

Authors Publish

The *Unofficial*  
Goodreads Author Guide

How to Build Your Audience  
With the World's Largest  
Community of Readers

M . J . M o o r e s

The *Unofficial* Goodreads Author  
Guide

How to Build Your Audience With the  
World's Largest Community of Readers

By M.J. Moores

*Authors Publish Press*

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## WHY CHOOSE GOODREADS?

Goodreads is the number one book recommending platform in the world. With over 30 million members, 34 million reviews, and more than 20,000 book clubs Indie Authors are dying to know how to tap into such a phenomenal potential fan-base.

The answers are here.

Always remembering that the only certainties in life are death and taxes, you need to approach Goodreads marketing and publicity with an open mind and a willingness to become part of a community. Granted, neither of those traits is necessary when utilizing their marketing strategies but if you really want to make a connection with your audience on this platform you need to consider their back-hand opportunities.

And what does “back-hand” refer to? A time commitment with an indirect approach.

I know you want to write your next book. You don’t want to spend hours dealing with yet another social media site – and that’s your choice. But if you want to share your ideas you can utilize Goodreads to work for you at the same time

that you're enjoying yourself. Writing and its related activities shouldn't feel like *work*. Everyone needs a little down time but authors are the worst at giving themselves permission to un-plug (unless it's to indulge in a bit of snuggle time with the next book on your *to read* shelf). Making use of the options available through Goodreads is down time you can take to the bank.

The opportunities for exposure on Goodreads are wide and varied. By no means do you need to participate in all of them, but by your third or fourth book you might very well have done everything at least once and will have discovered new gems along the way. Use this guide to help you when you're strategizing your marketing or publicity campaign. It is meant as a resource tool to show you how to reach out to your potential readers using Goodreads as a foundation – not a solution – for building your author platform and allowing you a chance to be the belle/beau of the ball.

## **MAKING THE MOST OF YOUR AUTHOR PROFILE**

Here you are; you're ready to take the plunge and become a Goodreads Author. There are five important steps (six including Ground Zero) that you need to follow before we can discuss how best to mold your profile. If you're already a Goodreads Author, skip ahead to *Author Bio*.

### **Putting Your Best Foot Forward**

#### *Ground Zero:*

If you're not already a member with Goodreads, become one. Visit <http://goodreads.com>. On the home page you will see in the phrase: New here? Create a free account! All you have to do is complete the form with the name you use when you write (pen names are allowed). If you write under more than one pseudonym you have the choice to create an umbrella name to include all of your books, one account for each of your names, or just one account for the name you most want to use in order to interact with friends, family and fans.

#### *Step One:*

Build up your *general reader* account. Make sure your

name and basic information is up to date. Add ten books to your have *read* list (this is not mandatory, just my personal suggestion), find five *friends* who are already on Goodreads (this includes fans from your Facebook page, friends, relatives, and neighbors), and write one *review*. This does not have to be a formal review, it could be three to five sentences on what you liked best about a given book with one suggestion for improvement.

Why?

Having a grounded presence on Goodreads will make your impact in the community stronger. Besides, before you can claim your author status you need a basic membership. Don't worry – any membership with Goodreads is free. There is a prompt for you to connect your Goodreads account with your other social media (Facebook, Twitter, LinkedIn, etc.). You don't *have* to give them access to this information – just select the *skip* button when the membership generator prompts you to consider linking accounts. I realize that you may want to be able to reach thousands of potential readers but you don't necessarily want the world gaining access to a lot of personal information – Goodreads also understands this.

I highly advise you to go beyond a basic set up with your Goodreads account before moving on to step two. The



more friends you connect with early on, the more books you reveal that you've read and the more reviews you can contribute will provide you with a solid foundation on which to build your Author Profile.

*Step Two:*

If you have already published a book, search for your titles. If you find one, click on the author name. When you are re-directed to the author summary scroll to the bottom and look for the small phrase "Is this you?" and click it. Follow the prompts and you will be contacted in a few days with an update on your status.

If you don't find any of your books (and make sure you do a thorough search) then go here:

<http://www.goodreads.com/book/new>

Add your book (yes, even self-published authors are permitted to do this), wait an hour (they suggest 20 min.) and then claim it as your own.

*Step Three:*

Wait for the verification email.

*Step Four:*

Activate your Goodreads Author Profile using the link they

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send you.

*Step Five:*

This is where you begin publicizing yourself and your writing.

**Author Bio**

Completing as much of the Author Profile on your dashboard as possible is highly recommended. While it doesn't matter where you start – Bio, Picture, Video, Blog, etc – before you save and log-off for the day you should at least have a standard bio active on your page.

The standard bio is your go-to bio for when guest bloggers ask you for your stats; it might even be the official one included in your press release or on your retailer's book page – this should just be a placeholder on your Goodreads page. Think about it; if you continue to use the same bio at every location where you're encouraged to say a little something about yourself ... why would prospective readers take the time to read *this one*?

When you find a small block of time, put together a more original or different take on your standard bio. At Goodreads potential readers want to feel like they know you, even if it is an illusion. The simplest way to make this first connection is relaxing your phrasing, shortening a few

more of those sentences, and telling a story about yourself, in addition to all of the regular stuff. It may take a few tries to get the right feel and rhythm for this more informal introduction, but staffers at Goodreads have noticed that the more comfortable and relaxed the author is, the more receptive new readers are to what they have to say.

### **List of Your Books**

This is where any interested reader will be able to see what else you've published, be it traditionally or self. Once you become a Goodreads Author you will no longer use the link I gave above for inputting books that aren't already listed. If you have more publications to share that aren't in the Goodreads Library yet, at the bottom of this sub-section you will see the words "To add more books click here" in tiny print (you may have to click on the heading [*Your Name*] Books before this will show up). Make sure you include all the short stories you've had published as e-books and any chapbooks, non-fiction and 'how to' works you've put together. These are *all* your books and now's the time to make them count.

Note: When you're adding a book don't forget to include the cover image. The button for this is in the upper right corner of the info page where you list your book's stats.

### **Post Picture**

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Many authors are shy and don't like having their picture on display for the masses to see. If you don't have a picture of yourself that you like (even an older one to use – as long as you still look your age) then consider an appropriate substitution.

