



## Publishing & Marketing Tip Sheet

\* Many of these steps are to help you fill out your matter document. See our matter document specs [here](#).\*

### Tip #1 – Draft 250-word book description

- This description is used on the back cover of your book, the Sunbury Store product page, the “description” section on Amazon, and your author website. It is a terrifically important marketing tool when done with care, and it is a marketing ailment if you rush it. So, take your time.
- Recommended formula:
  - Fiction
    - Tagline: The catchy one-line hook. (i.e. “Would you recognize the devil if you met him?”, “A laugh-filled romp through 1920s Philadelphia,” etc.)
    - Paragraph 1: Introduce the main character(s) and the primary conflict at hand
    - Paragraph 2: What do the main characters do to solve the primary conflict? What issues arise as a result of their attempted solutions? In which ways are the characters’ issues escalated to a place of no return?
    - Paragraph 3: What must the main character(s) do to overcome the primary conflict? Include the genre and style of the book, ending with a catchy last line.
  - Nonfiction
    - One-line tagline or “hook”
    - Paragraph 1: Introduce the problems or issues that people are having before reading your book
    - Paragraph 2: Document the promise of the book
    - Paragraph 3: What are the benefits of reading the book?
    - Paragraph 4: How life could look once the problem (para 1) is alleviated, with vision into the future

### Tip #2 – Draft 350-character book description (not 350 words)

- First, a character is a letter, punctuation mark, or space—not a word. This means that this description is shorter than the 250-word description.
- This shorter description will be used when we send emails to announce your book to our newsletter subscribers and bookstores. It may also be used on your Goodreads book page, websites, social media posts, etc.



- Similar to the format of the last one, make sure you do your best to describe the situations accurately and focus on the issues and tensions within the book. Sunbury Press's marketer will help you when you've completed your draft, so do your best, but don't panic over it. We'll work together to make it the best it can be.

### **Tip #3 – Draft a 4-5 sentence author biography**

- This biography will be used on Amazon, the Sunbury store, social media posts, blog posts, and more.
- Recommended outline:
  - Author's full name
  - Any prior publications & accomplishments (like awards and MFA programs for fiction and like awards and topic-related qualifications for nonfiction)
  - What types of books/stories you enjoy writing for fiction and what kind of people you help with your books/writing in nonfiction
  - Something personal (optional)
  - Location
- Do NOT include:
  - More than 5 sentences
  - Every publication you've ever had (no more than three)
  - More than one sentence about your non-book-related educational/professional background.
- Some authors choose to write a longer author biography for their websites. That's great! Feel free to do that if you'd like to tell a fuller story there. We just won't use it on our end.

### **Tip #4 – Create list of 7 or more keywords for SEO**

- Keywords are short phrases that are often typed into search engines in order to find specific websites or products. For example, if I type in "Imaginary friends" or "Pennsylvania basketball history" into Google, I'm hoping to find something about that topic. Let's try to make your book show up on the first page of these keywords.
- We use them for the Amazon and Sunbury Store search engines as well as for our blog posts/content marketing plans, but you'll be using them in the future too. (They should not include your book title or series title.)
- Instead, try some of these:
  - [Book's subgenre & category]
  - [Topics and major themes in the book]
  - [Your topic & the specified region/location/time period of your subject (for nonfiction)]
  - [Alternate ways to describe your book other than genre/category]



### **Tip #5 – Take professional author photograph**

- This will go inside your book, and we will use it for newsletters / blog posts / social media, etc.
- It must be 300 dpi for the book cover.
  - To **find** out an **image's DPI** in Windows, right-click on the file name and select Properties > Details. You'll see the **DPI** in the **Image** section, labeled Horizontal Resolution and Vertical Resolution. On a Mac, you need to open the **image** in Preview and select Tools > Adjust Size. It's labelled Resolution.
- These photos don't have to be professionally shot (and paid for), but they do have to be taken by someone else or a tripod (i.e. not a selfie or webcam photo). They should also be a good-enough picture quality so as not to appear blurry, and you should be alone in your photo. It is often more useful to take the photo from just about the shoulders and higher, but if you have a good one that starts above the belly button or chest, that could be okay too. Lastly, be mindful of your background; the whole photograph should be carefully shot, not just you.

