



Association of American Literary Agents

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Dear Members,

Over the past two years, the Media and Digital Innovations Committee of the Association of American Literary Agents (AALA) has been meeting with publishers, marketing companies, and other industry professionals to assemble a document that compiles some of the best ideas on the sorts of marketing that authors can do on their own to market their books. This document reflects these professionals' ideas and guidance on 'best practices', and should be valid for all types of publishing – from traditional to “indie” to self-publishing. It is directed at authors as advice for things they can do on their own, but certainly agents can (and often do) assist in these areas as they do in all areas of their clients' careers.

Of course, marketing is always a moving target, and practices will continue to evolve. The committee's plan is to continue to update this document as part of its mission.

Marketing for Authors

Best Practices from Top Industry Professionals

*From the Media and Digital Innovations Committee
of the Association of America Literary Agents*

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Acknowledgments

Over the past eighteen months, the Digital Innovations Committee of the Association of American Literary Agents (AALA) has been meeting with publishers, marketing companies, and other industry professionals to assemble a “best practices” document for authors to market their books. This document reflects these professionals’ input, and should be valid for all types of publishing – from traditional to “indie” to self-publishing. Of course, marketing is always a moving target, and practices will continue to evolve.

While the AALA doesn’t consist of or directly speak for authors, AALA members assist their author-clients in the marketing of their books, and have created this document to better instruct their clients.

The Association of American Literary Agents (previously the Association of Authors’ Representatives) is a nonprofit membership organization founded in 1991, which currently has more than 400 professional literary and dramatic agents as members. Agents must meet the AALA’s minimum experience requirements and agree to adhere to its Bylaws and Canon of Ethics.

For agent members, the AALA is a clearinghouse for current and pertinent information on the publishing and theatrical industries, and regularly offers panels, educational programs and social events for the membership. The Digital Innovations Committee informs the membership on new developments in the digital realm – often in the form of panel discussions. Other committees discuss important issues of the day and prepare alerts and announcements on the latest developments in areas such as contracts, royalties, electronic publishing and legal practices.

The AALA maintains close working relationships with other professional organizations within the publishing and theatrical communities. We frequently collaborate on programs and share pertinent information across our respective memberships.

We wish to thank all those who have contributed to this document – most especially, Julie Trelstad of [Julie Ink](#) – as well as: Joe Regal, [Zola Books](#); Shaun Nichols, [HarperCollins](#); Mary McAveney, [Open Road](#); Peter Hildick-Smith, [The Codex Group](#); Ryan Zee, [BookSweeps.com](#); Dan Lubart, [Iobyte](#); Caitlin Ellis, [Bookbub](#); and Rafi Mittelfehl, [Scholastic](#); and all of panelists from past AALA programs, whose insights and presentations have greatly contributed to our collective knowledge.

We urge AALA members to share this document with their clients as appropriate.

Part 1. Introduction to Book Marketing

As the bookselling marketplace gets more confusing and fractured, we've put together some "best practice" tips from some of the best book professionals. Any instruction and advice we provide are merely suggestions you might consider when marketing your book. We hope they'll be useful!

Please keep in mind: This is a manual on how authors can use up-to-the-minute technologies and techniques to promote their work. While good old-fashioned word of mouth is still relevant, the internet has replaced indie bookstores and book tours as the primary marketing for a new author. Publishers rely on authors to have a basic digital presence in order to help market their book. They will do more for authors who meet them halfway and will do their best to help authors who know what to ask for. On the whole, authors have to do more if they want to maximize their sales in the current market, whether they put in the work on their own or work in conjunction with their publishers.

1) Marketing Basics

- **You're a BRAND:** Keep in mind that you're not just an author, you're also a "brand" (even if the brand isn't yet well-known), and well-branded authors dominate bestseller lists.
- **Factors that drive a reader to purchase a book:**
 - Familiarity with the author
 - Plot, premise and themes of the book
 - Recognition of character/series/franchise
 - Recommendations from friends and book reviews
- **Some genre-specific factors:**
 - **Narrative Nonfiction:** Your audience is interested in the topic.
 - **Literary fiction:** Your audience looks for books they already love and for other books that seem similar.
- **Fulfill audience expectations:** Failing to fulfill fan base expectations (changing

the style, topic, genre, etc.) can lead to a major loss in book sales.

- **Clear messaging:** A strong, marketable message helps to set positive expectations for a book. Can the book be summed up in a couple of clear, compelling sentences?
- **Some statistics:** A few statistics from Codex:
 - **70%** of books sold are bought within a day of first discovery. It's a fast pipeline!
 - **40%** of books sold are bought within 2 weeks of the consumer's discovery.
 - **Less than 20%** of adults are buying books

2) A Few Words About Metadata

Metadata is the product information about a book, from technical specs to marketing copy. A book's metadata is its entire online presence. Metadata is owned and managed by the publisher, but here are some ways you can influence it:

- **Titles & Series:** Make the title highly searchable, easy to spell, but not used all the time - and be sure it feels relevant. You might want to consider using the genre in the subtitle: "A thriller about trees," for instance. The subtitle would have to be on the cover, though.
- **Summaries:** This is a great spot to make the book as searchable as possible. Cram in as many keywords / search words as you can, but use as many specific words ("puppies" instead of general ones ("dogs")). Keep an eye out for relevant events, pop culture trends, and any other current news content that might apply to your book, and have the metadata updated to reflect these changes.
- **Author Bio:** Include your twitter handle and website, but know that some retailers (like Amazon) may strip out your website.
- **Keywords:** To determine what keywords you should be considering:
 - Use Kindle categories and subcategories
 - <http://bookdiscovery.co/> can generate comparable titles
 - Keep in mind that keywords can be in sequences of up to 4 words ("women heroes of WW2")
 - Keywords can be other authors and titles ("Fans of X will like this book"). Make sure any comparable titles properly reflect your book's content: otherwise you risk alienating readers. (So for sites that say "for readers of Book X", make sure your book is indeed like Book X.)
 - One great way of generating good keywords is to use wordclouds.com, a

free online word generator – run great reviews through the system and it will show you the most frequently used words.

- **Update Regularly!** Every six months, make sure your metadata is up to date on your website, social media platforms, and author platforms. For third-party retailers like Amazon and B&N, be sure to ask your publisher to revise metadata regularly.

3) Working with Social Media

- **The Platforms:** Here are the major social media platforms, many of which will be covered in this document. (Note: This list is not at all complete, and it's going to change as new technologies emerge to replace the old.)
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
 - Snapchat
 - Tumblr
 - Medium/blog
 - RSS feeds
 - YouTube
- **Integrate Social Media:** In all of your separate accounts, make sure of the following:
 - Each platform has the same cover photo, author photo and bio.
 - All pages are stylistically and tonally consistent throughout (i.e., you're creating a "brand")
 - If you're using any of the same social networks for personal use, maximize your privacy settings on personal accounts so fans won't find your private information. This will also prevent the dilution of your brand with boozy selfies and pictures of your dog.
 - All of the accounts you use professionally should link to the email newsletter registration page on your website.

