



# ULTIMATE GUIDE TO BOOK PROMOTION

Updated for 2020

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## GUIDE TO MARKETING YOUR BOOK IN 2020

What used to be the norm for book promotion isn't anymore. Instead, a targeted, niche approach will bring you more results than an old fashion "throw it at the wall and see what sticks" campaign.

Get featured on the biggest radio show, and someone still needs to wait until they get home or to the office to remember to search for you. In online world there is no delay, less friction between the reader and a purchase button.

We have curated and created book promotion methods we know working in 2020 for your personal brand as an author and for your book.

This guide cannot cover every possible book promotion method under the sun, there are literally endless ways you can promote anything today, it is only limited with your imagination. But we have chosen the ones that is proven to bring you scalable and best results.

So without further ado lets dive in.

### COOPERATING WITH BLOGGERS

Michael Ellsberg learned this firsthand after trying out the old ways first: Radio interviews, National media, and an email blast to a list. Even after all this, his book didn't break the 1,000 rank marker on Amazon. But then his 4-Hour Work Week buddy, Tim Ferriss, came along.

Tim wrote up a blog post featuring Ellsberg and recommending it. Within an hour, the book reached 45 on Amazon. It even hit #1 in the Job Hunting and Career Guides section on the site.

In the weeks to follow, Ellsberg tried to capitalize on the increased attention, continuing to do traditional press. Nothing was ever able to give him another boost like Ferriss's post.



Online marketer Beth Hayden agrees and even goes one step further. If you don't have a Tim Ferriss to write for you (and not everyone does), connect with blogs with an audience similar to yours. This gives you a chance to claim your status as an expert in your book's topic and puts your book in front of the right people. We have curated a list you can use right away to find some bloggers in your niche, [You may find this list useful.](#)

Do a little digging and research high-traffic blogs in your book's niche. You may find if a blog worth going after for featuring your book simply using this free chrome extension: [SimilarWeb - Traffic Rank & Website Analysis](#). This tool shows you how much traffic (how popular) a website is attracting.

Hayden suggests coming up with a few topic ideas that would connect well with the blog's readers, and then email the blogger to pitch a guest post. Many blogs usually specialize in specific genres so it's important to do your research and find bloggers who fit your genre and who are accepting books for review. If you are accepted, the blogger will often review on their own site, plus Amazon and GoodReads.

Reedsy, the marketplace for professional cover designers and editors, has a useful list of book bloggers. You can also find reviewers on Instagram, try following #bookstagram and other relevant tags.

Read each site's review requirements. There's no sense submitting your book to a site that isn't accepting reviews at the time or that only reviews romance if you've written a horror novel. Some are happy to review indie authors, others specifically don't. These sites often have large to-be-read piles, so if they do accept your book there can be a delay between when you send the book to the reviewer and when the review appears.

You may also pitch a relevant article to publish on their blog. Before pitching content, it's important to familiarize yourself with a blog's content types, its audience, and its style. Being familiar with its content and audience can help you decide if the blog is a smart fit for you, determine what type of post would be useful for them, and write a more thoughtful and tailored pitch. Being familiar with their style can allow you to match it, as appropriate, when you write.

Pro tip: Personalize your email request. The book blogger will be an expert at detecting whether you've just copied and pasted some generic text into your email. Believe me, I know this from personal experience! Bloggers are people too, so treat them as individuals and do your research into what they will like or find most useful.

**[CHECK THOSE HELPFUL CURATED LINKS: Book Blog Directories](#)**

## **SMART KEYWORD PLANNING**

Keyword research is very important if you want your book to consistently sell well on Amazon, choose your keywords carefully. You have to use high volume, relevant keywords on your book category, genre and niche. Then you need to use those keywords in you title (if possible), in your subtitle, in your book description and author bio. Remember that readers use search bar in online bookstores to find the book they are looking for and without proper keyword planning your book almost has no very low chance to see the sunlight.

You can either do this by hand, by going through competitive books in your category and looking at what keywords they include in their title, subtitle, and description, or you can use software to speed up the process. There are several software tools you can use, they worth the small price you pay but they give a lot of insight in your category which is almost impossible to collect manually.