### **Tip #6 – Create author website**

- Everything you need to know about creating a great author website is in this blog post: <https://www.sunburypress.com/blogs/book-marketing/author-websites>. Please read through it carefully and then create your own author website. When you're done, please email the link to our marketing guy Joe Walters at [jwalters@sunburypress.com](mailto:jwalters@sunburypress.com) so that he has it on file and/or can give you pointers about how to improve your site.

### **Tip #7 – Create and/or research any social media accounts you plan to utilize**

- Please read this brief overview about which social media platforms you might consider using and the benefits of using them: <https://www.sunburypress.com/blogs/book-marketing/social-media>. Please create the social media accounts that you're willing to utilize, and then get to know each platform through research and monitoring.
- Once you get used to your platforms, start posting. Start following people. Start engaging with them and letting them know that you like their material. I won't mention posting on social media up until tip #21 (your launch date announcement), but by the time you've reached that phase, you should have been keeping up regular appearances on the social media platforms you plan to use. Here are a few ideas for what you might want to post:
  - Post about books you like
  - Topics that are related to your book
  - Movies and TV shows you're watching
  - What you're working on in your writing



- For nonfiction, share stories/anecdotes that show you are an expert on your book's topic
- How hilarious your cat is and other things that illustrate to your followers that you're more than just a writer; you're a real person.
- Have you shared your book cover yet? Well, do it! Talk about how excited you are that this is finally happening.
- Etc.
- Recognize what you like from the people you follow and see what you can do to imitate them while still coming across as your true self. Social media is an extremely helpful tool for authors, but that doesn't mean it's easy. Take your time. And don't stress about it most of all. You can only do the best you can. And we don't want you to spend too much time away from your writing.

### **Tip #8 – List 3 comp(comparable) authors and their similarities to your work**

- These authors and their books are used by you and us to research what types of publications/media outlets they have been featured in as well as who their consumers are to target for reader reviews. In this list, please include the name and title(s) of the books and how they are similar.
- You can use Amazon or Goodreads to help you find authors and genres, but hopefully you've read some of these books. In Amazon, go down to the Product Details on the book page and click on which categories your comp author's books are listed under to see other books/authors like them.

### **Tip #9 – Define your specific target audience(s)**

- No, your answer is not “people who like to read.” That's true of course, but that doesn't help us zero in on who we should be pitching your book to.
- What types of topics does your book engage with? What type of people would like to have a conversation like that? Which publicity angles can you take when pitching the media outlets of your choice? Perhaps local radio stations might be interested in a local author, but you should think nationally too, like if there might be a podcast specific to YA cyberpunk, basketball history, or a specific political angle your book engages with that you might be able to have an interview about.
- Write this down and save it in a document. You'll be adding it to your matter document.
- Helpful information: <https://www.sunburypress.com/blogs/book-marketing/finding-your-fans-they-do-exist>

### **Tip #10 – Research & list publications and media outlets you believe are a good match for your book**

- First, read this: <https://www.sunburypress.com/blogs/book-marketing/books-and-the-media>.



- Second, understand that both you and Sunbury Press will be pitching your book in attempts to get a book review, author interview, or feature of a different sort. For the most part, this means the recipient will want a copy of your book. This is why you should have physical books on hand by the time you pitch them and why we like to utilize soft launches (but more about this later). For now, we're just talking about research in this tip.
- Third, create an Excel spreadsheet or [Google sheet](#) for your researched media outlets. Create unique tabs for Local publications, National publications, Book blogs, Podcasts, Radio/TV, and Opportunities.
  - **Local publications**
    - Include columns: Contact full name, Publication website, specific contact info, pitch angle, and contact date
    - How to find these contacts: Just type in your specific area in your search engine (Town, City, State, County, etc.) and use keywords like “[City name] book review,” “[State] author interview.”
    - Make sure to browse their websites to find the specific person you can send your pitch to (if it's available). It's always better to send an email to someone with a specific email address rather than an [info@...com](#).
    - When you finally pitch them (later), you'll keep track of when you sent it in the “contact date” row.
  - **National publications**
    - Include columns: contact full name, publication website, specific contact info, pitch angle, and contact date
    - How to find these contacts: Remember those keywords and categories you chose to fill your matter document? Go back to them and then type all of them into your search engine, adding “book review” or “author interview” to the end of it. For example, you'll think “horror book review” and “supernatural thriller book review.” While you're at it, try “book reviewers” “national book review publications,” etc.
    - When you finally pitch them (later), you'll keep track of when you sent it in the “contact date” row.
  - **Book blogs**
    - Include columns: contact full name, publication website, specific contact info, pitch angle/what you like about them, and contact date
    - How to find these contacts: When you were Google searching for National Publications, you likely stumbled upon a few personal book blogs. If you did, go back to that sheet and copy their contact information over to this sheet.
    - After that, you'll want to do some social media deep diving. Type hashtags like #bookreview and #bookblog into your social media search engine. Type “book blog,” “book bloggers,” “horror bloggers,” etc. into your search engines. Join Facebook groups and keep an eye out for threads



