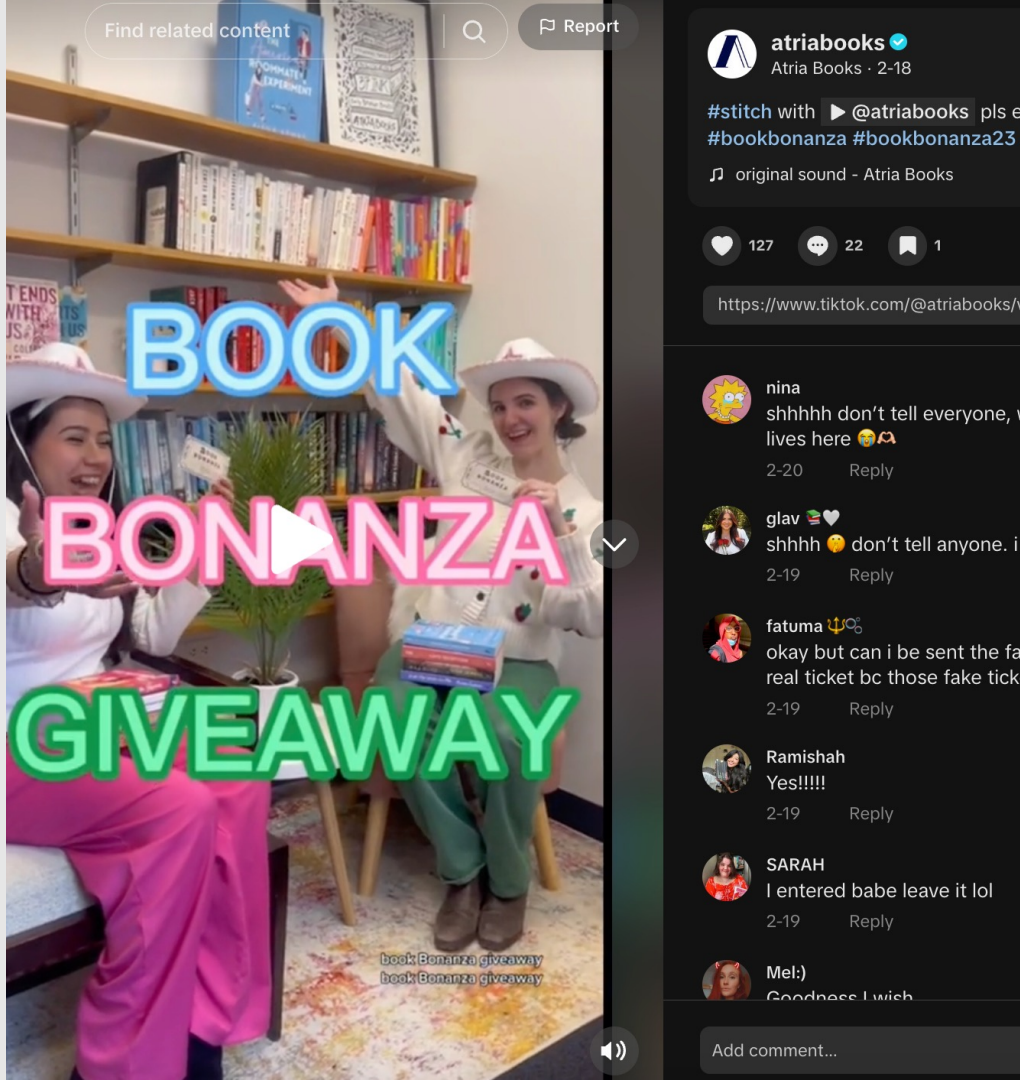




# 132

## Run a contest to draw people to your event

Build buzz and excitement for your signing, session, or panel by offering a free book or giveaway. Announce this giveaway on your social profiles using the event-specific hashtag. Once other attendees see people flocking to you, they'll want to see what all the fuss is about.



# 133

## Partner with relevant local organizations

For a middle grade book, coordinate with local PTAs to organize a school reading during a bake sale or book fair. For a thriller about race car drivers, run a promotion with the nearest track. For a sci-fi book, sponsor a themed party or host a signing at a sci-fi convention or local Comic Con.

### Get your Walking Dead books signed by creator Robert Kirkman



CGC will be holding private signings with Robert Kirkman during New York Comic Con!

Bring your books to Booth 2522 by Saturday Oct 11th to have them signed.

Cost is \$10 per book, to be paid when dropping off your books at the booth.



CGC Comics  
7 October 2014 · 🌐

Robert Kirkman will be signing books at New York Comic Con, Please see the details below for how you can get your books signed and certified by #CGC through our private signings!