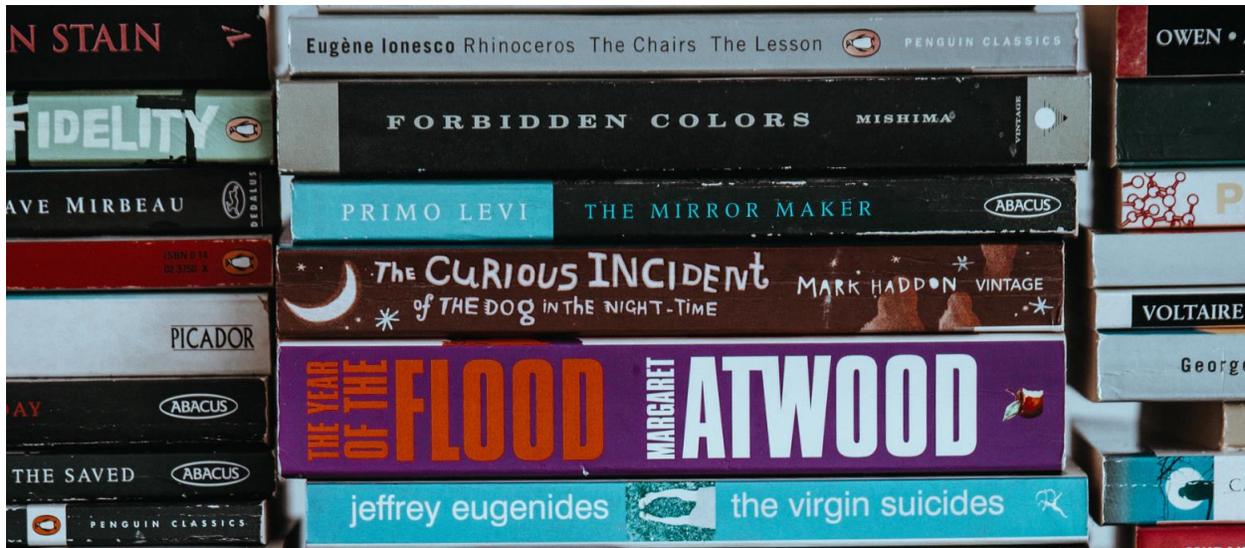
We use [software called KDSPY](#) to do keyword research for all of the books we publish. It makes the whole process quick and easy, and the software comes with some great training videos on keyword research, so even if you have no idea what a keyword is, you'll be able to get better results.

Such tools make your life easier and provide great insights in a very short time that would take days to collect otherwise.

- Search your book niche (key to success, very important)
- Reverse engineer the bestseller categories
- See how many books you need to sell in 24 hours to rank #1-20
- Discover the popular trends & keywords in any book category
- Analyze keywords in-depth for profit and ranking potential
- Spy on other authors & publishers and model their bestselling books
- Track the sales rank & revenue of any book

### YOUR TITLE IS A HEADLINE. DON'T GUESS, JUST ASK!

Ogilvy once said, "On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."



The only way you can get real insight on which title people would like the most is to ask them. But how to ask so many people so that the result will be statistically significant? Here is a quick and easy way:

- You will need to spend 20-50 USD depending on your niche
- Create a free Facebook page for your book: nothing crazy; just your cover image, some posts including excerpts, blurbs/reviews, information about you, title options and add a good author bio
- Create a Facebook ad which will promote your Facebook page

- And here is the fun part: you determine 5-10 title options for your book. And you will create 5-10 different Facebook ads (one for each title). Just use your book cover image as your creative and your title as ad headline (if you have more than one that's even better, you may get feedback on cover options too)
- And that's it, all you need is to run this ad campaign for 3 days, you will probably get 1.000-3.000 impressions/engagement to your ad
- Finally, check a parameter called CTR (Click Through Rate). The ad (title) with most clicks will be your winner. Congratulations you have found your best book title without guessing
- There is another side benefit of this approach. After Facebook campaign is completed you will have an interested, targeted audience you can contact for many other purposes like promoting your finished book, asking their opinion on book cover designs, sending them excerpts and most importantly ask for reviews.

That's is much easier than it looks but if you need help with finding your best title that will sell using Facebook campaigns, send us a message we will give you a hand. [FIND MY TITLE](#)

### SELL YOUR BOOK BETTER WITH A VIDEO

Tim Ferriss had played with book trailers in the past. But for the release of *The Four Hour Chef*, he had two professional trailers created with the help of an ad agency. The extra expense was worth it in the end, generating 1.5 million and 550.000 views respectively.

Videos are popular, they are easy to share, they help the reader get to know you, they keep your book fresh in the reader's head, they can be easy to make and don't require too much investment (even zero). Write the script for the video, pick the photos you want to include. If you'll be featured on screen, come up with a good location or background for shooting your video.



And if your production skills aren't Oscar-caliber just yet, there are lots of apps out there that take the guesswork out of the final product. I suggest [Animoto](#) to put together images, videos, text, music track all together. It's very easy to use and cheap option.