where readers are sharing links to their blogs. You can also search keywords in your Website host's "reader," like Wordpress and Wix.

- Only write down the blogs that you like and would be proud to be featured on. Also note that some book bloggers will also review your book on Amazon. Even if their blog doesn't look amazing, keep these contacts in a specific place. Reviewing your book on Amazon is just as important.
- When you're ready to pitch them (later), you'll add when you sent the email in "contact date."
- **Podcasts**
  - Include columns: contact full name, podcast link/website, specific contact info, pitch angle, and contact date.
  - How to find these contacts: Visit the websites for "Apple Podcasts," "Stitcher," "Podbean," "BlogTalkRadio," and "Soundcloud." Type in your keywords and categories for outlets that might want to feature you. Keep in mind there are a number of writing podcasts out there in addition to reading, so make sure you search both. When you visit their pages, make sure you see if they are staying active. If they are, visit their websites/social media pages to find out how you can contact them.
- **Radio/TV**
  - Include columns: contact full name, podcast link/website, specific contact info, pitch angle, and contact date.
  - How to find these contacts: I'd recommend you try local stations first. And make sure they've featured authors in the past. Spend some time on this, but don't spend too much time.
- **Opportunities**
  - While you're searching around, you'll likely stumble upon a new call for submissions, literary or topic-specific organizations, events, and contests of all sorts. Don't let those discoveries go to waste! Fill this sheet with links and reminders of why you liked it and wanted to include it.

### **Tip #11 – Create author newsletter**

- An author newsletter is perhaps the author's most powerful tool in book marketing. It is a way for you to reach your fans directly and create a steady base of dedicated readers. These people will likely become the fans who stick with you the longest and support you enough to leave reviews, engage with you on social media, and all the things that matter deeply to you as an author.
- First step: sign up for an email marketing service provider like MailChimp, Mailjet, Mailerlite, or another. This way, you can continue to use this service for free for the first 1,000 or so subscribers depending on the platform, and you can get access to designs that will make your newsletter more effective.



- Once you have created your account, experiment with how to design an effective newsletter using sections, headers, links, pictures, and more. You'll want this newsletter to be more than just a place for you to drop your book link. If you want the best email marketing campaign possible, start brainstorming ways you can keep things fresh for your subscribers while also giving room to link to your product.
- For more information on email newsletters, read these two links: <https://www.sunburypress.com/blogs/book-marketing/finding-your-fans-they-do-exist> and <https://www.sunburypress.com/blogs/book-marketing/email-marketing-for-authors>.
- In the next task on the checklist, you'll be adding the newsletter signup form to your website, email signature, and social media. Once a few people have signed up, you can send your first newsletter. You'll likely want to send a few (3-4) newsletters to your subscribers before the book's launch.

