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Be published, be read
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Top Ten for Writers Marketing on Goodreads

1. Create an Author account with access to the Author Dashboard.
2. Switch on "Ask the Author."
3. Be an active Goodreads member!
4. Host giveaways; at least one pre-pub.
5. Participate in subject-specific discussion groups.
6. Add the Goodreads button to your website .
7. Add your author's events to your Goodreads page.
8. Add your blog to your Goodreads page.
9. Check your dashboard stats; do more of what's working.
10. Don't SPAM Goodreads members!

Top Five for Writers Marketing Through Retailers and Libraries

1. Metadata matters! Searches happen online even if the purchase transaction is physical.
2. Be visible in as many channels as you can.
3. Support your local bookstore and they'll support you. Start early - you are in a long-term relationship.
4. Familiarize yourself with Indiebound and regional bookseller associations; all of them have great websites have information for authors.
5. Be a good partner. Indie publishers: try creative strategies like consignment. Events can work if you can help mobilize your contacts to show up.