You don't want to leave the image here blank because it sends the wrong message to readers. Have a picture of your hand signing your book or your hands passing your book to someone. The idea is to keep it tasteful but telling. I highly suggest you avoid a picture of your cat or fish because as fun and endearing as these photos are, they are not you and you risk losing that delicate balance of professionalism vs. personability.

### **Add Video**

The world is an interactive place and people are inherently nosy. If you give them a snippet of something to watch chances are they will – and that keeps them engaged with you and your work that much longer. You can upload segments of workshops you've recorded, your book trailer if you have one (if not, build yourself a free one with [Animoto](#) online – trust me, it's worth it), clips of you baking if you've written a cookbook, and so on. The sky's the limit here and you can have a bit of fun with this option.

### **Add E-Book**

In your personal list of published works you will see the words “add e-book” underneath each of your titles. This is where you can upload a sample of your book (PDF) or the entire book (ePub) and request that only a certain percentage be viewed. Alternately, if you have published free e-books or short stories then you can add the complete versions of these using either PDF or ePub.

If your book is being offered on Amazon with the ‘sneak peek’ enabled, then this feature should automatically show up on your profile. If it doesn’t, just contact Amazon Support to help you with this -

<http://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=508510>.

By having samples of your writing readily available for potential readers and fans to peruse, you are saving them the hassle of linking out of Goodreads until they’re convinced they want to know more about you and your books.

### **Blog Feed**

If you’ve decided to write a blog either as part of your website or separate from it, you can easily follow the steps provided in this section of the online form to link up to your pre-existing blog. If you’re not planning on starting a formal blog, you can utilize this section much like you

would do notices on your Facebook page and leave simple messages, ponderings, or updates on your author events. Again, I wouldn't leave this section blank. The more interactive you can make your presence the larger the basis for a connection becomes between you and the reader. This is something that can be seen to once a week or even once a month. As long as you have a few notes here it will tell people at a glance that you're actively trying to interact with your readers.

It is important to note that if you choose to delete a blog post from your main site, it will still be live on your Goodreads page. For due diligence, make sure your log into Goodreads, go to your author dashboard and manually delete the copy. This will ensure that any content you no longer wish to share is thoroughly taken care of.

### **Ask the Author**

This is a relatively new feature added as of 2014 and you'll find it on your author dashboard about half-way down the page. It allows registered authors to accept questions from Goodreaders. You can specify what kind of questions you're looking to answer or keep it broad and open to discuss anything from your latest book to your favorite garden flower. When you enable this feature, questions are only made public if you choose to answer them. If you receive unfavorable or unsavory questions you can bring it

to the attention of the Goodreads Support Team who will take action on your behalf. Situations like this rarely arise but need to be addressed in case they do. Overall, this is a great little feature since every time you answer a question (and Goodreads has a habit of asking a bunch when you first activate the feature and then once a month there after) your response shows up on your status feed and under Recent Updates on your friends/followers pages. Goodreads also highlights these Q&As in their Newsletter under “You Asked...” although you need to ask them to consider you for this privilege (more in *Newsletter Nuances*).

### **Recent Updates**

This section is not only located on your “Home Page” with Goodreads to allow you to see what your friends are up to in the Goodreads universe, but the reverse is true too. Every time you add or update information to either your author or reader profile your friends will see what you’re up to. If they in turn “like” or “comment” on your status this response not only shows up on your update feed but the feeds of your friend’s friends too. And that means you’re extending your reach indirectly to a wider community of potential readers.

The more you catalogue your books, add books you’ve read, rate them, review them, post blogs, announce events,

and so on the more potential exposure you're creating for yourself. This is where word of mouth comes into play. For instance, you add your new book to your list of author works, you write an author review *of your own book* (more on that in *Interact with the Community*), ten of your friends "like" your status and then the picture of your book and access to your review pop up in all their friends' statuses and you've got the ball rolling!

Having a complete Author Profile is not necessary in order to have a presence on Goodreads, but just being there is like standing against the wall at a dance where everyone else is out on the floor having a good time. Being a wall-flower won't get you noticed. By giving yourself permission to get out there and dance, you're opening the doors to recognition of those carefully crafted moves (your book and all it has to offer).



## INTERACT WITH THE COMMUNITY

The point of a social networking site is to be able to share – in this case the sharing revolves around books. First and foremost Goodreads is a resource for booklovers to share their favorite reads and to find new loves. The recommendation engine on this site is highly evolved to not only look at the genre, sub-genres, categories and tags imbedded in the meta-data of all books but it looks at what other people are reading.

Connections are made and suggestions are given based around the fact that person ‘A’ liked the same book you did and they also liked this other book that shares similar meta-data. If you want your book to be recognized more frequently by the recommendation engine then you need to find ways of letting the Goodreads community know about it. Below is a comprehensive list of various ways to join the *dance*. You don’t need to get up for every song but the more you’re out there, the more attention you’ll garner.

### ***Friend People***

I mentioned right at the start, when you registered for your reader membership, that you should find at least five friends to help fill out your profile and make a presence for yourself in the Goodreads community. Don’t stop at those

five friends; Goodreads works best by utilizing word-of-mouth publicity. The more “friends” you have, the greater your potential for reaching the extended communities already committed to those friends.

But what do you do when you’ve exhausted everyone you know in your life who has a Goodreads account or is willing to start one in order to follow you there? You can use the “People” sub-tab located under the “Explore” tab on the main menu. This is an invaluable resource that must be treated with respect. It is here where you can search for like-minded people who read your genre, who love to review books, who are currently reading the same book as you. No matter who you find, make sure you can connect with them and build a rapport – spamming is not taken lightly in this community.

To connect with someone you’ve never met before, click on their name, add them as a friend and then send them a message explaining why you’re interested in becoming friends. Be genuine, polite, and show interest in who they are or what they do. More often than not you’ll gain a new friend with a broader reach than you had before.

### **Post a Review**

There are three ways that posting a review can help you extend your reach into the Goodreads community. First,

you could write a formal review; this 2 -3 paragraph review gives a general summary of the book that doesn't mimic the blurb, explains at what you liked, what you didn't like (and why for both), with a final personal comment at the end. This kind of review will gain you followers and friends from the literary community – other writers/authors and avid readers who take reviews seriously and want to follow what you have to say.

Second, you could write an informal review; this 1 - 2 paragraph review tends to be a more guttural response lacking in detail but it still points out what you liked and didn't like about the book. This kind of review is more likely to earn you book or genre followers – they are readers who want to connect with people who feel the same way they do about the same kinds of books.