👍 30    💬 12    ➦ 4

👍 Like    💬 Comment    ➦ Share    🌐

Most relevant ▼

👤 Author  
CGC Comics  
Steven Mattes, we will ship the books back to our offices to be graded, then we will ship them back to you.  
Like Reply 8 y

👤 Author  
CGC Comics  
For a modern it is \$28 for grading, plus \$10 for Robert Kirkman to sign it.  
Like Reply 8 y

👤 Dan Grant  
What do you do if the book you want is already a yellow label slab?  
Like Reply 1 y

👤 Drew Archuleta  
dang... cant make it 😞  
Like Reply 8 y

👤 Invincible · Follow  
He does write books other than just The Walking Dead....  
Like Reply 8 y

👤 Patrick Gillen  
Is there any chance at a Stan Lee signing at a future con that can be set up/submitted this weekend since he cancelled?  
Like Reply 8 y

# Other book marketing ideas

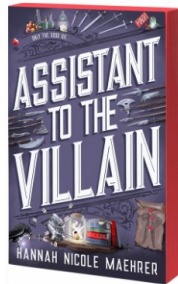


# 134

## Concentrate marketing efforts in a single week

Bestseller lists are based on the number of units sold in a single week. Target one list to optimize for its cycle. Focus your campaigns, including price promotions, social media contests, and email marketing within one week to boost your chances of hitting the list.

1



### Assistant to the Villain

by Maehrer, Hannah Nicole

LIMITED FIRST PRINT RUN—featuring spray-painted edges, while supplies last. Once Upon a Time meets The Office in Hannah Maehrer's laugh-out-loud viral TikT...

Genre: Fantasy - Romantic, Fantasy - Humorous Published: August 29, 2023  
Previous Rank: n/a

[Buy at Bookshop.org](#)

[Other booksellers](#)

2



### Fourth Wing

by Yarros, Rebecca

An Instant New York Times Bestseller A Goodreads Most Anticipated Book "Suspenseful, sexy, and with incredibly entertaining storytelling, the first in Yarros'...

Genre: Fantasy - Epic, Fantasy - Romantic Published: May 02, 2023  
Previous Rank: 1

[Buy at Bookshop.org](#)

[Other booksellers](#)

3



### The Brothers Hawthorne

by Barnes, Jennifer Lynn

Four brothers. Two missions. One explosive read. Jennifer Lynn Barnes returns to the world of her #1 bestselling, TikTok sensation Inheritance Games trilogy...

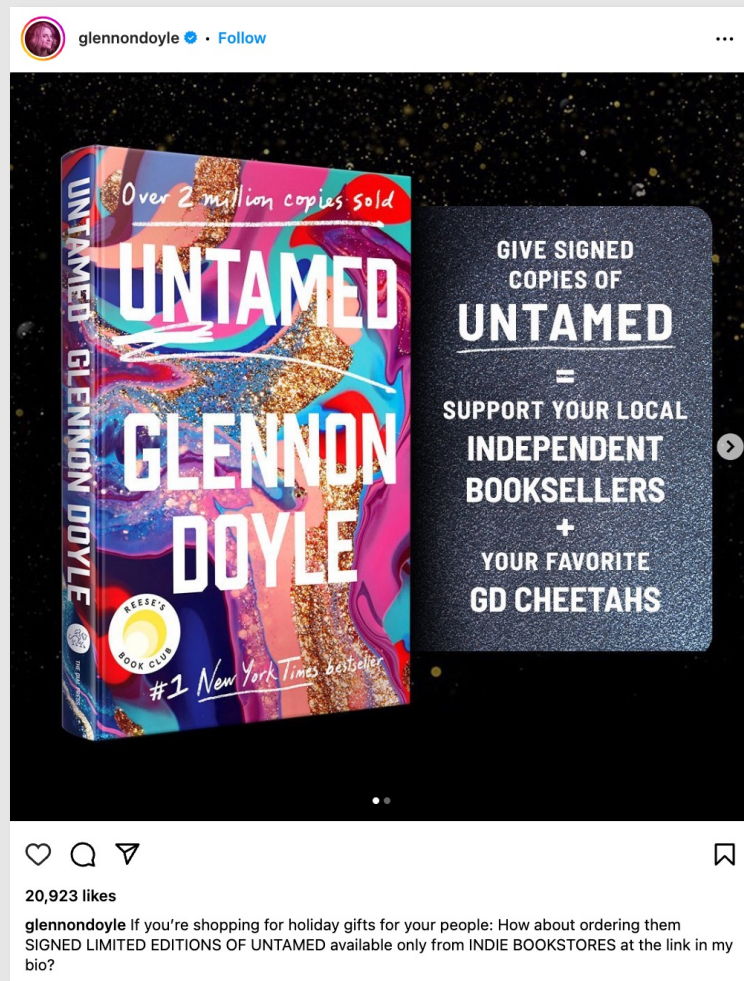
Genre: Romance - Contemporary, Mysteries & Detective Stories, Thrillers & Suspense, Family - Siblings, Social Themes - Class Differences, Social Themes - New Experience, People & Places - Europe  
Published: August 29, 2023  
Previous Rank: n/a



# 135

## Pitch a book as a holiday gift

Depending on the type of book you're promoting, the giftable nature of a physical book may help boost print book sales, especially around the holidays. Consider timing your price promotions and ad campaigns around a holiday or special, relevant events to boost sales and visibility.