4) Checklist

- Before you engage in any online promotion, here's a checklist to get you started. Many of these are discussed in detail below:
 - ✓ Make an author website

- ✓ Determine your social media outlets
- ✓ Set up a mechanism for visitors to register for your email newsletter
- ✓ Create an Amazon author page
- ✓ Have a Goodreads profile
- ✓ Monitor a Facebook Fan page (not a personal page)
- ✓ Put together a Bookbub profile

Part 2. Author Websites

1) Critical Elements of a Good Website

- **Format:** simple and easy to navigate.
- **Mobile-friendly:** more than half of fan-visits to author websites are from mobile devices like cellphones and tablets.
- **Current:** all content should be accurate and current. Review every 3 months to be sure it reflects who you are and what you're doing currently.
- **URL:** register a URL that ideally utilizes your name (ex: authorname.com or authornamewriter.com, etc.)
- **Home page:** This is the hub of your website, where most visitors will end up after googling you. There should be a minimum of 300 words of text with keywords in it, including your genre and books written.
- **A "Buy" link:** This link leads to a shopping cart to purchase your book. The link should be placed on every page of your website - follow your publisher's guidelines while setting this feature up.
 - You might want to consider embedding widgets from companies like [Zola](#) or [Aerbook](#), which allow people to sell books directly from their site.
 - Other retailers include (note - this list is not inclusive, and may vary from publisher to publisher):
 - [Amazon](#)
 - [B&N](#)
 - [Indiebound](#)
 - [Books-A-Million](#)
 - [iBooks](#)

- [Kobo](#) (This link will take you to a “browser unsupported” page, but if you click any of the categories under the headings, the website will fix itself.)
 - [GoogleBooks](#)
 - [Powell's](#)
 - Possibly your publisher's website (depending on the publisher)
 - Your local bookstore(s)
- **About:** Include relevant, professional bio, and a recent photo.
 - **Email newsletter registration form:** This connects to a service like [MailChimp](#) or [Constant Contact](#) that will allow you to email blast your fans.
**Note: The most important part of your web page is the placement of the email registration form. Visitors need to be able to find it! During times of heavy book promotion, it's worth thinking about pop-up boxes with a sign-up/registration form that can be easily bypassed if needed. Pop-ups are annoying, but there's a reason why so many websites use them: They work!*
 - **Contact:** Include your agents' information for rights sales and your publicist's contact info. We recommend a contact form rather than using your own email address.
 - **Book Pages:** Every one of your books should have its own page, cover, relevant “buy” links, description, pull quotes and links to its most positive reviews.

2) Optional Pages

- **Events:** This helps you tell your fans about your upcoming public appearances. Delete past events after they are no longer relevant to avoid clutter. If you don't want to continually update then remove this page entirely.
- **Media page:** This page will offer downloadable hi-res author photos, covers, and press releases. Work with your publicist so that page will be successful.
- **International sales:** Include this to illustrate successes you have in other countries.
- **Blog:** Be committed and update on a regular schedule, if you decide to do it at all.

•See Appendix for other samples•

Part 3. Email Mailing List

1) The Basics

- **The primary purpose of social media is to create lifetime fans of your work:** The best way to do that is to get them to sign up for your email newsletter. You own the names on your email list, not social media, not Amazon, not your publisher – you.
- **All of your social networks need to be a funnel** that will allow you to obtain your followers' email addresses. Newsletters and email blasts have, *by far*, the highest likelihood of generating a book sale. If you don't want to do a newsletter, we'll have some tips for alternative ways you can use the email list.

2) A Step-by-Step Guide to Collecting Email Addresses

- **Sign up with an email service:** [MailChimp](#) or [Constant Contact](#) are most frequently used.
- **Create an email sign-up form:** Request a simple email address. Email programs can geo-locate to learn where individual users are located so you can easily market events according to region. If you end up generating a lot of hardcore fans, you can hold contests on your site or find other ways to ask the fan for more information. Set up a customized auto-reply message to thank your readers for registering.
- **Determine your message:** Here's where you need to use your skills as a writer.

Think of your newsletter as an editorial product. Your message is not something you're creating for your marketing department- it's for appealing to your fans. It starts a dialogue between you and your readers about a product that's good enough to buy. Recommending other books, talking about your writing life, giving behind-the-scenes insight on your research, topical issues, and so forth can be fodder for a great ongoing conversation with your readers.

- **Thank your readers:** After your reader signs up, make sure you have a “thank you” landing page (or pop-up box) that will automatically remind reader for what they signed up for. This page is *not* a sales page – it's personally thanking the reader.
- **Keep it regular:** Send out email blasts on a regular schedule. (Ex: the same day every month.). Early mornings around 7 am are often the best times to send out blasts, but it depends on your content and your audience. Some mail programs like MailChimp actually have “recommended time to send” built into their program, based on its analysis of your email list. MailChimp will also send out an email at the same time in each time zone. If you're touring, you can also send email blasts to people using geolocation. In any case, send at least 4 times/year to keep the list intact and clean.
- **Special times for email blasts:** Above and beyond the regular email blasts, plan on sending out something:
 - 6 weeks before publication to generate pre-orders.
 - 1 week before publication to remind your fans of the exact release.
 - On pub date, get those fans to the store!
 - 1 week before an author event, so you can meet your fans in-person.
 - E-blast if book goes on sale, or there's a special promotional tie-in.
- **Consistent branding & design:** Have a template that's consistent with your brand. Try not to overdesign the format; keep it nice and simple with lots of white/negative space.
 - Shorter and more frequent is always better. Some authors send out a monthly blast that's closer in length to a magazine than an email, but that's much more labor-intensive.
 - Make sure your blasts are similar in size to each other, usually 300 words or less is a good length. (Note: this varies by genre. YA is often longer - 1200 words. But as a general rule, the older the audience, the shorter the newsletter.)
 - If you decide to make newsletters longer than 300 words, use large headers to break up big blocks of text so it's easier for your readers to navigate the text.
 - You'd do well to emulate professional business formats rather than personal author newsletters (e.g., a paragraph often with a picture and a link, with a couple of paragraphs per newsletter).
 - Though they probably have more resources to devote, a couple of strong newsletters to look to for inspiration in terms of content and design are

[LitHub](#) and Lena Dunham's '[The Lenny Letter](#)'.

- **Capturing email addresses:**

- Start with your existing contacts and ask people on your list to help spread the word on social media and by forwarding emails.
- At offline events, have an email sign-up sheet or iPad for signing up readers.
- Use your social media. Don't overdo it, but ask followers occasionally to sign up for your email list. Link from your author social profile to your email sign-up page, not your home page.
- Make sure your website is listed in your bio if you're guest blogging somewhere or are being interviewed.
- Third-party promotion: Ask author friends to help build your list by giving you a shout out in their email blasts. Offer to reciprocate the favor. You can also purchase email lists. In any case, be sure to remind your new subscribers who you are and why they signed up for your newsletter.
- [TinyLetter](#) (part of MailChimp), a simple, streamlined newsletter, is being used as the new way to blog. This provides subscribers with interesting content mixed with the occasional self-promotion (see: [Ann Friedman](#), [Alexander Chee](#)). This article captures how TinyLetters work: www.nytimes.com/2016/11/13/fashion/tinyletter-newsletters-the-new-blog.html
- Contests hosted on your author website: "Enter your email address to win a book," or swag, etc. **Please note:** there may be legal requirements relating to at least some kinds of contests. These laws vary, so please research them thoroughly before hosting any of the contests mentioned in this document.
- Facebook ads directing people to a simple form on your website where they can sign up for email alerts, event notifications, and exclusives.
- Target ads towards the demographic most likely to buy your book (similar authors, age, sex, taste, etc.).
- Test ads to see which has the lowest CPA (cost per acquisition) and adjust budget to go to the best performing ads. Keep optimizing with what works best.
- Provide something substantial for free. Make it more than a short story or newsletter. A free book download is often the most effective way to get someone to subscribe. This can be mutually beneficial if you provide a book that's the first in a series, to provide an accessible entry point and generate interest in future purchases. Include positive reviews of the book to generate interest.
- Use images in your call to action. The cover of a book will obtain interest more than simply the title and other information in text.
- Avoid including an email address submission space on the same page as the offer. Make the viewer click on a button that brings them to a page to submit their email address. That way, they must either provide the address, or click back/exit the page. This yields a better percentage

of subscription.