Third, you can choose to write a review of your own book; this is *not* an actual review but a message to potential readers. This could briefly touch on what drew you to writing the story, elements they might find interesting, or important messages you feel might be missed if you only post the information in your blog. No spoilers.

A word of caution: This is not a review. Some experts outside of Goodreads even suggest not to utilize this option since a misplaced idea can cause undue controversy. Below

is a sample message as an example should you choose to connect with readers in this way:

*[Book Title] is the first book in the [Sub-title] series. As my debut science fiction novel with [Publisher], I am holding a cover reveal on [Date] between [Time] EST (Eastern Standard Time).*

*Anyone who RSVPs or adds the book to their To Read shelf by [Date] at [Time] will be entered to win a limited edition print copy of the prequel stories for [Book Title] - which are currently available as free e-books via [Distributor] US/UK/CAN residents qualify for free shipping should you win the draw.*

*The cover will be revealed here, on my book page. I will be available for the hour to chat about the book, the cover, writing, reading, and life.*

*I hope to see you there!*

The idea is to entice interest and show your personable side. This kind of message is often done right after a book is launched or in preparation for the launch as if you're the DJ announcing the next song at the dance. When you're waiting for reviews to come in, this is a great early hook for curious readers as they can see your message posted on

your book page without having to click through to find your blog.

What you may not know about Goodreads is that they are syndicated. Their reviews go out to e-commerce and library sites as well as USA Today.com. Many reviewers also post to their own blog, Facebook page, and/or twitter letting even more people know about you.

### **Post an Event**

This tool is best used sparingly and with clear purpose. If you have a local author event you'll be attending – go to your author profile page, scroll down to “Upcoming Events” and click on “add event”. Once you've identified what kind of event it is with all the wonderful details, you need to choose who you will invite to this event. *Don't choose everyone.* Target only those people you know live near where the event is happening, that way you're not spamming your followers and friends with redundant information.

However, there are times when you will want to send invitations to everyone on your list: if you're starting a new forum group, doing an author Q&A session or an official Goodreads Cover Reveal (see more on these below). As these events are located online where geography is not as constraining, you can reach out to more people. I would

suggest that unless it's your best friend who lives on the other side of the world in the opposite time zone to yours, don't invite a new Goodreads friend to an online event if they're likely to be asleep at the time.

### **Join/Start a Group**

You need to realistically take a look at your time for this community interaction. If you don't have a lot of it to spare then this perhaps isn't the best option for you to consider right now. It takes time and effort to build a following by participating in groups, but if you can the results are often very rewarding. Being in a group is being open to talking with like-minded people about subjects you have common ground on – you might love to travel, or can't get enough of zombies but either way there's a group out there to match your sensibilities.

By first becoming a member of a group or two and simply reading the chatter on your chosen topic, you can get a feel for the dynamics and a sense of where you stand. Then, you can start adding your own two-cents worth into conversations – but stay on topic. If you join a group with the intent of telling everyone about you being a new author or to talk about how great your book is, it'll turn people off and you'll be spamming them – no one likes to get spam in their email folders and the same is true for non-sequiturs in group conversations.

How being an active member of a group starts to work for you is directly related to the quality of input you bring to the table. If people like what you have to say, then they'll look you up and friend/follow you. Now, it's not that you can't ever bring up the fact that you're an author or that you wrote a book or mention the name of it or something that happens in the story... of course you can, it just needs to be relevant to the thread – what's being discussed at the time.

A good rule to follow is not to say much about yourself until you've been an active member for a few weeks. Then, the other group members will be comfortable with you and won't mind the occasional reference to you and your work.

### **Join a Book Club**

Being a part of a book club gives you the potential to get close to a group of people who are interested in your genre/sub-genre, book category, or main book topic. There are wide ranging groups from cozy lovers to vampire groupies to classic lit gushers. Now, this won't be an option for everyone for a number of reasons: the first one being time and the second one being choices.

If you're an avid reader and have the time to join this kind of group then make sure you choose wisely – you don't want to end up in a high-fantasy group if you prefer urban-

apocalyptic. They won't be reading anything you're interested in. However, with the added commitment in this kind of group you also get the bonus of eventually letting everyone know that you've written a book like that too and would be honored if the group considered it as one of their choices. Then, you have a built in option of doing a book talk and an Author Q&A.

### **Start a Q&A Group**

This is a special group often started as a sub-set of a book club, common interest group or in recognition of something related to you or your work. These groups work the best when you already have a following (even a dedicated small one). The Q&A can have a specific focus like the launch of a new novel, controversy around a particular character from one of your most wide-read novels, an overarching open book chat or brainstorming session for a new book idea.

When your friends/followers send an RSVP that they will be attending the special one-day Q&A group you're leading, then that information goes live on their recent updates feed and their friends/followers learn about the Q&A too. As long as you leave it as an open invite, you might get a few more interested readers stopping by. The author support team at Goodreads suggests you integrate polls and videos to entice the quieter readers to participate – not everyone will want to jump into the action right away.



Finally, consider advertising the Q&A Group. Contact Goodreads support and let them know at least 6 weeks in advance that you are doing this and submit a proposal to be included in the next newsletter (see more in *Newsletter Nuances*). Also look at funding a pay-per-click ad to send out an invite to the broader community (see more in *Direct Advertising*).

### **Do a Panel Discussion**

A panel discussion is a great way to use your connections to other authors, literary agents, editors, publishers, and bloggers to bring several people together in a Group Q&A. These talks tend to centre more on broad sweeping ideas of genre, characterization, theme, setting, etc. and how they relate to the *reading* experience. If you're a debut author and you're great at networking this might be a fun way to pull together some willing resources to chat for a few hours or stop by several times throughout the day to answer questions and give their two-cents on topics. By having two or more co-hosts in this environment, you are also reaching their extended friends on Goodreads and sweetening the pot for curious outsiders. Again, Goodreads suggests you advertise for these special engagements by contacting their support staff and posting your own pay-per-click ad.

Making connections and networking by using the

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Goodreads Community is not going to give you instant gratification or an immediate source of new fans. Like anything worth having, you need to work at developing your own presence on Goodreads by utilizing what you have access to in a positive way.