#### **Tip #12 – Brainstorm list of experts/authors/endorsers for blurbs**

- For more details about how Sunbury Press handles blurbs, visit the “blurb” section at this link: <https://www.sunburypress.com/blogs/book-marketing/book-reviews>.
- Who might be a GOOD option to leave you a blurb:
  - A fellow author in or around your genre with a sizeable reach
  - A fellow Sunbury Press author
  - A review publication (Independent Book Review, Foreword Reviews, [Local/Regional Publication], Reader's Favorite, etc.)
  - A celebrity
  - An expert in your book's field (professors, lecturers, appropriate organization leaders, etc.)
- Who would be a bad option to leave you a blurb:
  - Your family members
  - A professor of something completely unrelated
  - An amateur reader
  - Yourself
- I'd recommend obtaining about three blurbs. Some review sources may ask for you to pay for a blurb, but you are in no way expected to do that. Give all the free ones a shot before you rush to pay for anything. If some endorsers require a paperback, no problem! Just wait until you get your author copies in and send it then. You don't need them immediately, even though it's helpful. Whenever someone offers to read your book, take them up on it.

#### **Tip #13 – Build your launch team**

- Here's everything you need to know about building your launch team, including how to communicate with them: <https://www.sunburypress.com/blogs/book-marketing/book-launch-team>.



- Create a spreadsheet or Google sheet for your launch team as well. Do your best to add over 10-15 people to the list. If you have that, great! Include as many as you'd like. If you don't have that, don't fret. Just include as many people as you can who might be willing to make your launch as exciting for you as possible. Add your beta readers to this list too. Since they have already read your book, they should be great candidates to join the team because they won't have to even read it again in order to review it.
  - The **number one** goal of creating a launch team is getting book reviews on Amazon and Goodreads. The **number two** goal is to get them to engage with your posts on social media (likes/shares/comments). The **number three** goal for the biggest rockstars on your launch team is to get them to post on their own social media pages about your book.
  - How you will build your team:
    - Create a spreadsheet with the names and contact information of everyone who might be interested in supporting you with a short review.
    - Visit the Sunbury Press launch team pitch drafts that you received for your book back in task #26 on the checklist.
    - **Send the first initial pitch** out to your prospective launch team to see if they'd be willing to join. You can personalize this as much as you want. Just don't send a batch email where you cc everyone; send each email personally and specifically to that person.
    - If they agree, you will send them a .pdf of the most recently edited book for them to read before the publication goes live. You'll give them a broad and long-enough deadline for when they'll be expected to have read it by.
      - If they'll only review a paperback copy, no problem! You can send that to them later.
    - About two weeks *after* Sunbury uploads the book to Amazon (see task 47), you will email your launch team with the Amazon and Goodreads links, thanking them for being part of the launch team and letting them know they can now leave a review.
    - A few days later, you'll email the list again, thanking them for their participation and sending a gentle nudge to those who haven't reviewed it yet.
    - For the "rockstars" on your team, I'd recommend sending them a paperback book when you reach task 51 so that they can take a picture of it and post it on their social media platforms around the time of your "launch announcement" (more later).

#### **Tip #14 – Research & list reader reviewers**

- With a launch team, you gathered up a handful of the people who you thought might support you the most during your book's launch. You'll be asking those people to leave a





short book review on Amazon. That should account for about 5-15 reviews up on your Amazon page. That's great. But don't stop there.

- The more reviews you can get on Amazon the better. It not only helps your book climb to the top of Amazon's search engine, but that book sales page becomes an incredibly helpful marketing tool when it gets over 50, 75, and 100 reviews.
  - When you pitch for media publicity (later), many recipients of your pitches will visit your Amazon book sales page to see if a lot of people have been reading it. When you have a high number of reviews, it's assurance to them that you have some fans following you around, which might result in those recipients accepting your pitches.
- So what do you do now to “research and list reader reviewers?”
  - Once you've filled up your well of personal contacts for your launch team, it's time to start finding readers you don't know who might be interested in reading your book and reviewing it for free.
  - You'll want to do the research outlined below and create a spreadsheet of amateur reviewers. In that spreadsheet, you'll create tabs for reviewer name, book they've reviewed previously, and contact information.
  - Here's how you can find them:
    - Visit the Amazon book sales page of all of the author comps you included in your matter document. Scroll down to the bottom of the sales page to view that book's reviews. Whenever you see a reviewer whose face is showing, click on the face. It'll take you to a reviewer profile where these people will occasionally have bios and links to their websites. Visit their links, read their review policy (if applicable), and find their contact information. Once you have that, add them to your spreadsheet. If you can contact them via social media direct message, that counts as “contact info.”
    - Type keywords like “[Your Subject Matter]”, #bookreview, #bookreviewer, and #bookblog in your social media search engines. When you see someone using this keyword, visit their profile and see if they have a website. If they do, visit the website, search for their review policy (if available), and find their contact information. If you can contact them via social media personal message, that counts as “contact info.”
    - You can also find readers in Facebook groups if you belong to any of them (or are willing to join them). Sometimes the group will have a thread where readers post their blogs, and you can scroll through those to find who might be interested in giving your book a shot. If it's a group about your nonfiction subject matter, ask an admin of the group if you can post about the book and offer it for free in exchange for a review. Just make sure your post feels organic and not boastful. If you can't post about your book, become a part of the community with comments and posts about