- After users subscribe to the email list, have automatic emails send interesting info about the author. One suggestion is to provide an email written by the author about several of the books they're interested in – this way, the author may establish something in common with the subscriber.
- Include a text blurb of the author's bio/accomplishments.
- Keep the list up-to-date. You can use services like briteverify.com to improve email deliverability and make sure the email addresses are still valid.

•See Appendix for other samples•

Part 4. Primary Social Media

1) Overview: It's All About Reader Engagement!

A. Basic Marketing Ideas:

- **Marketing authors, not books:** Social media is a strategic method of marketing yourself (not necessarily your book) - it's not a place to publish a personal diary or rant about your local school board. Work with your agent to identify your brand and learn to stick with it.
- **Minimum viable audience:** Learn the concept of "minimum viable audience": You can control a small portion of your sales, and you should learn to take advantage of this.
- **Reader engagement:** When managing a social media account, you're looking to build a fan base of engaged, involved and interested readers, people who will appreciate your specific work, unique voice and thus support your career.
- **Your goal** is to connect with your readers, which will lead to long-term relationships (i.e., they'll buy every book you write - and tell their friends about you and your work).

B. Three Guidelines to Engage Your Readers:

- **Authentic voice:** People often read to connect with the way you say things –

your personal, creative voice. You want to stay connected to the reader even after s/he's finished your book. We suggest that you don't use marketing-speak or change your voice on social media just to sell your book. Unless you wrote a book about marketing on social media, that voice isn't yours and your would-be followers will notice. What makes you and your voice unique - and even in the context of other authors, what makes you and your book stand out? Look at your closest competitors and figure out why people are reading your book, not theirs. This might be a good conversation to have with your agent or editor.

- **Consistent and regular postings:** Make a schedule and stick to it. There are several different studies about which days or times are optimal for posting. Everything really depends on who your audience is, so we can't give huge guidelines here. MailChimp and other email programs will have suggestions on what is most effective.
- **Treat social media as a branch of your national business:** Social media outreach is for fans and readers, *not* just for your boyfriend, mom, or kids. (Although all of them should be following you!) That means:
 - Think nationally, not locally. Don't tweet all about the local emergencies or school board news.
 - Study what resonates with your readers and make future posts in a similar format. But until you figure out what resonates, don't hesitate to mix up the types of posts you make.
 - Photos are key for social media engagement. Think of ways to create interesting images based on your book (quote graphics, book cover art, historical photos related to the content, places where you write, real people who might resemble your characters, appropriate fan art etc.). A wonderful free tool for making social media graphics in the correct size is canva.com.

To repeat: you're trying to *engage* your readers, not trying to sell your book. A once-a-year (or once-every-five-years) email saying, "Hi, I know you bought my last book and we haven't been in touch since, but here's my next book" is not effective. Keep your email blasts frequent!

C. Other Tips:

- In general, it takes 7-9 impressions (which can come from social media, book reviews, physical display, etc.) to make people aware of you and your book.
- Keep up the momentum between publications – try to establish a regular schedule (once a week, twice a month, etc.) and stick to it.
- The most common mistake that authors make is posting too much. *Three posts a day is often too many.*
- Be wary of posting strong opinions about politics and social issues. Be mindful that your audience may differ sharply on these points, and the effect political

posts may have might be negative, for your fanbase and for yourself.

- Don't forget Giveaways (see Facebook, below, for more details, but know that giveaways can be done via any platform). Giveaways can consist of anything that an author has to offer their readers and fans – whether it's a free signed book, an interview, a skype conversation, a dinner, an iPad, branded merchandise, or any number of other possibilities. Companies like BookSweeps.com, Instafreebie.com, and BookFunnel.com may be worth exploring.
- Find your writing peers: Build relationships with other authors in your genre. You are not alone! Other authors can be social media influencers, can do joint campaigns or blog tours, and can provide a host of general advice from a perspective similar to yours.
- **MOST Important Tip:** Make sure you thank people who post positive things about your books/writing, on all social media platforms, but you might consider holding true this important internet idiom: **Don't feed the trolls!** Throughout social media, it's your prerogative to ignore negative posts created by terrible, usually anonymous profiles, or trolls. Replying to these posts will direct your fanbases' attention towards a campaign of indiscriminate hate that wants nothing more than to ruin your brand and reputation for nothing more than a moment of entertainment. J.K. Rowling is extremely skilled at navigating interactions with Trolls, but unless you're her, we suggest that you **do not engage**.

D. Social Media Tools

A variety of free or low-cost tools can help supplement various aspects of your social media. Here are a few, but there are dozens of others:

- Canva - creates social media graphics (banners etc.) for free
- Hootsuite - schedules social media posts (this is good for managing dozens of different accounts - good to track all platforms)
- Buffer - schedules social media posts, and is better for fewer accounts and a single author
- Color.Adobe.Com - finds colors if you want to keep your brand consistent (pulling colors off your cover to use in social media graphics, for instance)
- Woorank - analyzes your platform and website, and provides insights into how to fix issues
- SimilarWeb – finds traffic on your website
- Findmyaudience.com - allows authors to go out, using comparable titles, to determine the audience for your book

2) Facebook

After email, Facebook is the second most effective marketing tool. It's less effective than email because your Facebook posts can be hidden from a friend's, fan's, or follower's newsfeed due to the FB algorithm – you can't guarantee that everyone is seeing your content. You must be on FB for your publisher to help you market on FB.

- **Gaming the algorithm:** There are, of course, ways to “game” the algorithm so that your posts are more visible:
 - Tagging other authors that you're friends with.
 - Tagging your publisher.
 - Posting easily shareable content. Photos and videos are most likely to be shared and liked. An easy photo post to create is to grab a quote graphic from your book and then attach a link to an online vendor for people to buy your book.
 - Keeping users on Facebook. If posting a book trailer, for example, upload the video directly to Facebook instead of including a YouTube link. Facebook's algorithm favors anything that keeps users on Facebook.
 - Be careful about just using Amazon “buy” links. Post to your website or publisher's “buy” page, or say that the book is available to vendors without including the link. FB's algorithm may inhibit your post if it's seen to be as purely commercial.
 - “Facebook Live” is worth paying attention to. Anything in Facebook Live gets a higher algorithm placement, which at the moment makes it more discoverable.

- **Fan Page versus Personal Page:** Every author must have a fan page separate from a personal page.
 - You cannot use your personal page as an author page for many reasons; you don't want to become friends with your fans.
 - Personal pages are capped at 5000 friends; you don't have access to the ad manager; publishers only link to fan pages.
 - With personal pages you can't look at the “insights,” which will give you the demographics of who's visiting, who's clicking on your links, and so forth.
 - You might be worried that it will be difficult to convert your “personal” friends to “professional” fans, but it's very easy to have your friends “like” your fan page. Once you set up your fan page, set your personal page's privacy settings to the max, so people don't discover your personal page before finding the fan page.

- **Facebook Ads:** There are two strategies that you need to take into consideration when putting your book's ad on Facebook:
 1. Publishers often run paid ads per book. Be sure to ask your agent to share the publisher's marketing campaign or their Facebook strategy. Also, tell your publisher to send the links to the author's Facebook page, not the publisher's page.