Build a strong foundation and you can reach even the most unthinkable heights. Just remember to carefully analyze how much time you are prepared to dedicate to this and other social media outlets that are a part of your author platform. If you don't think your demographic audience is using particular aspects of Goodreads, then don't waste valuable time and energy on them. Be sure to remain consistent in your choices and enjoy the time you spend interacting with your potential fan-base – multiple dance partners make for a more enjoyable experience.

## NEWSLETTER NUANCES

The Goodreads Newsletters go out on a monthly basis to any member who has ‘opted in’ to receiving them. There is a general newsletter and a young adult newsletter that contain links to quizzes, Q&As, debut authors, exceptional reads, interviews and more – and you can join the ranks of past authors who have been highlighted in these letters.

It’s all about selling yourself and your book. The newsletters are open for proposal submissions at all times, but you need to be strategic and specific in your request. If you put together a proposal asking the Goodreads editors to consider including you in the next newsletter then you’ve already tripped yourself up twice: First, you didn’t specify which sections of the newsletter would best fit you or your book; and second, you asked to be included in the *next* newsletter. It’s likely the editors have a back log of potential candidates for various features and the very next issue is already being edited. Simply ask to be considered for inclusion in the newsletter – but be specific as to which one: General or YA.

When crafting your proposal you need to specify how you exemplify traits in your chosen categories – you need to do your research to avoid dancing around the topic and

looking foolish. By reading a few examples of, say, the Debut Author Snapshot in the general newsletter, you will begin to see how you can frame yourself and/or your book to work an angle. I know that sounds devious and underhanded... but it's not. You need to know why you're special and what makes each of us special is something a little bit different than what's already been offered (or you can jump on the latest band-wagon if some aspect of your book echoes a current reading 'favorite' in the industry – but again, these are things you need to know).

Next, select one or two of the most current topics that relate to you. If you are a Debut Author then don't wait until your book's been on the shelf for 6 months before sending in a proposal for that feature – do it right away. On the other hand, if you're not an established author or one with a wide fan-base don't request to have your Q&A highlighted in the newsletter... if the only one asking questions is your boyfriend or a Goodreads editor, now probably isn't the right time to focus on that feature. Discover what elements of the newsletter(s) work in your favor, highlight what you would bring to that category should you be chosen and always, always, always be gracious and courteous.

Below is a list of some of the features/categories in the Goodreads Newsletters. This is by no means an extensive list. New ideas are tried out and old ideas are brought back

just like those disco dance parties and flash mobs. These are just the most prominent ones of the past year. If you can think of a new feature or category that hasn't been done that you (and other authors) would fit well into, then propose a new division for consideration along with one of the standards from below. You never know what they'll say unless you try.

### **Debut Author Snapshot** (*G/YA*)

If you're a debut author this feature is for you. It is reasonable to make a proposal for inclusion into this category if your first novel was published within 6-8 months of the date that you send in the query. Now, that's not to say that those of you stretching closer to a year don't qualify as 'debut' anymore, it's just that there are a lot of new authors vying for a chance to be considered in this feature and the longer you wait the less debut you are... especially if your second book gets published in the mean time. When in doubt, pitch it anyway – the Goodreads staff is super nice and they won't hold it against you for trying.  
[https://www.goodreads.com/featured\\_lists/4-author-snapshot](https://www.goodreads.com/featured_lists/4-author-snapshot)

### **You Asked...** (*G*)

This is a wonderful extension of the feature found on your Author Profile Page with Goodreads. If you feel you've had a particularly good run of questions asked (and answered) then write up a proposal to the Goodreads editors to

consider you for this category. You'll need to dig into your best persuasive writing for this one as it's a feature any of the Goodreads Authors can vie for.

[https://www.goodreads.com/featured\\_lists/81-ya-author-interviews](https://www.goodreads.com/featured_lists/81-ya-author-interviews)

### **Three, Two, One... Chat!** *(G/YA)*

If you are a more advanced author in terms of sales and notoriety and your fan base supports a place on one or more bestseller charts then this is a great way to connect with readers via video chat. For more information just query the Goodreads support team.

[https://www.goodreads.com/featured\\_lists/104-three-two-one-chat](https://www.goodreads.com/featured_lists/104-three-two-one-chat)

### **Meet a Goodreader** *(G/YA)*

This is a great way to get yourself known if you haven't published yet or if you're an avid reviewer/community participator with Goodreads. You can craft your proposal letter around how awesome you are as a reader and tie in the fact that you're a budding author/debut author/seasoned author to use as part of your awesome credentials for being chosen for this feature. Basically, the Goodreads staff ask you several questions revolving around your activity with Goodreads and they toss in some personal stuff about reading habits, other past-times, and quasi-related questions that either the general reader or YA reader would want to know. This becomes an informal interview done only in print which is catalogued on the website and linked to via

the newsletter.

[https://www.goodreads.com/featured\\_lists/83-meet-a-goodreader](https://www.goodreads.com/featured_lists/83-meet-a-goodreader)

### **Cover Contest** (*YA*)

If you write Young Adult, New Adult or even Crossover Fiction (between YA & Adult but you don't fall into the NA sub-genre) then this is a viable option for you to get the image of your cover in front of YA readers. In each monthly YA Newsletter five book covers are selected for consideration in the contest. Interested readers are then directed to a Poll page where each cover is magnified in all its glory and readers are prompted to choose the one they like best. Once they've chosen their favorite the poll results will show where your cover ranks. If a potential reader *really* likes your cover they may just look you up. Either way, you're getting visual stimuli of your work out there "on the shelf" so to speak. Often the first way readers get interested in you, in bookstores, is by looking at your cover and your title – this is giving you that exposure online.

This link is different each month.

### **First Reads** (*G/YA*)

If you're planning on doing a Goodreads Giveaway prior to the launch of your book, let the support staff know that this is the case and they will help you with an additional advertisement in the newsletter to let people know of the special nature of your giveaway. Your book will also be

assigned a special status “First Read” and those winners of the ARCs (*print* Advance Reading Copies – they don’t work with e-books at this time) will be highly encouraged to write a review on your behalf once they finish reading your book. The added exposure the newsletter can provide for your giveaway could mean the difference of a couple hundred more ballots in the draw (for more information check out *Direct Advertising*).

There is no direct link for this feature. See *Giveaways* under the Explore tab for the complete active list.