your topic; people might want to learn more about you when you seem like a knowledgeable person on a subject they care about.

- Do your best to find as many as you can, but don't break your back on it. It's time-consuming work, and the conversion rate may not get you hopeful, but if you're willing to put in the time, it can work out for you in the end.

### **Tip #15 – Set a tentative launch date**

- Now that you have approved the final proof, the publisher will start the process of setting up your book for distribution. That means your book could potentially appear on your eCommerce sites (Sunbury, Amazon, B&N, etc.) very soon.
- However, we do *not* recommend that you announce the news of your book being available right now. Instead, we'll be doing a soft opening where you can tell your launch team that they can now leave a review, you can order your own author copies, you can send the paperbacks to the rockstars on your launch team for their social media promotion, and later (task 56), you can pitch for publicity.
- For more information about the way we launch our books and why, read this blog post: <https://www.sunburypress.com/blogs/book-marketing/fiction-book-releases-soft-and-grand-openings>
- We recommend that you do not announce your “launch” until 30 days after it has been uploaded by Sunbury. By the time you've reached this step, you can set your “launch announcement day” as soon as thirty days from today, or you can make it any time after that. Some authors like to pitch for publicity, clean up their entire author platform, order bookmarks, etc. and prefer to announce up to 60-90 days after Sunbury's upload. That's fine too.
- Think about what date you'd like to launch for a while, and then choose your specific date. Write it down in your calendar and get ready to begin the front-facing world of book marketing.

### **Tip #16 – Update the signature in your email and newsletter**

- Go into the settings of your email provider. There, you should find an option to create and/or edit your email signature. Below your name, we recommend you leave a hyperlink to visit your website's book page. However, don't just drop a link below your name. That won't look great. Instead, try to hyperlink the text like:
  - Author of [Book Title](#)
- Similarly, you'll want to head back into your newsletter provider and adjust your signature in that too. Your book is now available, so if your newsletter subscriber gets to the bottom of the newsletter, they should be tempted to click a button or link to send them to your website's book page.

### **Tip #17 – Set up your Amazon author central account (w/ profile)**



- Now that your book is available on Amazon, you can create your Amazon author central account. Here's all you need to know in order to do that:  
<https://www.sunburypress.com/blogs/blog/amazon-central-and-goodreads>.

### **Tip #18 – Set up your Goodreads author account**

- You can create your Goodreads author account now, too. Visit the same link (<https://www.sunburypress.com/blogs/blog/amazon-central-and-goodreads>) for information on how to do that.

### **Tip #19 – Get reader reviews**

- Back in tip #14, you gathered together a list of amateur readers who might want to read your book for free and review it on Amazon.
- Now, it's time to take active steps toward getting those Amazon reviews. Here's a few tips for how to do that:
  - Since your fans haven't been alerted about your book's availability yet, your first step here will be to pitch the list that you put together in tip #14. You'll pitch those reviewers via email, mentioning the following:
    - Greeting them by name
    - Introduce yourself, tell them which of their reviews you read, and why you think they might be interested in your book because of that review.
    - In direct language, you'll ask: "Would you be available to read a free copy of my book and review it on Amazon?"
      - If they respond and say yes, send them a digital copy of your book.\*
        - If you feel like you do not trust a reviewer for any given reason, don't send them a .pdf. This is the easiest file to pirate, so just be conscious of the reviewer before hitting send. An .epub or .mobi file should be safe, and a paperback is good too.
      - If they respond and request a physical copy, it's up to you if you'd like to send it to them. If you do want to send it, leave a handwritten note in the book thanking them for reading and letting them know how much you're looking forward to hearing what they think.
      - If they say no, thank them for responding and wish them the best moving forward
      - If they don't answer, email them again 7 days after the initial pitch. Just let them know that you reached out to them last week and that you'd love to share your book with them for free.