2. You can run your own ad. Try not to run ads simultaneously with your publisher. This may seem counterintuitive, but:
 - It is more expensive than using a lead-generation company, but also more effective
 - You can control content by optimizing keywords.
 - Facebook ads are excellent email list builders prior to the publication of your book.
 - Never do paid advertising unless you have a very specific strategy for using Facebook ads. Be sure to discuss this with your agent and publisher.
 - Don't waste time or money on an audience that's not biting. If your ad isn't generating any click-throughs, stop, reassess, and determine what's wrong with your message and/or target a different audience.
- **Facebook Giveaways/Contests:** Facebook allows authors to create giveaways, sweepstakes, and contests for Facebook users. Having such promotional opportunities may allow you to expand your readership, your email list, and your "likes" across platforms. There are 3 different types of promotion available:
 1. **Publisher hosting:** Publishers can host a giveaway on your author page. They'll provide all the creative assets and fulfill the prizes. Your job is to promote it across your platforms, and drive traffic to your email list signup.
 2. **Create your own:** Consider what your readers would love to see from you, and drive traffic to your email signup list. Facebook has a simple, easy-to-use tab for you to design your own giveaway, and their "help" section is very user-friendly.
 3. **Third-party contests:** You can hire a few companies – for example, BookSweeps.com, Instafreebie.com, and BookFunnel.com – to create, host, email, and otherwise reach new readers.

3) Twitter

Twitter is more for networking and making connections in the industry and with your fans. Twitter doesn't drive sales as much as the other media platforms, but it's still an important and competitive marketing place. Here are some guidelines for helping your voice get heard on the platform:

- **Promoted tweets** may seem like a good way to expand your audience, but to date they haven't been helpful for the book industry.
- **Following, favoriting, and R-Ting** authors/reviewers/journalists/bookstores will make them more likely to do the same for you. This is a great way to network, and they'll keep a closer eye on you in the future.
- **The personal & professional of Twitter:** Everything you post on Twitter is public - so *everything* you post should be made with an eye towards building your brand. Twitter can reach far more than your fan base, not just people who are signed up to follow you. So it's even more important not to post deeply polemic,

divisive messages unless that's part of your brand strategy.

- **First steps on Twitter:** Before you get started, read, like, and re-tweet. Learn how the process works before trying to really participate. This can make a huge difference in follower engagement. Also, if you don't like to post on Twitter regularly, don't do it at all! Finally, google "twitter etiquette" - that'll explain the sometimes-convoluted etiquette involved.

- **What makes a Tweet a good Tweet?**
 - Users come to Twitter to find funny, witty, inspirational, and/or informative content that can be consumed in a manner of seconds. They also come for interaction, communication, and engagement with their favorite celebrities, internet bloggers, artists, athletes, and authors. Because a Twitter user is scrolling through an aggregate list (called a "feed") of the tweets of everyone they follow, tweets need to be memorable in some way to grab the user's attention.
 - The best Twitter feeds contain a variety of different types of content. They combine original tweets, retweets, replies to other users, and tags of other users. If this is a social platform that works for you, you should aim to tweet at least once or twice a day. An example of a great twitter feed is JK Rowling's. She does a great job of responding to her fans, answering questions, and engaging with political issues. Below are some other authors who have amassed reasonably large followings and are doing a great job of maintaining their personal Twitter presence:
 1. [Jen Lancaster](#)
 2. [Jennifer Weiner](#)
 3. [Harlan Coben](#)
 4. [Margaret Atwood](#)
 5. [Susan Orlean](#)

- **Bonus Tip!** Ask your publisher to add you to the iBooks sneak-peak program. Then tag the iBooks Account (they will "like" it, which creates a lot more visibility).

•See Appendix for other samples•

4) Instagram

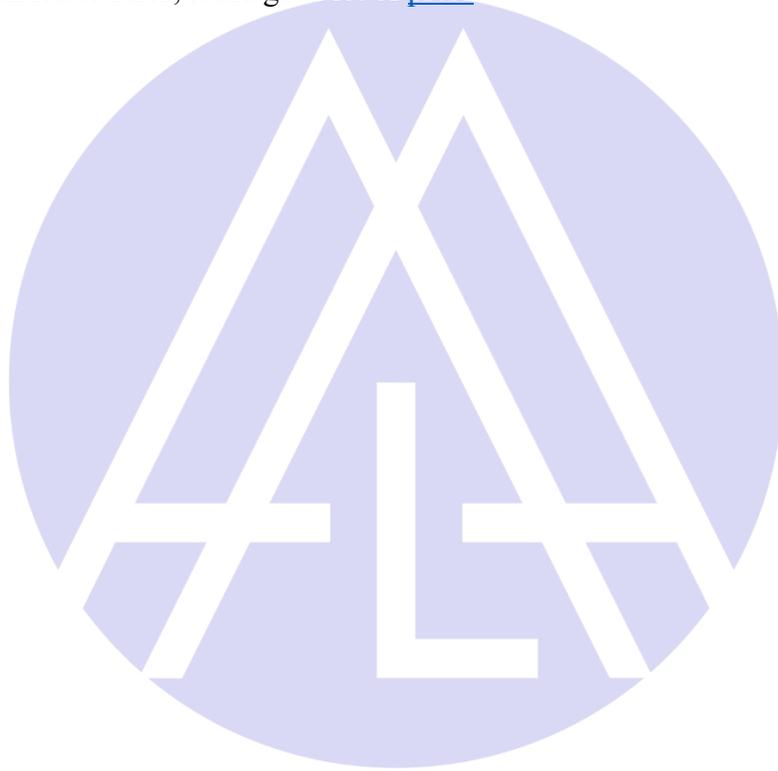
Instagram is a visual platform that focuses primarily on photos, videos, and other types of graphic materials (like quotes, memes, etc.). It's mostly photo, hashtag, and location. As with Twitter, this is a method for generating impressions with your potential audience - and it's another way of getting more email addresses. It's the fastest-growing social network, at present, so it's worth exploring. Here are some tips to keep in mind:

- Come up with a strategy of where to take photos: book signings, where you see

your book, where you write, what inspired you to write, great quotes that represent your book, and so forth.

- As with Twitter, be sure to familiarize yourself with the medium before you jump in.
- Hashtagging is important - don't just post the photo.
- Learn and experiment with filters before you use them. It's very easy to use - but try many to see what works for you.
- Be consistent with your look, brand, and subjects. If food's your thing, make food your thing. If it's gardens, stick with gardens.

Author Hanya Yanagihara used Instagram to promote *A Little Life*. While we are not sure if the promotion led to sales, it did get a lot of [press](#).



Part 5. Book-specific (Social) Networks

1) Goodreads

It's the largest book-only network, and publishers use it often for book-marketing efforts. You want to participate with your publisher on this. Keep in mind that Goodreads is owned by Amazon, although it still seems independent.

A. What You Can Do to Enhance Your Presence:

- **Claim your Goodreads author profile** ([This page](#) provides a good overview of what to do.)
 - Create a user account, then find your author profile.
 - Scroll to the bottom of your author profile page.
 - Click "Is this you?" to submit the application.
- **Set up & edit your profile**
 - Use your author dashboard: www.goodreads.com/author/dashbord. This is your home base for your entire author program needs. Check in on this weekly.
- **Ask the author**
 - Take questions from readers.
 - Talk about books you like, not just your own.
- **Schedule a giveaway to drive awareness of your book**
 - Consider doing a 5 Tiered Giveaway (3 galley giveaway, finished book, autographed copy).
- **Join groups that interest you and connect directly with your reader**
 - Join as a reader – not just to talk about your book.
 - Invite friends to join you.
- **Be gracious!**
 - We suggest that you don't engage in activities that might be seen as spam, including talking poorly about other authors, etc.
 - See note about acting professional!

B. Here's How Your Publisher Can Interact with Goodreads:

These techniques can encourage the publisher's enhanced participation:

- Make sure the **metadata** is correct. Goodreads pulls metadata directly from Amazon and other sources, but sometimes users will manually add editions.
- Be sure that the publisher has a **marketing strategy** for Goodreads, and that it shares its strategy with you.
- Provide **details**, such as advertising plans and giveaway promotions.
- Create **giveaways**.
 - Giveaways are free to list and generate advance buzz for a title. You can list as many giveaways as you want, but 5 is recommended: 2 before publication, 1 on pub day, and 2 after.
 - Every time there's a giveaway, your audience is reminded of the book.
 - You can also include backlist and signed copies, too, for additional interest.
 - Publishers can also cross-promote, offering free giveaways for two or several authors.