### **Exclusive Interviews** (*G*)

These interviews are usually held with well-known authors be they overnight sensations or long-haul writers. Often it’s the marketing department of a major publishing house that contacts Goodreads to say their client/author is interested in doing an interview with Goodreads. On the flip side, Goodreads will reach out to their associated publishing houses and make requests. If you have a unique aspect to your person and/or your book then showcase yourself in a proposal letter highlighting these qualities. You might be a sixth generation tightrope walker or your book touches on a topic currently active in the media; whatever it is, use that angle to your advantage. These interviews tend to focus on the book and whatever that unique connection is that you have. They’re done in print format and are linked to from the newsletter.



[https://www.goodreads.com/featured\\_lists/1-author-interviews](https://www.goodreads.com/featured_lists/1-author-interviews)

### **Book Look** (G)

Is your book full of pictures? This feature spotlights those books that rely heavily on visual images to tell their story: painters, photography, collections, compilations, and visual art in all its forms and glory. A sneak peek inside the book grants Goodreads permission to display actual pages from your work along with a creative write-up. If you're not sure if your book is right for this section, check it out online first before making your pitch.

[https://www.goodreads.com/featured\\_lists/71-book-look](https://www.goodreads.com/featured_lists/71-book-look)

### **Good Minds Suggest** (G)

This is another feature for either a more established or more well-known Goodreads Author. You don't need to have published a whole host of books, you or your book just need to have made an impact in some way – from controversial content, to a best-seller list, or a great fan base. Develop your own list of 5 recommended reads based on a topic/theme that can be found in your book and submit your proposal. Be sure to check out what other authors have focused on before you get too far; you don't want to accidentally duplicate someone else's list.

[https://www.goodreads.com/featured\\_lists/3](https://www.goodreads.com/featured_lists/3)

### **Goodreads Live** (G)

Goodreads offers authors of all radius' of reach different ways to connect with their readers. In this live interview established authors with a wide fan base, who are considered bestsellers, can get 'real' with the community at large. If you meet the requirements for this feature, be sure and touch base with the support team for more information. As this is an *Event* it can be searched for by author name in the events listings or seen on the author profile page.

### **Ask the Author** (G)

This is a great on-going Q&A feature directly linked to your Author Profile with Goodreads. If you choose to enable it you can ask yourself questions, answer the questions Goodreads sends you, and pick and choose which questions from the public you'd like to answer (see *Making the Most of Your Author Profile*). If you have several questions from the public that you've answered and you're up-to-date on your Goodreads questions, send in a proposal for consideration in the newsletter for this feature. You'll still need to sell yourself, but hopefully your answered questions will help you state your case. This is a good publicity feature to pair with a book launch or cover reveal. It can act as a hook for those curious to know more about who you are and what you offer.

[https://www.goodreads.com/featured\\_lists/117-featured-authors-answering-questions](https://www.goodreads.com/featured_lists/117-featured-authors-answering-questions)

**New Books by Goodreads Authors** (G)

If you have a new book coming out (or just released) then let the Goodreads editors know about it. Draft an informative letter blended with a request to be included in an upcoming newsletter. Don't give them the full book pitch here, just let them know you're a Goodreads Author, give them the hook and the short blurb with a paragraph explaining why your book is timely/perfect for your genre and/or age group etc. It's just one more way to get the cover of your book in front of new pairs of eyes.

There is no direct link for this feature. See individual book pages.

**Poetry Contest** (G)

Even if you're not a published poet or you only dabble in poetry, consider joining the poetry group that runs the monthly newsletter contest. If, by chance or design, your little poem gets picked then it is published in the newsletter as that month's poetry contest winner. The publication gives you another credential to list, you're adding to your author platform and pulling in a different crowd to check out your bio and see what else you're writing. If poetry isn't your kind of groove, then sit this dance out and boogie to the next one that's right for you.

<https://www.goodreads.com/group/show/233>. POETRY

**\*Best Books of the Month** (G/YA)

This is a huge section of the newsletter and you can't put in

a request or proposal to be considered for it. But that doesn't mean your book(s) won't ever be listed here. Goodreads uses a special algorithm for calculating which books are getting a lot of attention. *Attention* is determined by the number of members adding your book to their *To Read* list, listings of your book currently being read, reviews and comments posted on your book page. So, if you're doing a media blast and you're including Goodreads as a major source for publicity then you might just very well see a lot of activity and *attention* being given to your book.

**\*Listopia** (*G/YA*)

The editors of the newsletter randomly choose samples of lists from their Listopia database (often ones that are new and progressing well or have a lot of interested contributors visiting regularly). By listing your book in several relevant pre-existing lists and maybe even starting a list of your own, there is the potential for the cover of your book to pop up in a given newsletter when that list is being highlighted (more on this in *Having Fun with the Extras*). If you notice that a list you've created is doing significantly well with regular community contributions, then consider bringing it to the attention of the editors. Generally speaking though, it's a long shot but if your book isn't in any of the list it won't ever have the chance at showing up in this part of the newsletter.

Just remember that you are the key to being noticed in the newsletter or not. Either you take the reins and shout out to the world (the editors at Goodreads) about your awesome book(s) and stand a chance at getting noticed, or you don't. There are no current stats on how many Goodread members receive the newsletter and there's virtually no way of knowing who reads it even if they do find it in their inbox, but with over 30 million members the odds are still in your favor that hundreds of thousands of book-curious readers are interested in reading it. If you feel that reaching the Goodreads community is the right choice for your publicity goals then strategically plan which features you can make the most of and propose your heart out.

## HAVE FUN WITH THE EXTRAS

Goodreads isn't just about helping readers find their next favorite book – it's a website about community and sharing common interests. Books can be found or enjoyed long after they are first learned about or read. Goodreads recognizes that many readers would like to contribute to a book's conversation by doing more than reviewing.

The fun elements available on Goodreads may seem like a waste of time to some authors and readers but a wide number of participants do enjoy them. As an author trying to reach a new audience or build your fan-base, if you have the time to fool around and experiment on the Goodreads site, then it will benefit you.

Every time you participate in one of the fun extras, a notice gets posted on your Recent Updates feed (see *Making the Most of Your Author Profile*). With each activity you participate in your name is sent out to friends/followers Recent Updates and they can see what you've been doing. If one of those friends happens to "like" your status then their friends will see your feed update as well and so on.