If it still seems difficult and you have no time, contact us we will quickly create a great video with a fraction of the cost.

### [CREATE A BOOK PROMOTION VIDEO FOR ME](#)

Finally, make sure people actually see your book trailer! You can promote your video through platforms like Facebook, Google and other social platforms. Facebook Live can be an attractive, interactive way to promote a book launch. Expressing excitement and interacting with fans can help generate buzz, make them comments, engage with your Facebook author page, posts.

### **BUILD AN EMAIL LIST**

A good marketing strategy for every author is to build a mailing list so that you have direct access to your readers. You must start it as early as possible.

It will help a lot if you have website. Again nothing crazy; cover design, excerpts, author bio, some reviews and you are good to go. If you prefer not to have a website, you can still use your Facebook page to provide book information publicly. But we suggest you have 100% ownership of your online presence. If you need an author website, let us know, we quickly create a professional one for you.

### [CREATE MY AUTHOR WEBSITE](#)

But how will you create an email list especially if you are starting out? Unfortunately, publishing a website or a Facebook page and waiting for interested audience roll in organically will not work or will take long time. You will need to spend time interacting with your potential readers on platforms where they hangout. And where they hangout heavily depends on your niche.

A quick win would be to use an existing niche targeted email list. We can build such a list (list size depends how specific your niche is) for you and help you run your email campaigns using auto responders. Auto responders are used for sending automated email sequences to thousands of contacts in your niche, sending them to your opt-in page on your website and start engaging with them.

### [IF ALL THIS SEEMS COMPLEX, HAVE NO TIME AND NEED SOME HELP, WE CAN DO IT](#)



### [CREATE LASER TARGETED EMAIL LIST AND MARKET MY BOOK TO THEM](#)

Once you have readers on your list, you can use this list for many purposes like promoting your finished book, asking their opinion on book cover designs, sending them excerpts and most importantly ask for reviews.

Your email list can be incredibly useful for paid advertising. You can upload a list of emails into Facebook, and they will create a SIMILAR audience (yes they can really do that) who you can then advertise directly. When I email my list about a new book, I will also do an ad to the list audience at the same time. Readers often need exposure multiple times before they buy, actually seven times according to research.

You can also create a Lookalike audience, where Facebook will go and find other similar people once you have enough people engaged with your content (page, video, post, image) who you can advertise to, attracting more people to your list over time. Your ads will likely be cheaper if you use your list and a Lookalike, so it's well worth incorporating this step into your marketing strategy.

### [FACEBOOK ADVERTISING SERVICE FOR AUTHORS](#)

## **GETTING REVIEWS**

Book reviews are important for social proof as well as getting marketing opportunities, for mining quotes for ad copy, and understanding how your author brand is perceived. But how do you get reviews, especially if you're starting out.

### **Amazon Reviewers**

Today one of the best ways to get legitimate reviews is to check who is reviewing books in your genre/niche on Amazon. They are the best prospects who can also give your book a review. They are your PERFECT TARGET AUDIENCE. There are thousands of them on Amazon.

But you will need some legwork: go to your category and look for reputable book reviewers on good selling books. The most reputable reviews come from a group of people called vide reviewers. Amazon Vine invites the most trusted reviewers to post opinions about new and pre-release items to help their fellow customers make informed purchase decisions. Then you will need to find a way their email address, outreach them with a personalized message and ask for a review. Almost no one buys a book without good and enough reviews.

We have a special service that we find email addresses of book reviewers in your genre and send you a email list of a highly targeted audience. Then all you have to do sending them a properly worded email to ask for a review. This service will save so many days of performing manual search on Amazon, finding them one by one, adding a spreadsheet and dealing with nitty gritty of auto responder email campaign apps.

### [JUST CONTACT US, WE WILL SEND YOU DETAILED INFORMATION ON HOW WE CAN HELP](#)

### **Identify Influencers Related to Your Genre, Book, Industry, or Subject**

I suggest you check [Buzzsumo](#) for finding relevant influencers, it's a great tool, has free plan and time saver. If you're a nonfiction author, this could be a leader doing good work in the same or similar field,

someone whose work you have quoted or cited, perhaps someone who has published a competing book. If you're a fiction author, this could be leaders of the community or region in which your novel is set, for example. In many of these cases, remember that with your aggressive marketing tactics, there's an exposure benefit to them. It's in their best interest.