C. Paid Advertising on Goodreads:

- **Email blasts** go out to fans of competitors, people who have shelved your book (or past books), people who signed up for a list or listicle, etc. People automatically get an email when you have a new book out, but you can customize these emails as needed.
- **Display ads** are those that take over a whole page.
- **In-context ads** are those that come in the stream of a page.

2) Bookbub

Bookbub is the fastest growing book promotion site in the US, sending millions of emails every day about book bargains.

- BookBub alerts readers to limited-time free & discounted ebooks matching your audience's interests.
- It's free to join, your readers can read on any device, and the books are theirs to own.
- Here's a great site that will give you information about the goals you should have in mind when considering Bookbub: insights.bookbub.com/book-marketing-goals-you-can-achieve-with-price-promotions/

- Promoted books are called "Featured Deals." Bookbub decides which books get selected (and have strict requirements for what can be submitted), determine the category (or which readers you're reaching), chooses the timing, and quotes the charge, which can range from about \$800-\$1500 (although sometimes more - free books get the lowest price, and more expensive books get higher prices. Popular genres with bigger lists are more expensive - comic romance is cheap, while historic romance is expensive). Bookbub claims that it can charge fees intended to generate positive ROIs, and they know the majority of partners will be successful.

Readers learn about books via 3 different methods:

1. **Email Blasts of Bargain Books:**

- Readers have signed up for a specific genre, and receive email blasts as often as they wish.
- Bookbub rejects 70-80% of the submissions from publishers and authors. Here's what Bookbub says will help you get approved: insights.bookbub.com/how-bookbub-selection-process-works/
- \$1.99 is 'sweet spot' for BB promotional pricing. BB audience very price sensitive (little 'halo effect' for other books by same author) insights.bookbub.com/book-marketing-goals-you-can-achieve-with-price-promotions/
- The Ideal BB book: high # of ratings (at least 8) and low sales

2. **Bookbub Ads:** Ads can advertise whatever book you want. It doesn't have to be discounted or meet any of the Featured Deal requirements. You decide what runs, when it runs, how often it runs, what your ad looks like, which readers you're reaching, and how much you want to pay. Authors or publishers have to make the campaign work, though - these seem to work best for authors willing to test and optimize their campaigns. For more on ads, go to insights.bookbub.com/an-intro-to-bookbub-ads-insights-from-ninc-2016/

3. **Bookbub Author Profile:** Similar to Goodreads, claim your profile and put up your photo. Anyone who follows you on Bookbub will automatically receive emails when you receive a discount or new publication, even if the book isn't featured in Bookbub.

3) Other Book-Related Networks to Consider:

- [Librarything](http://www.librarything.com), an online service to help you catalog your books: www.librarything.com
- [Litsy](http://www.litsy.com), an online community for book lovers to share and talk about their favorite books: www.litsy.com
- [Wattpad](http://www.wattpad.com), an online writing/storytelling community: www.wattpad.com

Part 6. Summing Up Supplemental Publicity & Marketing Tactics

1) General Practices

- **Interdependent marketing:** Decide ahead of time how to combine Digital Marketing, PR and Advertising. These are all interdependent: the plan works best when you don't leave any strategy out.
- **Calendars:** Make a calendar that includes all your activities, and include all of the milestones listed below:
 - In-person events
 - Publisher participation (publisher will tell you when you'll be mentioned on social-media/lists/plans/giveaways). Be sure to get the schedule from the publisher if they don't provide it.
 - Email newsletter dates
 - Major social media activity (cover reveal, when are you doing advertisements on your social media, etc – see the social media section above).
 - Seasonal themes that you plan on incorporating into your campaign.
 - Pre-pub: Start your marketing campaign 6-9 months out from your book's pub date.
 - Publication: 3 weeks ahead through the book's season (i.e., as long as the publisher is focused on promoting your book)
 - Post-publication
 - After the publication season
 - Between hardcover and paperback
 - Between books

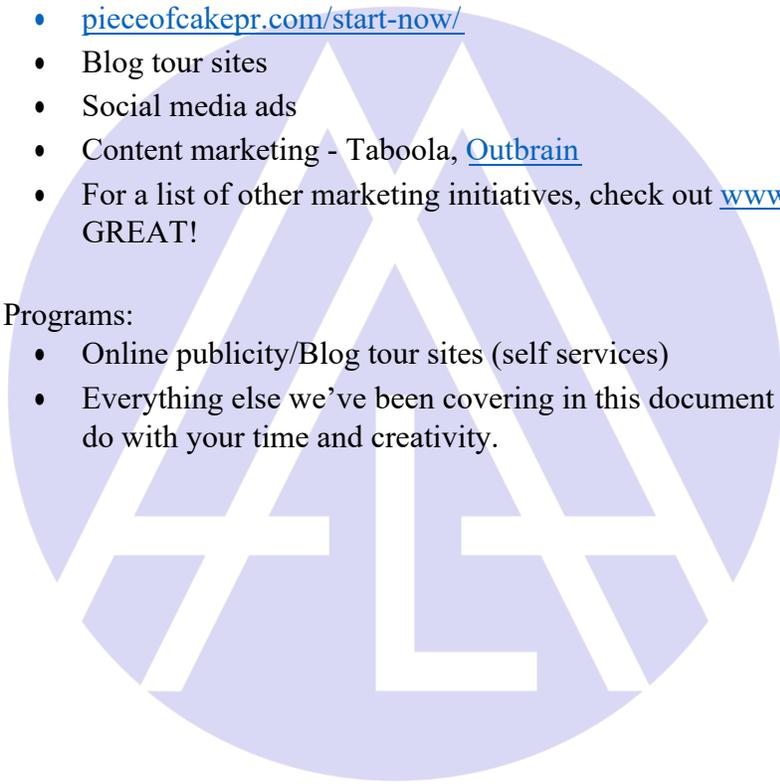
2) What You Can Expect from Your Publisher

- Think of your publisher as a media enhancer or support system, NOT as a primary creator. But they can take the lead on:
 - Giveaways
 - Pre-order campaigns
 - Joint author campaigns
 - Digital assets - ads, banners, creative

- Advice. Publishers may have “social insights marketing teams” and/or “analytics marketing teams” – they’ll be able to look at social media conversions, analyze key topics and trends; and dive deeply into consumer reviews to determine the best content and metadata to disseminate.

3) What to Consider Doing Independently, in Consultation with Your Publisher

- Paid Programs:
 - Digital press releases, such as
 - www.prnewswire.com
 - www.prweb.com
 - www.ereleases.com
 - pieceofcakepr.com/start-now/
 - Blog tour sites
 - Social media ads
 - Content marketing - Taboola, [Outbrain](#)
 - For a list of other marketing initiatives, check out www.julieink.com. It's GREAT!
- Free Programs:
 - Online publicity/Blog tour sites (self services)
 - Everything else we've been covering in this document – anything you can do with your time and creativity.



Part 7. Author Events (In-Person & Virtual)

1) In-Person Events

Book signings aren't what they once were. Publishers are often reluctant to send authors (especially first-time authors) on a big bookselling tour, and the public is less and less likely to come to book signing events unless the author is extremely well-known. So don't be offended if you're not doing a book tour. If you are (either through the publisher's efforts or your own), here are some tips:

- Promote upcoming events through your social media.
- Attendees want to understand you, the person – not just the book you wrote. What motivated you to write it? What funny/interesting story can you relate about the writing process, about characters/events/places that influenced you, etc.?
- Let your audience know something about you that they wouldn't know otherwise.
- Somehow in your talk, without sounding grandiose, spell out what made the agent/publisher get so excited about the book to begin with.
- Before you begin, tell all the attendees to “take out your cellphone and tell them where you are” – get your audience excited about attending a book signing, being at the bookstore, etc.
- Pairing authors – i.e., doing a reading with another author - doesn't cannibalize sales, according to the ABA.