# 136

## Donate books to relevant organizations

If you're promoting a middle grade book, consider donating a few copies to a summer camp, children's hospital, or school libraries. If you're promoting books that appeal to an older demographic, donate to retirement homes, hospitals, and community centers. This can help spark future word-of-mouth sales.





# Create learning resources for educators

Author J. Elle, who created an entire curriculum to go along with her YA novel, recommends considering this strategy whether or not a book is in a children's or young adult age market category. A curriculum can delve into any book's writing mechanics or literary devices and help spark important discussions.

## Week One

This playlist will help you find themes in *WINGS OF EBONY* and analyze their development over the course of the text, including its relationship to the characters, setting, and plot.

Use your *WINGS OF EBONY* story journal to complete paper assignments.



Read	Directions	Vocabulary	Date Completed
Pre-Reading  OBJ: Introduce text; Create a character outline.	<p><b>Setup:</b> Create a cover journal. Imagine you were the book cover artist. Redesign the cover. How would you make it look? Be sure to add the title. This is the cover to your journal that we'll use to study <i>WINGS OF EBONY</i>.</p> <p><b>Watch:</b> Listen to <a href="#">Author J.Elle introduce us to Wings of Ebony</a> and talk about Rue. Then watch this cartoon clip on <a href="#">character analysis</a>. Then, complete <a href="#">this character outline</a>.</p>	Allegory *listen for this word in J.Elle's video.	

# Regularly refresh your metadata

Choose 3-5 keywords that best reflect the content of a book based on current trends and how readers are now searching for that content. Swap these keywords into your metadata (such as in the keyword fields and description).

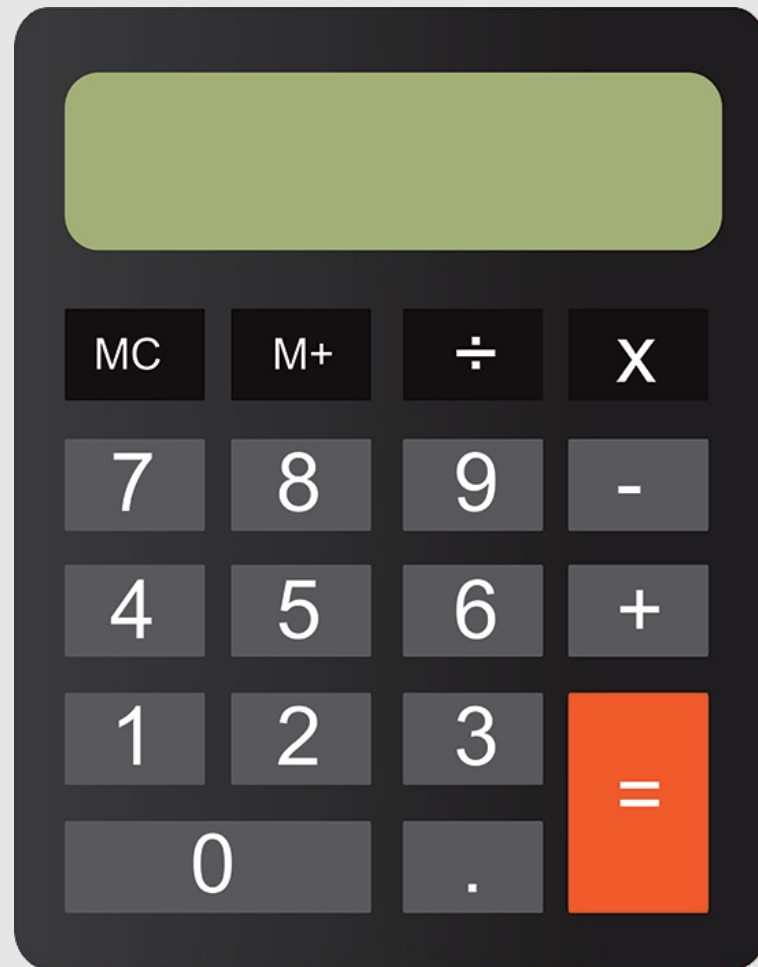


# 139

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## Measure the ROI of your campaigns

Analyze your return on investment for each campaign so you know what worked and what didn't. Crunching numbers might not be as fun as writing your next masterpiece, but wasting money on campaigns that don't work isn't fun either.



# 140

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## Continue publishing new books

Nothing sells backlist like frontlist!  
Continually publishing new books will help you garner a wider audience that will be interested in your other books.



# Read the full post:

[insights.bookbub.com/marketing-ideas](https://insights.bookbub.com/marketing-ideas)