Most of these fun activities have potential extra benefits as well – again, it's a bit of a back-hand way of getting the

word out about you and your book(s) but it does work. Below is a list of fun ways of getting involved with the Goodreads community; check them out and see how participating not only gives you an enjoyable break but can help publicize you in a round-about way. Each of the following features is located under the *Explore* tab at the top of the site.

### **Listopia**

With this feature you can either select a list that interests you and cast your vote(s) with books already on the list (which will send an update to your feed) or add a book that isn't currently listed (but you have to make sure to read the guidelines for adding to that list). The second option can serve double-duty for Goodreads Authors by allowing you to add your book to an existing list or to create a new list that also includes your work – either way you are laying the ground work for being discovered by new readers. This also makes a great topic to tweet about if you happen to be involved with Twitter.

### **Make a Quiz**

As readers fall in love with your book(s) they will want to learn more about the world/characters/plots/etc. that excited or moved them. Many will want to celebrate how well they know your book(s) by participating in a quiz. Take the time to develop a 10 question multiple choice quiz (you could

even do two versions – novice and advanced) and enter it under *Quizzes*. When you're on the page, in the upper right hand corner you will see the words “create a quiz” in tiny print; click there to begin. And, as with all of the fun features listed here by participating in a quiz your results will pop up on friends/followers update feeds – allowing the community chain to do its work and the conga-line continues.

### **Quotes**

This is a wonderful opportunity for you to not only share quotes that you know and love with the community but to post your own original quotes as a Goodreads Author. You can post a catch-phrase of your own devising, something you like to reiterate in workshops, or even crazy things your characters say! Not only does this feature work for you on Goodreads but search engines will call up Goodreads Quotes on page one (often right in the top five choices) when people go looking for quotes – and yours could be there too.

### **Creative Writing**

If you're an author who enjoys sharing your writing on your blog or via a writing community online, this will be a great feature for you. Here you are able to upload samples and complete short works for curious readers to find. If you've never considered this kind of opportunity before,



look at it the same way as publishing – once your work goes ‘live’ on Goodreads it will be considered *published*. If you have several short works you’re trying to get into literary journals and magazines then I would advise you not to consider sharing those pieces. Instead, write something specifically for Goodreads as part of your promotional package. It could be a scene you decided not to include in your book or an early episode that’s mentioned in the book but not expanded on or simply a short piece that exemplifies your writing style in your chosen genre(s). You’d be surprised just how many intrepid readers are interested in short works these days and you might just hook someone here who’d like to read your book too.

### **The Never-ending Book Quiz**

If you click on the TRIVIA sub-category you’ll be brought to the Never-ending Book Quiz. You can play along and answer the various questions that pop up (all multiple choice) or you can add some of your own well-known-book quiz questions. By simply playing along, your score will be recorded and posted in your Recent Updates feed. By adding questions of your own, whenever anyone is presented with one of the questions you entered, your photo and name appear in the lower right-hand corner of the screen with your personal stats on number of questions answered and entered. If someone decides to click on your name, they will be taken to your profile page where they

can learn more about you (if they click on your picture they get to learn more about your game stats!).

## BOOK GIVEAWAYS

Giving away one or more copies of your book to potential new fans is a long held tradition in the world of publicity. Not only do you get to announce to everyone that you're giving away free stuff but stats show that about 40% of the time those new readers will also write a review for you – liquid gold to authors (assuming the reader liked your book). Goodreads has 40,000 giveaway ballots registered each day. Wouldn't you like to get in on that kind of traffic?

Now, you can go on a virtual book tour/blog tour for however many weeks around the launch of your latest manuscript, but unless you're paying to get on the big book sites for your genre/topic then your reach is limited. The average book blogger who's been online and committed to their site for over a year might have between 1000 – 2000 followers. Undiscovered author bloggers tend to have anywhere from 200 – 800 followers after their first year in the trenches. So the general potential for a DIY author blog tour might reach a market of readers in the thousands. If you pay for your exposure then you're looking at tens or hundreds of thousands of blog followers. With Goodreads you have a built in base of 30 million potential fans.

But realistically, your giveaway won't reach that many people. Your book will only appeal to your target market just as it would have with the virtual book tour bloggers. Keeping in mind that bloggers cannot guarantee that all of their registered followers will visit their site during your tour/giveaway – in fact the numbers are closer to half their follower count – those thousands of eyes looking at your name and your book just became a lot less.

Statistics show that a Goodreads giveaway without extra advertising will generate 500-800 ballots (when you offer 10 free books) and 800-1200 ballots with additional advertising (see *Direct Advertising*). When you look at it logically, for all the work you're doing with a blog tour giveaway, by using Goodreads you'll reach just as many potential readers, have people add your book to their *To Read* list and enter your giveaway without needing to do all the extra leg work of guest posting. That being said, I would advise you to do both in order to reach a maximum number of potential readers.

Now I'm sure you're wondering how a Goodreads Giveaway actually works. The first thing you need to decide is what kind of giveaway will work best for you (and yes, you can do all three with the same book!). There are three types to choose from:

A First Read (pre-launch) Giveaway

A Launch (standard) Giveaway

A Book-Boost (standard) Giveaway

### **The *First Read* Giveaway**

This giveaway is generally done 2-3 months before your book is actually released to the public. This is a difficult giveaway to plan sometimes as Goodreads requires that you have physical copies of your book ready to distribute by the last day of this giveaway... and that might mean one or two months before your publisher is ready to release it. If you're self-publishing then you have a bit more flexibility here or if you happen to be with a large publisher who will print ARCs (Advanced Reading Copies) or have your book ready specifically for early reviews. It is possible to do a First Read giveaway one month before the release of your book but you need to make sure your books are in-hand and ready to go all the same.

If you are going to do a First Read giveaway, before you begin make sure you contact the Goodreads support team to let them know that this is your intent. You will be assigned a special giveaway badge for the duration (they recommend one month but there have been successful giveaways done in as few as two weeks). You will also be recognized in the newsletter in the First Reads feature section.

**The *Launch* Giveaway**

This is the standard giveaway that you run on your own (although if you do need help with anything the support team is ready and willing to guide you along). It is suggested that this giveaway run through the launch of your book to coincide with any virtual book tours or marketing efforts being done outside of the Goodreads platform. You're recommended to run this giveaway for a month as well. You can start it a week or two before your launch and then have it run a couple or more weeks after or you could have the entire giveaway set to start on your launch day and span the following month – the idea is to combine this giveaway with your other efforts for a greater impact.