2) Virtual Events

The same guidelines listed above should apply; here are a few venues to consider:

- Skype to classrooms or bookclubs
- Googlehangouts with fans (regularly scheduled – e.g., the last Friday of the month)
- Facebook Live
- Live twitter chats
- Snapchat

3) About Libraries

- Be sure to visit and form a relationship with your local library and librarians. Librarians are the new hand-sell specialists across cities throughout the country.
- Thank your regional/local libraries (and librarians) by name in the acknowledgments, so every librarian will want a copy of the book.



Part 8. Generating Reviews

The number of reviews (on Amazon, B&N, Goodreads, etc.) can really matter – it's proof that people have read and enjoyed your book, but it's also instrumental in the algorithm for searches, marketing promotions, and a host of other factors. Generate a list and send the reviewers your book, as follows:

- Create a Tracking System. Create a simple Google spreadsheet to identify and track to whom you are going to send your book or product. Collect names and contact information.
- Find Potential Reviewers.
- Go to your existing product page for your own product on Amazon.
- Scroll to the section that says "Customer Also Bought Items By" and the section "Customers Who Viewed This Item Also Viewed."
- Near the top left of the page, click on the link to the customer reviews. Sort by "Newest First." Now you will see the list of sorted reviews with the Amazon name or "Real Name" of each reviewer. This is your list of potential reviewers.
- Find Contact Information. Click on each reviewer to get details on the person. Using available contact information and Google you can contact them via e-mail, a Facebook page or Twitter. Enter this information into your spreadsheet.
- Reach Out. Once you identify potential reviewers, reach out to them explaining that you discovered their review on Amazon. Explain that you have a book that you think may be of interest to them, and would like to send it to them. Further explain that you are seeking an honest review of the item you send, but that they don't have an obligation (this process is about inviting reviews, not forcing reviews). Have a boilerplate ready and modify it according to the potential reviewer.
- Repeat. The more you repeat this process, the more reviews you will receive. The more reviews you receive, the more books you will sell. Sometimes you will receive negative reviews. Don't let this discourage you. You are looking for quantity here. The bottom line is that readers will want to see that others have read your book

Appendix

Successful author websites

Children's

- Amy Krouse Rosenthal: www.whoisamy.com
- Judy Blume: www.judyblume.com
- John Green: www.johngreenbooks.com

Fantasy

- Ilona Andrews: www.ilona-andrews.com
- Patrick Rothfuss: www.patrickrothfuss.com
- Lev Grossman: levgrossman.com
- Rosalyn Eves www.rosalyneves.com
- Rin Chupeco: www.rinchupeco.com

Literary/General

- Neil Gaiman: www.neilgaiman.com
- Garth Stein: www.garthstein.com
- Eowyn Ivey: www.eowynivey.com
- Sue Monk Kidd: suemonkkid.com
- Cynthia D'Aprix Sweeney: www.cynthia-sweeney.com
- Jennifer Egan: www.jenniferegan.com
- Barbara Kingsolver: www.kingsolver.com
- Christina Baker Kline: www.christinabakerkline.com
- Gabe Hudson: www.gabehudson.com
- Emma Cline: www.emmacline.com
- Leslie Jamison: www.lesliejamison.com
- Maggie Shipstead: www.maggieshipstead.com
- George Saunders: www.georgesandersbooks.com
- Lisa See: www.lisasee.com

Mystery

- Harlan Coben: www.harlancoben.com
- Reed Farrel Coleman: www.reedcoleman.com
- Patricia Cornwell: www.patriciacornwell.com
- Greer MacAllister: www.greermacallister.com
- Kate White: www.katewhite.com
- Sheryl Scarborough: www.sherylscarborough.com
- Katie Bayerl: www.katiebayerl.com
- Jacqueline Winspear: www.jacquelinewinspear.com

- Laura Lippman: www.lauralippman.net

Nonfiction

- Edward Humes: www.edwardhumes.com
- Lindy West: www.lindywest.net
- Janet Mock: www.janetmock.com
- Michael Eric Dyson: www.michaelericdyson.com
- Marc Lamont Hill: www.marclamonthill.com

Romance

- E.L. James: www.eljamesauthor.com
- Maya Rodale: www.mayarodale.com
- Debbie Macomber: debbiemacomber.com
- Rachel Lacey: www.rachellacey.com
- Jennifer L. Armentrout: jenniferlarmentrout.com
- Ruthie Knox: www.ruthieknox.com
- Jojo Moyes: www.jojomoyes.com
- Brenda Jackson: www.breandajackson.net

Sci-Fi

- Margaret Atwood: margaretatwood.ca
- David Brin: www.davidbrin.com
- Justin Cronin: enterthepassage.com
- Pierce Brown: www.pierce-brown.com
- Blake Crouch: www.blakecrouch.com

Thriller

- Gillian Flynn: www.gillian-flynn.com
- John le Carre: www.johnlecarre.com
- Karin Slaughter: www.karinslaughter.com
- Chevy Stevens: chevystevens.com
- Amy Engel: amyengel.net
- Hannah Tinti: hannahtinti.com
- Brad Parks: www.bradparksbooks.com
- Carey Baldwin: www.careybaldwin.com
- Karen Dionne: www.karen-dionne.com

Women's fiction

- Sally Hepworth: www.sallyhepworthauthor.com
- Jennifer Weiner: www.jenniferweiner.com
- Lauren Layne: laurenlayne.com
- Philippa Gregory: www.philippagregory.com/books
- Ramona Ausubel: www.ramonaausubel.com
- Jen Lancaster: www.jenlancaster.com

YA/Contemporary

- Lauren Oliver: www.laurenoliverbooks.com
- Lauren Kate: www.laurenkatebooks.net
- Anthony Horowitz: www.anthonhorowitz.com (Horowitz writes in both YA and adult fiction and his website manages to balance both—a good model for authors who write across genres).
- Danielle Page: daniellepaigebooks.com
- Kayla Cagan: www.kaylacagan.com
- Jeff Zentner: www.jeffzentnerbooks.com
- Cecilia Vinesse: www.ceciliavinesse.com
- Jeff Garvin: www.jeffgarvinbooks.com
- Emery Lord: www.emerylord.com
- Jocelyn Davies: www.jocelyndavies.com

Sample Tweets

Sloane Crosley demonstrates how jocular and voicey tweets can grow your following:

- **Sloane Crosley (@askanyone):** I have sprung from the womb of someone who e-mails in fluorescent comic sans. (53 Likes, 17 Retweets)
- **Sloane Crosley (@askanyone):** Next time your boyfriend forgets your birthday, remember that a guy in solitary confinement sent Amanda Knox flowers. (311 Likes, 63 Retweets)

Neil Gaiman directly promotes his upcoming book in an enticing way. Like most authors, he re-tweets his publisher's promotional tweets as well as re-tweets interviews, guests posts on blogs, etc.