### **Use a Call to Action at the back of your book**

This is the simplest, easiest way to start getting reviews. Add a simple, short call to action (CTA) on the last page of your book once it is published. Something like, "Thanks for reading. If you enjoyed this book, please consider leaving an honest review of your favorite store"

### **Make your e-book available for free**

The more people read your book, the more reviews you will get. Free books generally get more downloads over time, so you are likely to get more reviews. If you've published your e-book with KDP Select, you'll receive 5 days every period where you can make the e-book free.

If you publish on more online stores then you can make your book free by pricing to \$0 on other stores like Kobo or iBooks, and then reporting the lower price to Amazon who will (eventually) price match.

Note: You can't give away any books that are in KDP Select because they have to be exclusive to Amazon.

### **Consider ethical paid services**

There are premium, paid services that will connect your book with interested readers willing to leave reviews. You're paying for the service that connects you with the reviewers, NOT the review itself, so be careful that you choose a legitimate one. This is NOT the same as paying for book reviews, which is not recommended. [Hidden Gems ARC service](#) are [NetGalley](#) are good options. If your books are published on Kobo Writing Life, you can sometimes apply to have your book offered to NetGalley readers as part of their promotions service.

## **TIPS ON A SUCCESSFUL AUTHOR WEBSITE**

Your website is an essential tool for book marketing, you should not miss this opportunity for marketing your book. The design and structure of your website should be clear and designed professionally. So it will be more likely the visitor will stay on your site, will not bounce in 3 seconds and be interested in your content. Guide the visitors to the sections where important information located, good navigation is key in your design.

It is better to have no website than having poorly designed, bad looking one. If you do not want to invest your time to your author website, a Facebook page will do the job. But be aware that not all your audience are on Facebook.



If you want to build an audience list, you can place the registration form for your mailing list in a visible place on the home page. Do you want to sell your books through your online bookstore? Then it should be clear that this is possible on your website, e.g. through a shopping cart.

The rule of thumb: Make everything available with as few clicks as possible.

**HOME PAGE:** Present yourself and your books briefly on the homepage, preferably with a good and compelling picture of yourself. Tell the readers in what genre you are writing to let them know at once what the page is about. It is good to add information about the entire content, e.g. with excerpts that link to further sub-pages.

**ABOUT ME PAGE/BIO:** Write about who you are - be creative, surprise, tell a story. And be sure to use high-quality photo of yourself.

“APRIL WHITE has been a film producer, private investigator, bouncer, teacher and screenwriter. She has climbed in the Himalayas, survived a shipwreck, and lived on a gold mine in the Yukon. She and her husband share their home in Southern California with two extraordinary boys and a lifetime collection of books.

All three books in the Immortal Descendants series are on the Amazon Top 100 lists in Time Travel Romance and Historical Fantasy. More information and her blog can be found at [immortaldescendants.com](http://immortaldescendants.com).

**BOOKS PAGE:** Present the books that you have published so far and link to the subpages that contain more information. If you sell the books through your website, you can add the opportunity to buy the book here. Present your book with a big picture on the cover, a title and an exciting description. For

many readers, it is interesting to know if the book is hardcover or softcover, how many pages the book contains and what it costs.

**PRESS PAGE:** Here, you can add images and information about you and the book such as journalists can download for reviews.

**CONTACT PAGE:** You should give your readers the opportunity to contact you, including your social media profiles.

**GENERAL INFORMATION PAGE:** On some page layouts, there is a menu in the right or left column, in others there is a footer at the bottom of the page. Here you can place social media links, registration link for your mailing list, a button for contact etc.

**DESIGN:** A stylish design is nice to look at; it also ensures that visitors stay on your site without quickly bouncing. It arouses interest and confidence in you and your books.



**TEXT AND TYPOGRAPHY:** Readability is the most important thing. Remember to use clear and simple fonts - concentrate on fonts without serifs and do not use display fonts. Never use more than two fonts! If you use two different ones, preferably use one with and one without serifs. The serifless font, for example headings, the one with serifs for the text. Choose a font that is slightly large, since there are also users who read your page on your mobile. A suitable line spacing is also crucial, preferably 140% or 150%.

**IMAGES:** Images should, above all, awaken emotions. Therefore, they should be of high quality. There is probably nothing worse on a website than poor quality images, which does not inspire the reader. Remember that your website should reflect your brand.

**SELLING YOUR BOOKS ON YOUR WEBSITE:** Use images that are unique, relevant to attract interest. The shopping basket should be visible on the page at all times, e.g. in the upper above the fold part. If you sell the book through the website, it is wise to add some reviews, if they already exist. Include links to multiple retailers. This helps visitors easily find each book wherever they shop.



Show Reviews! Positive feedback from other readers arouses interest and boosts confidence. You can share your reviews in several places.

