

HOW TO HELP AUTHORS PROMOTE THEIR BOOK 101

A QUICK GUIDE FOR PEOPLE WHO KNOW AN AUTHOR RELEASING A BOOK
AND WANT TO HELP

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LEAVE A REVIEW

MOST BOOK SELLING/COMMUNITY WEBSITES RUN ON ALGORITHMS THAT PUSH THE MOST REVIEWED BOOKS.

EXAMPLE:

THE BOOK COMMUNITY WEBSITE GOODREADS NOTICES WHAT BOOKS ARE ADDED/SHELVED/RATED THE HIGHEST, AND USES THE DATA FOR THEIR "BEST BOOKS OF THE YEAR" AWARDS.

WHERE TO LEAVE REVIEWS

- GOODREADS
- AMAZON
- INDIEBOUND
- BARNES AND NOBLE
- BOOKS-A-MILLION

PRE-ORDER THEIR BOOK

PRE-ORDERING IS, ARGUABLY, THE MOST IMPORTANT THING YOU CAN DO.

1. PRE-ORDERING HELPS CHANCES OF GETTING ON BESTSELLER LISTS

THE FIRST WEEK OF BOOK SALES IS A BIG WEEK AND ALL PRE-ORDERS COUNT TOWARD THE FIRST WEEK'S SALES NUMBERS. WITH A FEW MYSTERIOUS EXCEPTIONS, BESTSELLER LISTS ARE TYPICALLY BASED ON A SINGLE WEEK'S SALES. HAVING PRE-ORDERS WRAPPED INTO THE FIRST WEEK GIVES AUTHORS THE BEST CHANCE OF HITTING A BESTSELLER LIST

2. A LOT OF PRE-ORDERS CAN MAKE BOOKSELLERS INCREASE ORDERS

IF A LOT OF PEOPLE ARE BUYING A BOOK UPFRONT, THEN IT SHOWS SIGNS FOR GOOD MOVEMENT AFTER THE BOOK COMES OUT. PEOPLE WANT BOOK, PEOPLE BUY BOOK. STORES SEE THAT PEOPLE WANT TO BUY BOOK. STORES BUY MORE BOOK.

3. PRE-ORDERING PUTS A LITTLE MONEY IN THEIR POCKETS

WHERE TO PRE-ORDER

BARNES AND NOBLE

BOOKS-A-MILLION

AMAZON

INDIEBOUND

HOW TO HELP AUTHORS PROMOTE THEIR BOOK 101

TALK AND SHARE

- TELL EVERYONE (BAKER, CANDLESTICK MAKER, ETC.) ABOUT THEIR BOOK
- SHARE THEIR PROMO POSTS ON SOCIAL MEDIA
- IF YOU REALLY LIKE THEM, NOMINATE THEM FOR AWARDS. A GOOD PORTION OF BOOK AWARDS WORK BY NOMINATION.
- ASK YOUR LIBRARY FOR THE BOOK AS MUCH AS YOU CAN.
- GET YOUR FRIENDS TO ASK THE LIBRARY FOR THE BOOK, TOO.

NETWORK

KNOW ANYONE IN THE MEDIA (BLOGGERS, WEB WRITERS, JOURNALISTS)?

LET THE AUTHOR KNOW.

AUTHORS ARE ALWAYS LOOKING FOR CONNECTIONS THAT CAN HELP THEM GET THE WORD OUT ABOUT THEIR BOOK. NO CONNECTION IS WORTHLESS.

TELL THEM PERSONALLY IF YOU LIKED THEIR BOOK

NOTHING BEATS SOMEONE TELLING YOU THEY REALLY LIKED YOUR BOOK. IT MAKES THE AUTHOR'S DAY. SERIOUSLY.

SUMMARY

TALK AND SHARE

LEAVE A REVIEW

NETWORK

PRE-ORDER THEIR BOOK

ENCOURAGE THEM