- **Neil Gaiman (@neilhimsel):** Less than 60 days until THE VIEW FROM THE CHEAP SEATS is published! 500 pages of me talking about the things I love. [promotional link] (81 Likes, 11 Retweets)

Jen Lancaster promotes her upcoming book in a way that is unobtrusive and humorous but also effective at stirring interest:

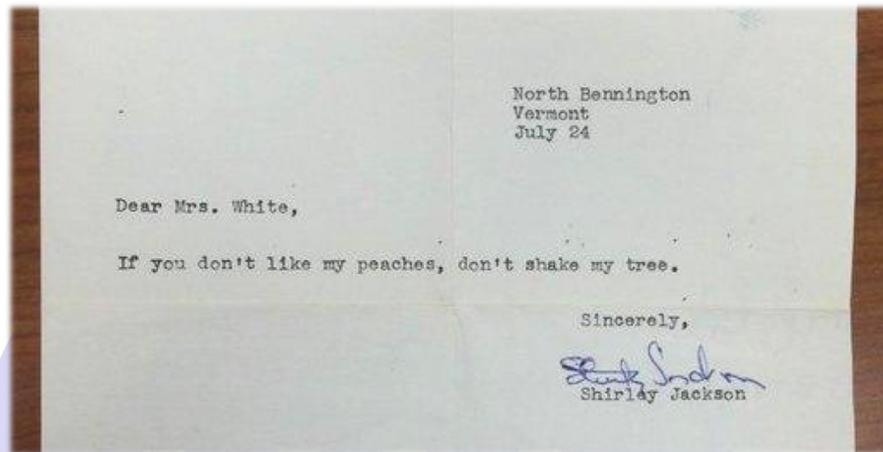
- **Jen Lancaster (@altgeldshrugged):** 92,157 words later, the new memoir is complete and I can finally take a shower. (238 Likes, 13 Retweets)

Margaret Atwood often re-tweets on news and cultures, but she also creates contests and hashtags to engage her audience:

- **Margaret Atwood (@MargaretAtwood):** OK #TwitterFiction, here we go. It's [her short story] a found object made of the descriptors culled from previews of plane movies. I wrote it on a plane. ☺ (54 Likes, 29 Replies)

Celeste Ng demonstrates that it's not always about your book – it's about your personality and voice. Pictures often get more engagement – but we're not including many because of space constraints here):

- **Celeste Ng @pronounced_ing:** Couldn't remember the name "GQ" so I said "Man Vogue" and my husband actually understood what I meant, AMA (5 replies 6 retweets 203 likes)
- **Celeste Ng @pronounced_ing:** Feeling this so hard today. (8 replies 292 retweets 1,256 likes)



R.L. Stine has a fun recurring twitter segment where he shares ridiculous/funny/crazy news stories under the hashtag #truehorror: twitter.com/RL_Stine

Angie Thomas tweets about activism, pop culture, and her books – plus she found her agent from a Twitter hashtag Q&A session: <https://twitter.com/angiechomas>

Sample Facebook Author Pages

- www.facebook.com/danielsilvabooks/
- www.facebook.com/LindaFairstein/
- www.facebook.com/MichaelConnellyBooks/
- www.facebook.com/authorJaneGreen/
- www.facebook.com/marykayandrewsauthor/
- www.facebook.com/lauralippman/
- www.facebook.com/annaquindlen/
- www.facebook.com/AliceHoffmanAuthor/
- www.facebook.com/JulieKlamAuthor/?fref=ts
- www.facebook.com/AndrewSolomon.author/
- www.facebook.com/GilbertLiz/
- www.facebook.com/GretchenRubin/
- www.facebook.com/JhumpaLahiriAuthor/
- www.facebook.com/junotdiaz.writer/
- www.facebook.com/isabelallende/

Facebook Post Example

This post utilizes multiple images and tags the publisher:



An Author's Instagram profile



Sample E-mail Blasts

[Note: because of formatting issues, many links, tour dates, and other information were deleted. But this should give you an idea of what can be done with newsletters.]

Example 1

A first email in a series.



Hi again!

Not sure if you know it or not, but as you read these words I'm on a book tour. And honestly, I feel a little guilty, about it. I mean, it's a ridiculous amount of fun and completely necessary for Ginny Moon's success, but my wife is taking a ton of time off from work in order to take care of our kids. In fact, she's used up all her sick leave and personal days for

the year. We have a three-year-old and a seven-year-old, so there was just no way around it. This year has been pretty crazy. My wife has gone to astounding lengths to help me support this book. But while we were busy supporting the book, some life-changing events occurred. Here's a quick list.

- I resigned my job as a public-school teacher.
- We moved – same town, different street, but still.
- Four months after we moved to our new house, our adopted daughter, now 20 years old, moved out.
- My brother just announced that he and his wife are expecting triplets!

And our dogs! See, we have two Shetland sheepdogs, Rupie and Francis. Here at our new place, which is a bit further off in the country than our last one, poor little Francis was mauled by something that had necessitated stitches and a cone of shame for a month, and Rupie caught some awful flesh-eating (!) bacteria. Both boys are well mended, now, but for a while it was like hey, what's going on here? Neither of them will go anywhere near the car for fear, I think, of being taken to the vet.

All of which is to say that this book tour feels kind of like a vacation, and really I owe my wife in a big, big way. I owe her a huge thank-you.

Thing is, I'm extremely limited in the next few months because A) I won't be home, and B) my wife will have to go right back to work as soon as I get back. I mean, she'll be home in the evenings, but during the day she'll be nine to five again.

What do you think? Roses seem old fashioned, so...big cake? Seriously, I could use some creative ideas...



Like I said, I'm on tour this month, and you've probably seen the list of cities on the [News and Events section of my website](#). If you happen to be nearby when I'm in town, please stop in to say hello! Of course, if our timing is just plain off and you still want me to visit, you can contact my publicist. Her name is Shara Alexander (shara.alexander@harpercollins.com).

It helps to have a library or bookstore for me to visit so that we can accommodate as many people as possible. Or, if you happen to be part of a book club, I'm always happy to Skype in for a book-talk. Send me an e-mail and we'll see what we can work out!

Dear Readers,

The author said that a lot of people want to hear what I'm up to and he does too so I'm going to tell you everything. Just make sure you don't tell my Forever Parents.

Because there's a cat living out in the woods behind the woodpile and I am going to catch it.

I mean really, it's time. After Snowball and Miller, don't I deserve another chance?

The word deserve means you get what you're supposed to get. And I'm supposed to get a cat. So.

I haven't exactly seen the cat myself but my Forever Dad did. He told me about it yesterday. I didn't tell him that I would like to have the cat because if he knew I'm guessing he would mostly say, "Well dang, Ginny! You know you cannot have a cat! We did not say you could get one, and dang it, we do not say it is OK, OK?"

Which is why I will have to be discreet in what I'm about to do.

Discreet is when you don't say what you're doing but you do it anyway and no one knows that you have your closet all set up for the secret cat that you're going to make live in it. I already have something to use for a litter box. My old shoebox is perfect. Or maybe I can make the shoebox be the cat's bed. Actually, no, that will not work. I can't keep putting cats inside of small spaces. It mostly doesn't work out for me. Or for the cat.

My plan is to catch the cat by putting some food in a box and putting the box in the woods. I'll keep the lid open by using a stick. The lid will be open just a little bit so when the cat squeezes in the stick will fall and man-o-man, I will have a cat.

I will do it this weekend so that I'll be around to watch. And to grab the cat quick before he makes a run for it.

What do you think of my new secret plan? I'm guessing it totally rocks.