**The *Book-Boost* Giveaway**

While Goodreads recommends that you participate in one of the two afore mentioned giveaways, they do say that you can give away any number of your books at any time – the catch is that you need to make the Goodreads community aware that this is not one of the other two giveaway options. So, if book one has been launched and book two is still six months away but sales for book one have started to dwindle and you want to try and boost the focus once more before concentrating on advertising for book two, then this is the giveaway format you use. When developing your blurb to let people know about the book, simply add a reference to when your book did come out and/or how

you're having the giveaway in anticipation of book two's arrival – or something similar.

### **How to Build a Giveaway**

The first thing you need to know is how many *physical* books you are able to give away for free and still be able to cover the shipping for. Goodreads does not allow authors to offer e-books as giveaway prizes. Then you need to decide where in the world you are willing to mail your books (depending on which countries you choose things could get pricey fast – so watch your budget carefully).

The second thing you need to concentrate on is what to say. As authors we've been taught that the tag line or hook for our book needs to be a concise one or two sentence teaser that will compel readers to learn more. If you don't already have one of these, build one. Ultimately this is what you should use as the first thing readers see when they view the widget or site information about your book giveaway. You could also pose a question in place of the hook that does the same thing. Then, you can get a bit more casual by letting readers know if you're a debut or veteran author and give them the official blurb or synopsis for a broader sense of your story.

### **What Comes Next**

Once you fill in the logistical information like how long

you want your giveaway to run for and your ISBN, you press the submit button and await approval. You will be notified by email when Goodreads has reviewed your giveaway and sent another email just before your giveaway starts to remind you of your promise. Basically, by holding a giveaway with Goodreads you are guaranteeing that you will uphold your end of the deal and send out the specified number of books to the winners once they've been announced. Make sure to copy the html for the giveaway code to add to your website and plaster over your social media to let everyone know what you're up to. The Goodreads Support Team also highly recommends that you run a pay-per-click ad to help spread the word (see *Direct Advertising*).

Once your giveaway is running, you can track your statistics by accessing your giveaway from your Author Dashboard. If you scroll toward the bottom of the page you will see the heading *Your Giveaways*. Either click on the title or the image of the giveaway currently running. This will show you how many people have requested a ballot and you will find a thumbnail image/list of those entrants. Goodreads advises that you do not contact these people to say thank you or spam them in any way – that would be a good way to make a bad name for yourself.

At the end of the giveaway you will be notified that it's



over and told who has won the free copies of your book. You will also be sent a link to follow once you have mailed the prerequisite copies. Don't click the link until after the books are literally in the mail – you have approx. 6 weeks to make sure your books get out and you want to make sure that the date Goodreads has on file for the books being sent is the same as the actual date they were sent. Then your job is done. It's time to start a new project while your new readers consume the awesome book you sent them and hope for an equally awesome review.

## UNIQUE EVENTS

The *Upcoming Events* feature on your author profile page (located near the bottom) allows you to add events and have them visible for any friend, follower, or curious reader to see. By selecting *Add an Event* you will be prompted to fill in the details of what it is, when it's happening, and who's invited. Your events also get listed on the main site tab under *Explore* and the subheading *Community*. Here, intrepid readers can search for what's happening locally or as an online event. Fans can access your personal event database by visiting your author profile. By having your events listed in a centralized navigation location, Goodreads is making it easier for readers who like attending events to be able to find you and ask you to join them for that long-awaited dance.

When it comes to events you can post any of the following or create unique ones of your own devising:

Local/Virtual Book Signings  
Prequel Short Story Releases  
Live Chats/Interviews/Podcasts  
Workshops/Webinars  
Character Tell-Alls  
Reading Venues

Book Launches  
Book Festivals  
Cover Reveals  
Vlog Updates  
Plot Leaks  
& more...

Of the extensive list above, there are two options that Goodreads can directly help you to organize (on some level).

### **Cover Reveals**

You may not know it, but Goodreads helps authors plan official cover reveals. This is something you can organize whether you self-publish or publish traditionally. A cover reveal can work for you in two ways: one, with debut authors you can combine a proposal for a Debut Author Snapshot (see *Newsletter Nuances*) with a reveal to help magnify the potential number of readers learning about your event; and two, as a well-known author you can generate buzz for your next release by inviting current friends/followers and running a simple pay-per-click ad (see *Direct Advertising*) to help spread the news along with your other social media platforms. Now, that's not to say that a new author who doesn't get chosen for a Debut Author Snapshot (or one with several books out who is still trying to grow her fan-base) can't hold a cover reveal – you

can. What you need to realize is that without a way to generate a lot of interest in little-known-you and your fantastic book, your turn out is likely to be small.

Goodreads suggests that running a giveaway (either formally through their site or informally on your own) or making available “additional exclusive content” will help you draw in a crowd.

### *How is it done?*

First you contact the Goodreads support team via email and let them know that you’re interested in running a cover reveal. They will reply with congratulations, a PDF file explaining how to do it and wonderful words of encouragement (along with letting you know you can ask them questions at any time). Basically what you’re agreeing to is not releasing the image of the cover of your book on any other website or media outlet (including your publisher’s) prior to the reveal day – that Goodreads will be the *official* release site. You complete the online event form and give guests a specific call-to-action like RSVP-ing and/or adding the new book to their *To Read* shelf to qualify for access to the extra goodies you’re offering. You will set the date of the reveal and then upload the image of your book on the day and time you specify.

Then, at the bottom of your book page you will start a

conversation thread under the feature *Discuss This Book* at the bottom of the page and direct participants to meet you here for an informal chat or Q&A about the book, your writing process, the extras you've offered, etc. If you happen to have more than 50,000 friends/followers then Goodreads will help you run the cover reveal and make sure it's listed in the newsletter... but most of us are at the stage where we're trying to get those first thousand followers anyway, so DIY with this project is the way to go.

### **Prequel Short Story Releases**

Turn some fun writing into a reader revenue stream by posting prequel or introductory stories that take place before or between books in the *Creative Writing* feature (see *Have Fun with the Extras*) on Goodreads. By utilizing the events category to let prospective readers know that you'll be releasing free short stories (both on Goodreads, your website, through an e-book distributor, read aloud on YouTube, etc.) you are potentially reaching a larger market base. By coupling this with a pay-per-click ad with a definitive call-to-action to join you on your book page for the event, you're bringing even more attention to your published works via the Goodreads platform.