- In addition to pitching these reviewers you found, you can also pursue different book review targeting services where someone else will do this time-consuming work for you. A few options include BookSirens, The Book Review Broker, Voracious Readers Only, and more. [VRO](#) actually offers the first book free, so even if you don't plan on paying them later, I'd recommend trying out this free trial so that you can hopefully get a review or two out of them.
- Before you start pitching for reader reviews, here's a trusty thing to know:
  - When you send your Amazon link to a potential reviewer, you should be sending them a link that ends with your ISBN number (like this <https://www.amazon.com/Bottom-Feeders-Jerry-Roth/dp/1620062275/>) and not something that ends with a bunch of random characters at the end of it (like this [https://www.amazon.com/Bottom-Feeders-Jerry-Roth/dp/1620062275/ref=tmm\\_pap\\_swatch\\_0?\\_encoding=UTF8&qid=&sr=](https://www.amazon.com/Bottom-Feeders-Jerry-Roth/dp/1620062275/ref=tmm_pap_swatch_0?_encoding=UTF8&qid=&sr=)). Sometimes if Amazon sees that the person reviewed your book using your extra-character search link, they'll remove the review.

### **Tip #20 – Pitch publicity platforms (“media outreach”)**

- Now that you have already researched your publicity platforms and gotten your author copies, you can start pitching for publicity.
- Once you've proofread your pitch a couple times, hit the send button and then input the email date into your spreadsheet of media outlets you created for task #24. Then continue down the list. You might only get a few replies (if any), so don't get discouraged. You're doing all you can to get your book out into the world like you wanted to. When you've sent it to everyone on the list, research more outlets, create spreadsheets, and keep pitching. The more you pitch, the better chance you have of being featured.

### **Tip #21 – Plan your launch date announcements**

- Since you've set your launch date at least 30 days after Sunbury Press's upload, you'll be able to rest easy knowing that the book is available from your customers' preferred retailer (Sunbury, Amazon, and Barnes & Noble) by the time the book is live.
- If you have been active on social media since tip #7, you should be approaching the date of your launch with more followers than you started with. That's a win for all of us, no matter what your follower numbers say.
- Now that you have a date, you can start planning your social media posts for the time around your launch to help build excitement.
  - What will you post 7 days before your launch?
  - What about 4 days before?
  - The day before?
  - The launch day?
  - The day after?



- A few days after?
- A week after?
- I can't recommend specifically what you post, but I can say that you should do your best to schedule unique content each day that you plan to post. You won't want to just post, "Here's the store link where you can buy my book," every day for a couple weeks. You should choose your announcements strategically. Here are a few different options:
  - Write and promote a blog post about your writing journey. We can publish this on the Sunbury blog if you can give us a couple weeks, or you could publish it on your own website to do it right away. Up to you! Just email [JWalters@sunburypress.com](mailto:JWalters@sunburypress.com) for info about how to publish on our website.
  - Share the announcement of a recent blurb/endorsement you got and what it feels like to hear those kind words about your book
  - Post a picture of you with your paperback, a launch team member with your paperback, or a picture of it out in the world.
  - Have you been interviewed on a blog or another written publication? Post it! Explain how you felt while doing it.
  - Write a story about how a specific author/book/movie inspired you to write your own and/or inspired you to include a specific scene in your book.
  - What do your followers usually engage the most with when you post something non-book related? It might be helpful to post something like this around these launch day announcements too just to remind people of who you are as a person, not just as a writer.
  - Maybe you can complete a book trailer with tools like Animoto or Render Forest
  - Design a graphic or a few with Canva.
  - Have you written for other publications about your subject? Now might be a good time to reshare that and talk about it as an expert
  - Post a video of yourself thanking everyone for their support