Keep the order form as short as possible and ask the customer to fill in just what is needed. Consider which information in the form is mandatory. In principle, a name and an e-mail address are sufficient, the rest you can ask for by e-mail.

**BUILD A READER CIRCLE WITH THE WEBSITE AND SOCIAL MEDIA:** Many writers think that their e-mail list is an essential marketing tool. All your faithful and relevant fans are listed there and they will be much more likely to buy your new book than the ones you reach through social media. It is thus essential to build an e-mail list as early as possible. Use your website for that. Implement an application form that is visible all the time.



Convince website visitors that it worth being part of your e-mail list. List all the benefits they will get from it. Members in your e-mail list can include receiving exclusive information, promotional prices, participate in competitions, free copies, participate in the cover design, etc.



You can also embed your social media profiles on your website. However, this is only recommended if you are active in those platforms and regularly update. When the visitor clicks on a link, he will be redirected from your website and if you cannot engage him with your social profile, it is likely that he will not return to your website but continue browsing the platform.

Although you can engage with your readers on your social media platforms manually that can be time consuming, there are tools that can automate your social media activities like scheduling your posts, providing automatic replies to messages etc. [Hootsuite](#) is a popular and professional choice.



## A WAY TO FIND READERS: SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization (SEO) is a complex area to learn, so we list just a few essential tips. Find your most important keywords (each keyword can consist of several words). Test the keyword for relevance. You can, for example, use the Google Keyword Planning tool. In the tool, you can see in what format your keyword has the most relevance and customize the it (eg rephrase, add or replace words, etc.).

The rule of thumb: a high number of searches with as little competition as possible. Find additional keywords and put them to appropriate places on your website. Your keyword should be used on your website in the following places: header, content description, heading (H1), in URLs, as alternative text in image descriptions.

[We can help you with developing your SEO. Internet marketing is a complex specialty and we can help building your Google and social media marketing strategy.](#)

## COVER DESIGN

Book cover gives the reader the first impression of the book. It is an essential tool for marketing, and it should be appealing, exciting and manage to make reader take your book to her hand.

Describing in concrete terms what a cover should look like is difficult. It has many different aspects, such as personal tastes and opinions, and how the reader perceives an attractive cover. The most important thing is that the cover must fit the book content. Thus, planning always starts with the content.

It is crucial to consider the main purpose of the cover: A cover is a marketing tool, and it must be individual – but also follow the characteristics of the genre. If the book belongs to a series, the whole series should contain something that ties the books together. Your book cover is a reference to what awaits the reader and should, therefore, provide accurate information about what the book is about or what genre it belongs to. On the other hand, the cover is also what should get the reader to take the book in hand and contain creative and appealing elements.



The front of the cover plays the central role: It is seen in advertisements and online bookstores and receives the most attention. E-books only contain the front of the cover, so here the design should be extra carefully planned. When planning the cover, it is vital to consider the size displayed precisely in print. The cover usually appears very small and should, therefore, be clear and straightforward.

The cover can contain any kind of images: photographs, art, illustrations, or collages. They can be descriptive or abstract, cover the entire cover, or only part of it. Many books have no images at all but consist only of typographic elements.

The reader is used to seeing specific kinds of covers associated with certain types of books. For example, in biographies or children's books, the choice of image can be simple and obvious: it relates directly from the book's subject. The more abstract and hard-to-define the book's content, the more creativity and imagination required to select the image and create the cover.

The first thing to decide is whether the book should be hardcover or have soft covers. Start by thinking about the book's purpose: Handbooks often work best with soft covers such as novels or other fictional books in pocket format.

When it comes to books like fiction or photo books, hardcovers are appropriate. You can also add a protective cover, which initially served as a dust cover. If the book is to be used extensively and not kept in the bookshelf, such as cookbooks, a hardcover book without a cover is a better.

Elements to be included on the cover are usually the author's name, the book's title, and the publisher. It is possible to convey the message solely through the design of the texts, and then no pictures are needed.

The cover also contains the book description and possibly text in the tabs. A barcode with ISBN is required for sales and logistics. Sometimes it can be challenging to place the barcode, but it is necessary for the book to be sold in the bookstore. The book's back is also important: It is the part that is visible when the book is in the bookshelf and should, therefore, contain the book's title.

A poorly designed cover repeats clichés and becomes one of many. Sometimes the cover is misleading for purely marketing purposes. Sometimes shocking creatives are used that arouses emotions but often has nothing to do with the book's message.



What Kind of Cover Design Sells More Books in Your Genre? Research has shown that a cover alone can account for a 30% difference in clicks, and other sources have reported similar results.

