

WAYS TO PROMOTE YOUR BOOK



Social Media

Run targeted ads on social media; create your own author page and post three times per week.



Book Blog Tours

Organize a virtual book tour, having bloggers review and feature your book on their websites.



Author Website

Build a website for your book with details, a blog, and a direct link to buy it.



Influencer Marketing

Collaborate with influencers in your book's genre to promote your book to their followers (think “bookstagram”).



Email Newsletters

Build an email list and send updates, special offers, or exclusive excerpts to your subscribers.



Events

In addition to your book launch, host a virtual or physical book event. Events like “meet the author” can occur multiple times.



Amazon Author Page

Set up and optimize your Amazon Author Page for more visibility on the platform.



Goodreads Promotion

Run giveaways and ask readers to leave reviews on Goodreads.



Podcasts

Be a guest on podcasts related to your genre or writing to reach a wider audience.



Author Readings

Host live or recorded readings of your book on platforms like Facebook Live, YouTube Live, or Zoom.



Book Reviews

Reach out to book reviewers on blogs, YouTube, or social media for honest reviews. Become a reviewer and collaborate with other authors, offering to review their book(s) and promote them on your blog.



Book Clubs

Encourage book clubs to choose your book and offer to attend their meetings (virtually or in person).



Contests & Giveaways

Create a fun contest on social media or with other authors to give away free copies.



Book Kit

Design a media kit with information about your book, author bio, high-quality images, and press releases. Keep this on file as you work to host events.



Character Pages

For children's books, let your characters have their own pages on social media, blogs, etc. Create videos of your characters sharing stories and encourage kids to interact with your characters.



Online Book Community

Participate in online communities such as Reddit, Facebook groups, or writing forums where book lovers gather.



Public Speaking

Speak at events or conferences relevant to your book's genre or topic, creating visibility for your work.



Merchandise

Sell book-themed merchandise like bookmarks, mugs, or T-shirts to build brand recognition and increase engagement.



Affiliate Marketing

Create an affiliate program where others earn a commission for selling your book.



Teaching Classes

Offer to teach writing classes in local schools, clubs, and through webinars. Share portions of your book and offer your expert advice on writing.



Awards

Submit your book for an award. There are many small and large awards and being able to share that your book is an award-winner is helpful



Little Free Library

Place copies of your book in Little Free Library stands around the community. If a reader likes your book, they will tell people. Word of mouth is your biggest friend.



Paid Advertising

The old-fashioned method of paying for ads is sometimes beneficial. Think newspapers, Amazon, social media, etc. This does not always have a big ROI, but you can attempt it and see if it works for you.