### **Tip #22 – Announce launch on all social media platforms**

- Happy launch day! While your book has been officially available prior to this, you have chosen this day to announce to the world that it is available to purchase. One of the first steps you should take on this day is to announce this to your social media followers. Spend some time on social media today, liking people's comments to you and shooting comments back and forth between those who congratulated you. But don't go overboard; you're going to have to leave yourself some time to celebrate today, too. 🥳

### **Tip #23 – Announce launch in email newsletter**

- On launch day, you'll also want to send the announcement to your newsletter subscribers. You can focus in on how excited you are that today has finally come, but the primary announcement of your newsletter should be that today is the first day that people can buy



your book. Include a photograph of the cover in the newsletter, the description, and the links to all the retailers that they might buy from.

- We'd love for you to ask that they purchase through the Sunbury Store page to support our small business, but in the end, you'll want to make sure Amazon buyers have the option too.

#### **Tip #24 – Be a guest on the BookSpeak Network (Podcast)**

- Congratulations! You have finally launched your book, and we want to celebrate with you. We host a few different podcasts over on the BookSpeak Network, and with every author we publish, we like to conduct an interview on the network to help celebrate your release and talk a little bit more about it. Just email us around this time to see when we can schedule you in.

#### **Tip #25 – Research and pitch bookstores, libraries, & non-bookstore shops (Currently on hold for COVID-19)**

- **As of now May 28, 2020 we do not recommend that you pursue this step. These places are no longer buying books during the COVID-19 pandemic.**
- As an author, you might think that you're only selling your book to readers, but that's not always true. Bookstores, libraries, and non-bookstore shops (like record stores, niche shops, grocery stores, museums, historic locations, parks, etc.) are some of the biggest purchasers of your product that you can find. And since you published with Sunbury Press who accepts returns if your book doesn't sell, these avenues might be interested in stocking your book. If you pitch them, they could buy a few different copies of your book at wholesale price, which results in the same royalties for you.
- In order to find those shops that might be interested, just search your local area first. They'll be the most likely ones to support you and potentially put your book in a local section where you might be found easily. After searching your local area for shops, you can find venues all across the country who might be interested in stocking your book as long as your pitch is relevant to what they need.

#### **Tip #26 – Research and pitch for local events (Currently on hold for COVID-19)**

- **As of now May 18, 2020 we do not recommend that you pursue this step. These places are no longer setting up events during the COVID-19 pandemic.**
- These pitches work like any other pitches. You'll want to bring some personal connection to each place you're pitching, thank them for their time, and ask if you might be able to host an event at their location. But also, make sure to mention how you plan specifically to bring fans to that location for the event, whether it be an offer to hang a poster, pitch local media about it, leave flyers at all the local coffee shops and libraries in town, etc.



- But events don't only mean bookstore readings. Here are a few more options:
  - Coffee shops
  - Libraries
  - Writing or reading conferences for fiction and topic-related conferences for nonfiction
  - Historical societies for historical fiction and nonfiction
  - Purchase a booth at a craft fair
  - Purchase a booth at a book festival
  - Run a workshop for your local college, school, or literary organization
  - Etc.

### **Tip #27 – Continue targeting reader reviews**

- Since your fans have now had some time to read your book, you can ask those who have already read the book and enjoyed it to leave a review on Amazon. Let them know that it doesn't have to be expertly written and that it would mean a ton to you if they did. Of course, this is only if you feel comfortable.
- After a few weeks have gone by since your publication announcement, drop a note on your social media platforms and newsletter about how much it'd mean to you if they left a review on Amazon and/or Goodreads. You can do this in another 6 months or so too, but I wouldn't post it too often.
- Once you're done all of this, you can restart with your reader review research and pitching. You can keep on pitching your book for reader reviews for the entire life of your book's publication, so spread this task out over long periods of time. When you are ready to pursue more of these important Amazon reviews, you already have all the knowledge you need to find more reviewers and pitch them. Just revisit tip #14, keep an eye on social media groups for willing reviewers, and keep pitching.

And that's all we have for now! If you have any questions or concerns about any of these steps, don't be a stranger. Email me at [jwalters@sunburypress.com](mailto:jwalters@sunburypress.com), or ask one of your fellow authors in the "Sunbury Press Authors" Facebook group.