**Mysteries Cover Designs:** Mystery readers love cover designs with cats and picturesque properties. Successful covers have featured everything from palatial estates to quaint library interiors.

**Women's Fiction Cover Designs:** Beach is a popular setting among readers in general, readers seem especially receptive to the ocean's calming waves and white sand.

**Contemporary Romance Cover Designs:** There's something about the winter holidays that makes us want to curl up with a sweet read, snowy landscapes and Christmas elements perform particularly well.

**Thrillers Cover Designs:** Bold title fonts perform strongly in this category of action-packed plots and tough protagonists.

**Historical Romance Cover Designs:** Covers offer an opportunity to show off sumptuous period details — and readers especially love seeing the gorgeous dresses of bygone eras.

**Cooking Cover Designs:** Vivid, enticing food photography can make mouthwatering recipes look even more appetizing. A high-quality photo on a cookbook cover can make a world of difference.

**Advice and How-To Cover Designs:** Advice books tackle a huge range of topics, and we've found that the readers of this genre like covers with simple imagery and clean fonts that make the book's subject matter clear.

**Horror Cover Designs:** Though the horror genre is most often associated with zombies and otherworldly monsters, we've seen that readers respond especially well to atmospheric, creepy covers.

**Erotic Romance Cover Designs:** Erotic romance readers are drawn to suggestive covers that give just a hint of what's inside. Bondage elements — blindfolds, handcuffs, and ties — are also a popular theme.

**New Adult Romance Cover Designs:** Covers featuring attractive shirtless men sell books across romance genres, but we've found that they're particularly effective with our new adult romance readers.

**Paranormal Romance Cover Designs:** Paranormal romance readers are also fans of alluring, half-naked men on their covers, but it's important to showcase the paranormal element — whether the book contains bear shifters, werewolves, vampires, or dragons.

**Christian Fiction Cover Designs:** This audience love gentle color palettes and cover elements that recall the pleasures of simple living.



**Chick Lit Cover Designs:** Fun/vibrant colors, sweet treats, and comfort food are often favored on the designs of our chick lit covers.

**Historical Fiction Cover Designs:** Covers that strongly indicate the primary time period of the novel's storyline tend to perform nicely to our historical fiction list. These readers also respond to images of female friendship and children.

**Supernatural Suspense Cover Designs:** Supernatural suspense readers gravitate toward eerie covers featuring dark forests and mysterious homes.

Any category not included in this post didn't have any definitive trends we could point to amongst the top-sellers in those categories. However, having professional-looking covers always helps sell more copies.

### [NEED PROFESSIONAL COVER DESIGN?](#)

### USE AMAZON KINDLE PROMOTIONS

Although you can buy e-books elsewhere, Amazon dominates the industry, with more than 70% market share in the US, and even more in the UK. You should use every tool Amazon gives you to sell more books. This means scheduling Kindle Countdown Deals or Free Promotions every 90 days if your book is enrolled in KDP Select.

You should be consistently running Kindle Countdown Deals for your book every time Amazon allows you to (that's once during every 90-day KDP Select Enrollment period). We've seen a boost in sales every time we've run a Kindle Countdown Deal for the book, even without using book promotion sites or other forms of marketing. When you combine a Kindle Countdown Deal promotion with several promotions from the top book promotion sites, the results can be impressive.

Amazon Marketing Services (AMS) ads are powerful because they allow you to put a link and promotional copy for your book in front of your ideal readers while they're shopping on Amazon for similar books.

Check out the [Amazon Top Reviewers](#) listings for who's most active at present and see stats on how many reviews they've written, as well as how many of those reviews have been marked "helpful," meaning that customers like what they're doing.



You can use AMS Sponsored Products ads to target readers through keywords and based on various genres, niches, and reader interests. It's a bit like using Google AdWords, but targeted specifically to shoppers on Amazon, who are already looking for books just like yours—so it's incredibly powerful.

You can also target ads based on the buying patterns of your customers using Product Display ads, so if you have a business book, you can target readers who regularly buy business and investing books on Amazon. You can even target readers who have bought specific books or products on Amazon.

### **BOOK GIVEAWAYS**

Organizing a social media giveaway to promote a book or an audiobook is probably the easiest and most efficient idea. However, creating buzz around bestsellers and newly released titles is not the only reason to organize a social media giveaway. With such promotions, you can accomplish many other objectives, such as increased brand awareness for the publisher and author. Let's take a look at successful book giveaways organized recently on Instagram, Twitter, Facebook, and YouTube.