Love,

Ginny Moon

Learn more at BenjaminLudwig.com

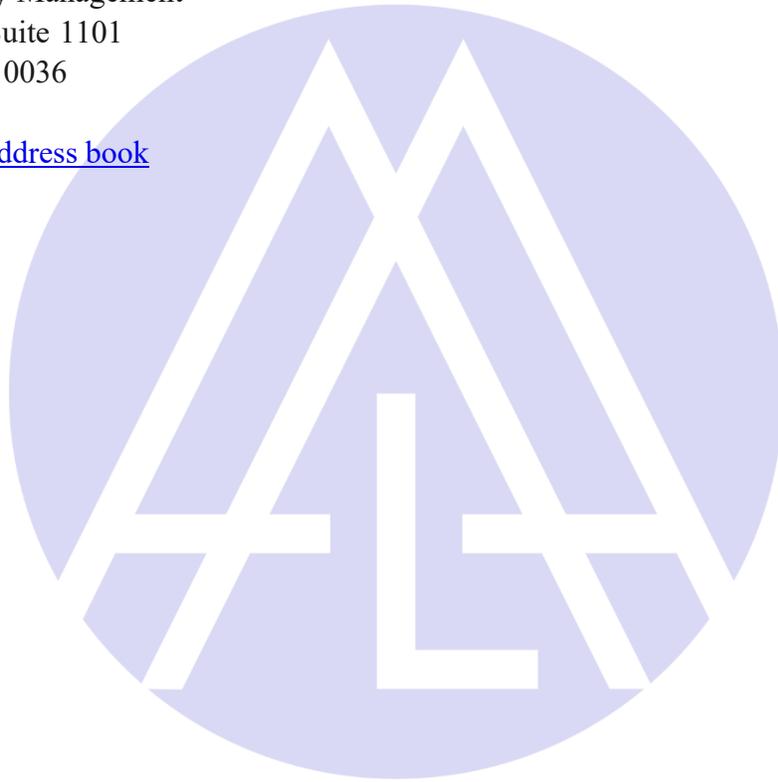
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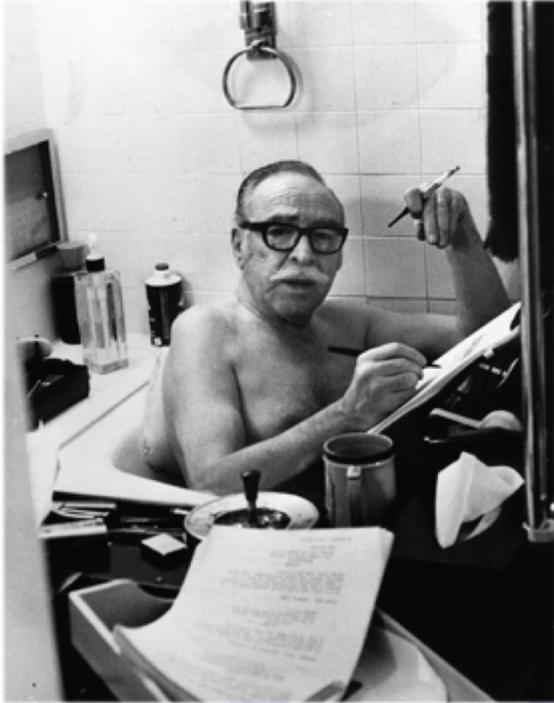
Benjamin Ludwig
c/o Folio Literary Management
630 9th Street, Suite 1101
New York, NY 10036

[Add us to your address book](#)



Example 2

An email that includes a signup bonus.



After my last downer of an email I thought I'd keep this one light.

Confession time: I love baths.

People are always surprised to learn how many baths I take on a regular basis. And they're only reacting to the number I give them, which is far lower than the truth.

I'm in a bath right now. Maybe not as you read this email (although it's a strong possibility), but as I write it. I do most of my best writing in the bath. Bath time is so important to my writing (whether it be fiction, songs, best-man speeches, or birthday cards), that when it came time for my wife and I to remodel our leaky and dilapidated bathroom, I had to climb into every bathtub in the store until I found the one that suited my needs.

I don't take baths to relax. I don't bother with bubbles or candles or pillows or salts or even soap. I'm not there to wash up. I'm there to focus and to disappear. The bath is the only place I've found where I can truly get lost.

That can get me into trouble. One time I got out of a bath and saw that I had a dozen missed calls and text messages from my wife saying, "Where are you? Call me right away!!!" Turns out, my daughter had peed her pants at school and needed a new set of clothes. But why was my wife so upset? Well, when I didn't answer my cell, she called our house line repeatedly, knowing it would cause our dog to start barking, which would annoy me enough to force me out of the bath (I heard the barking but was too in the zone to care). Unable to reach me, she contacted our neighbor, who has our key, and asked her to come to our house to check if I was dead. Luckily, I returned her call before my neighbor had a chance to walk in and find me naked and pruned up.

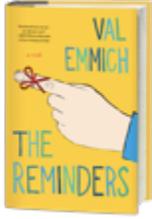
Sometimes all it takes is ten minutes in the tub and I pop out to face the day. Other times I'm still supine two hours later, unaware that the water is cold and I'm shivering. This book of mine that I keep telling you about? You guessed it. Written in the bath. A lot of it, anyway.

I'm not proud of my water usage. It rubs against my environmentalism and drains my wallet. What can I say, I'm an addict. If I go too long without a soak, I'm all out of sorts. Don't knock it till you try it. And hurry. Winter is prime bath time.

P.S. Today is my birthday, and because I can't enjoy anything without feeling guilty about it, and because this is a worthy cause, I hope you'll consider helping me raise some money for [charity: water](#), an amazing organization that brings clean water to people who have none. One hundred percent of the proceeds goes to their clean water projects. [Learn more.](#)

P.P.S. Any guesses on the man pictured at the top of this email? Hint: Bryan Cranston portrayed him in a recent film.

P.P.P.S. Do you have any surprising or embarrassing habits that you care to share with me? I won't tell anyone.



Free Music When You Preorder

Example 3

An email geared toward a young adult audience.

www.mariemarquardt.com

Welcome to my newsletter! I'm thrilled that you decided to join, and I promise you won't be disappointed.

If you've read my books *Dream Things True* and *The Radius of Us*, or even if you've just read about them, you know how I feel about great stories – they give us *all* the feels, and they open our hearts and minds to new ways of looking at the world. I have spent much time talking with YA readers like you, and I've heard how so many of you care deeply about what's happening in our world. You want to read stories that help you grasp it all in new and better ways. And, you want to get out there and take action!

So, in honor of all you fabulous readers, I've decided to do a little something different with my newsletter. Not only will you find out about what's going on with me – release dates, events, and appearances – you'll also get to be a part of this:

#ReadingTheResistance -- 12 YA Books of Cause

On the first day of every month, you can look forward to finding this amazing stuff in your inbox:

- I'll introduce you to a book of cause that I love, and each month the theme will be new. You'll get my top recommendation for a YA novel that's an awesome read and also a great window into social causes that matter now.
- Whatever the theme for the month -- Girlpower, Immigration, Black Lives Matter, Environment, Healthcare, etc. – I'll also link you to groups and movements that are taking action, so you can learn more and get involved.
- Just in case that's not enough awesome for you, I'll bring the authors into the conversation. Every month, you'll hear from featured authors about why they want to make change in the world, what they're doing about it, and what they hope you'll do.
- AND, I'll buy the book for you! (Okay, well, I'll buy it for *one* of you.) Each month,

you'll have a chance to enter a giveaway for that month's YA Book of Cause.

Sure, go ahead. Get excited. Get your #RESIST on and get ready for a year of incredible stories!

Example 4

An email including an invitation for an event.

Hi friends,

The paperback edition of *Girls on Fire* is almost here, and I'm very much hoping you'll join me next month for its launch party!

I feel like I've spent half my life talking about this book (and thank you to all of you who've listened)--so the good news for all of us is that I'm planning to use the launch to talk about something else:

February 22, 7 pm, Housing Works Bookstore Cafe

Megan Abbott, Lauren Duca, Ashley C. Ford, Jia Tolentino, and Robin Wasserman discuss the perils and pleasures of girlhood. We'll talk sexual empowerment and vulnerability, the marginalization of female narratives, feminism past and present, what it's like to grow up in a world that expects both impossibly much and impossibly little--and all of it in light (or, rather, shadow) of the new presidential administration. What does it mean to be young and female in 2017?

After we figure out how to smash the patriarchy, there will be food and drink and festiveness. I'd love to see you all there!

Yours,
Robin Wasserman