Twitter giveaways is super simple to join. There’s literally nothing easier than hitting the “Retweet” and “Follow” buttons. These two requirements are the most popular when it comes to Twitter sweepstakes. By asking the participants to follow your account you grow your audience, and by asking them to retweet the promotion post you make the giveaway go viral, and more visible to other Twitter users. Moreover, you also boost product awareness, which is the main purpose of promoting your book online. We will now have a look at how writers, bloggers, publishers, and booksellers can organize book giveaways on Twitter. And here are some real examples.

Instagram is the most popular social media platform for giveaways. It is also the social media network with the highest engagement for brands. Therefore, organizing a book giveaway on Instagram is a no brainer. If you do not have big enough follower just find relevant influencers in your genre or niche and outreach them. Although there are tools and websites that helps you find and reach influencers easily, manual and personal touch is much more effective among Instagram influencers.

### **Facebook Giveaway Ideas**

When it comes to Facebook, it is the most promising platform you can organize your giveaway but Facebook contest changes their rules and guidelines periodically, so be sure to check out their guidelines for promotions before running any of your Facebook contest ideas.

Currently promotions that are not allowed include, asking fans to: tag their friends as part of the contest, share the contest on their timeline in order to enter, share the contest on their friends’ timelines in order to enter. Additionally, all Facebook contests should have clearly stated rules, eligibility requirements and should be in compliance with any regulations that might affect the contest or prize. Finally, your contest should ask entrants to release Facebook from any liability, and you should clearly state that Facebook in no way sponsors or endorses your contest.



**A Facebook Live Contest** is a way to generate a buzz about your contest or giveaway than on one of your Lives. Announce the contest in your LIVE video description and mention it right at the beginning of your video. Then ask viewers to stick around until the end of the video to get the official scoop on how to enter!

**Caption this Photo or Image Contest:** Caption contests are great as they allow your fans to show a little personality. And, an added bonus is that other entrants will enjoy reading through the entries!

This kind of Facebook contest is also preferable to a simple “like this photo to win” contest, as all the engagement on your post will ultimately lead to more exposure in your fans’ feeds!

**“Help Us Come Up with an Idea” Contest:** These are great because they not only help you solve a problem or come up with new and creative ideas, but they get people engaged with and invested in your brand. You can ask for help with naming a product (or in the case above, a horse!), coming up with new product ideas, or ask for help with a particular strategy.

**Fill in The Blank Contest:** What I like about fill in the blank Facebook contest idea is that they really get people thinking. Your contest can consist of a sentence or paragraph, whichever you prefer. Then just ask your fans to add their own unique perspective by – obviously – filling in the blank.

**Fan of The Week Contest:** Ask your fans to submit a photo or video and then choose the best one. The winner gets to be your fan of the week!

**A Video Contest:** We’ve already talked about using Facebook Lives for your contests, but you can also use pre-recorded videos. While video contests can be a bit tricky to implement, there are some great tools out there that can automate the entire process.

**Submit and Vote for Your Favorite Photo Contest:** Ask for photo submissions, and then ask your fans to vote for their favorite.

**A Quiz or Trivia Contest:** According to BuzzSumo, quizzes get shared an average of 1,900 times. While your quiz contest may not get QUITE that many shares, quizzes are still a GREAT way to get engagement and boost contest entries.

**An Instant-Win Contest:** An instant-win contest is just what it sounds like – people can win instantly after entering. You will likely need a contest app in order to run an instant-win contest, but the excitement and engagement you’ll generate from this type of contest will definitely make it worthwhile!

**Q&A Contest:** This is another one that’s a super easy Facebook contest idea to implement. Simply ask your fans a question and the correct (or the best) answer wins!

**Choose your Favorite Product Contest:** This is the same concept as a multiple-choice contest: simply create a post with images of some products you offer, and ask your fans to vote for their favorite. Not only does this get your fans engaged with your post, it gets them thinking your products!

**Share a Selfie Contest:** This is the same idea as a photo contest – the only difference is you’ll ask your fans to share a picture of themselves...ideally, using your product! Again, you can also ask your fans to vote on their favorite pics. This is a great way to boost engagement during your Facebook contest.

**A Game or Puzzle Contest:** Leverage the popularity of games by using one for your contest. Create a graphic like the one above and ask your fans to solve the puzzle/riddle to enter!

## APPENDIX-A: BOOK BLOG DIRECTORIES

- [Top 100 Book Review Blogs, Websites & Influencers in 2020](#)
- [The Indie Reviewers List](#)
- [The Book Blogger List](#)
- [Book Reviewer Yellow Pages](#)
- [The Book Review Directory](#)
- [Instagram Master List](#)
- [Book Blogger Listing](#)
- [Diverse Book Bloggers Directory](#)
- [Pick a Blogger Member Directory](#)
- [Kidlitosphere Central](#)
- [YA Book Blog Directory](#)

## APPENDIX-B: FREE TOOLS FOR AUTHORS/WRITERS

- [Hubspot's Blog Ideas Generator](#): Even the best writers run into blocks sometimes. Hubspot's Blog Topic Generator can help you when it feels impossible to come up with new content.
- [Canva](#): As writers, we don't just have to worry about the words we put on the page (or screen). Many of us have to create images for our work, whether that's a cover photo for a blog post or a graphic to promote your book on social media. Canva is an amazing, powerful free tool to help create beautiful images.
- [Milanote](#): Milanote is an easy-to-use tool to organize your ideas and projects into visual boards. As a writer, visualizations can help you keep track of everything from character relationships to the order of scenes.

- [LibreOffice](#): LibreOffice is an amazing word processor option for people who are looking for a free alternative to Word.
- [Scribus](#): Do you need to create beautiful layouts for your words? If so, Scribus may be for you!
- [FocusWriter](#): Distraction is Enemy #1 to many writers. Facebook never looks as enticing as when you're on a tight deadline or trying to meet a goal. If this sounds like you, FocusWriter is here to help.
- [Evernote](#): Evernote is an amazing "second brain" which allows you to flexibly take notes and capture ideas in a variety of areas.
- [Diaro](#): Your life is precious, and if you're the documenting type, you want to remember every moment, good or bad. Diaro is an advanced diary application, but it can be used for keeping a journal or simply writing notes.
- [Todoist](#): The best writers are able to organize and prioritize their work. Todoist is a task management application that helps you create to-do lists and custom schedules so you can work more effectively.
- [Trello](#): Trello is an attractive and intuitive organization app.
- [OneNote](#): OneNote is a functional, free alternative to Evernote, with almost all the same capabilities.
- [Simplenote](#): It allows you to quickly and simply store text research for your next book project whenever inspiration strikes.
- [Wolfram Alpha](#): Wolfram|Alpha is a unique engine for computing answers and providing knowledge. It works by using its vast store of expert-level knowledge and algorithms to automatically answer questions, do analysis and generate reports.
- [Google Drive](#): makes it easy to share and collaborate with team members such as proofreaders and editors, and fully integrates with Gmail and Google Calendar.
- [YWriter](#): Ywriter is a powerful, free specialist book writing app available for Windows users. Create and rearrange scenes and chapters, to store [character info](#), and to visually storyboard your book.
- [Hemingway](#): There's no substitute for a talented and experienced book editor, but Hemingway comes closer than most. It doesn't just suggest improvements to your writing style, but also explains them, so your mastery of English increases over time.
- [Grammarly](#): Grammarly's writing app makes sure everything you type is easy to read, effective, and mistake-free. Grammarly automatically detects grammar, spelling, punctuation, word choice and style mistakes in your writing.
- [Reedsy Book Editor](#): Reedsy's tool makes this process a lot easier than using standard tools such as MS Word.
- [HootSuite](#): HootSuite makes it easy to schedule a batch of content across multiple social platforms in one go. This means you can dedicate a single block of time each month to your social scheduling, then set and forget.
- [Ninja Outreach](#): A specialist tool such as Ninja Outreach makes it easy to find contact details for almost anyone online, check out their platform's stats, and find their contact details. It has a very useful, totally free browser plugin which I highly recommend.
- [Readability Score](#): This web application helps you improve your writing by measuring the readability of your text. A readability score tells you roughly what level of education someone would need in order to read your piece of text easily. Find out how easy your writing is to read.

- [Cliche Finder](#): In his six rules for writing, George Orwell advised, “Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.” The Cliche Finder highlights clichés in your text so you can avoid trite expressions in your writing.
- [Draft](#): This distraction-free web-based writing interface is my go-to word processor when I’m not typing in Microsoft Word or Google Docs. The clean interface really helps me to focus on my writing.
- [LitLift](#): LitLift is a wonderful web application for fiction writers that helps you write, organize, store, and share your stories. Once you create an account, you will have access to a treasure trove of easily customizable resources: plot lines, character sketches, idea generators, and much more!
- [Answer the Public](#): Sometimes we just run out of ideas for what to blog about. Answer the Public is a free keyword research tool that shows the questions people are typing into search engines about your topic. It’s perfect for when you’re facing writer’s block.

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Your feedback is very important, please let us know if you have any: [melissa@gogetsmarter.com](mailto:melissa@gogetsmarter.com)