The key to best-practices when developing events and sending invitations through Goodreads is knowing your

audience. If you're going to be in a physical event during your book launch or tour then only target those friends/followers who live in that area. If you constantly send all your event invites to everyone you risk losing readers due to spamming – even if that's not your intent. If an event takes place online, in the middle of the day, in your time zone then consider not inviting those fans on the other side of the world from you since they'll likely be asleep at the time. Instead, you could find a time that might comfortably span multiple time zones to allow for the greatest world-wide impact.

No matter what, don't let the list of possibilities above box you in. Remember that if you can think it up and make it happen, you can invite other people to share in these experiences with you.

## **DIRECT ADVERTISING**

This may come as a surprise to you, but utilizing direct advertising through the Goodreads' social platform is not always going to bring you the exposure you're looking for.

Why?

Because just like everyone else in the world, Goodreads readers tend to ignore advertisements.

That doesn't mean Goodreads ads don't work or aren't effective, what that means is you need to understand how best to use this service to get the biggest impact for your dollar. The Goodreads Support Team is constantly advising that any kind of direct advertising done with them happens in conjunction with something else you're doing. In other words – don't just take out an ad and hope for the best; have a goal, a simple call-to-action, and revise, revise, revise until you start seeing the kind of response you want for the money you're spending.

### **High-Rollers**

If you're interested in book launch packages, running banner ads, side ads, feature ads in the newsletters, and having the royal treatment done for the advertising of your

latest book Goodreads is more than willing to help you with this – if you have a budget of \$5,000+. If not, they politely redirect you to the budget-wise pay-per-click option. If your marketing budget (for Goodreads alone) meets this basic criteria then you will have the best attention and service Goodreads can offer. All you have to do is contact the support team and let them know your wishes.

### **Self-Serve Advertising**

Most of the ads you will see on Goodreads are 1” x 2” squares on the side of any given page you happen to be on during your visit to the site. These also pop up in the middle of your page when you sign out of your session and are called Sponsored Links (bought by Goodreads Authors to announce various events). These can be found on all “book discovery” pages including the homepage, search page, and brows books page.

These ads are easy to use, pay for, add to and revise. Once your ad is approved by Goodreads (it can take up to two or more business days for that to happen), it goes live.

#### *What is pay-per-click?*

You set the budget for your ad (Goodreads suggests between \$50-\$150 per campaign), you decide on how much money Goodreads gets every time a random reader clicks



on your ad to learn more, and either set an end-date for the run of the ad or allow it to deplete your budget for that campaign.

### *What is an ad campaign?*

You can create any number of 1” x 2” advertisements for your event that focus on a different target market. If you’re doing a book launch and you’ve written a memoir, you can create a separate ad for each sub-audience that might be interested in your book. If you travelled a lot you can write an ad script that pin-points travel lovers; if you played minor-league baseball you can target an ad to sports fans; and if you eventually went into local politics you can write an ad that would appeal to that market as well. All of the ads you create are linked to your budget and you are only charged by Goodreads when a reader clicks on one of them.

### *What does Goodreads charge for each click?*

This is entirely up to you. Goodreads states that the average advertisement costs 50 cents per click. However, you can list your ad from 10 cents to 50 cents and beyond. What happens is that if you choose to list your ad for less than 50 cents then the algorithm generated for the showing of your ad sends it out less often than someone else who’s paying Goodreads 50 or more cents for their ad. That being said, if

Goodreads finds that your ad is well-liked by the community of readers then regardless of how much money they make perclick, they will show your ad more often (to earn more money). The higher your per-click amount is, the more exposure you're guaranteed. Every day the algorithms start fresh so you could have a fantastic showing on Monday but no one clicking through on Tuesday – and that goes for any add in any price range.

*What if my ad gets rejected?*

Then try again. Usually if your ad isn't accepted it has to do with one or more of the following:

- The title or description is incomplete or gets cut off mid-sentence.
- You're missing an image.
- Your description is inappropriate for the site

Just make sure you follow the guidelines and you shouldn't have any problems.

*What if my ad isn't getting any clicks?*

Change it. Yes, go into the advertising feature on your dashboard, choose the campaign you're concerned about and edit the details. You can change your per-click cost from 20 cents to 50 cents first. Then if a couple more slow

days go by you can go in and change the wording for your ad. Goodreads suggests you continue to watch your ad statistics carefully to make sure that it's working for you; make changes frequently and leave it when it's doing its job. You can even change the image from your book to something else – you just need to make sure that it's 50px x 66 px in size to work. If you run out of money in your campaign you always have the option of adding more funds to keep it going. Additionally, if you reach the end of the campaign and you still have money left over, you can start a new campaign and request that the Goodreads advertising team re-allocate your funds. No hassles. In fact, if you don't want another ad you can even ask for a refund.

*Do I need to choose a target market for my ads?*

If you choose *not* to target a specific audience that's all right, but not recommended. The best results come from direct marketing and publicity efforts. So, when you are asked to choose which genres or categories you're interested in having your ad appear in, keep it as broad as possible without stretching the truth too much. Alternately, you can create several specific ads within your campaign for a concerted focus. You can select your target market(s) either by genre/category or by selecting specific authors who write similar stories to you. In fact, Goodreads suggest that you have at least one of each type of ad running in

your campaign.

Overall, Goodreads makes direct advertising with them a positive and realistic experience. You can even ask their advertising support team for advice on your text or script if you're having trouble saying just the right thing. They won't write your ad for you but they will give you helpful suggestions and direct you to ads that are currently working well. Just remember that you need to hook your reader, tell them about your event/book, and give them a call-to-action all within 140 characters.

## **DON'T FORGET**

The primary goal of Goodreads is to bring readers together with new books – your books. The creators have infused this social community platform with informative and fun features meant to entice the curious and unite all lovers of literature – whether you read it or write it.

As an author it isn't always easy getting recognition for the amazing book you've created but there are ways of reaching out to the over 30 million members who partake in what Goodreads has to offer. Whether you're interested in making Goodreads one of your main publicizing platforms or using it on a casual basis, there are any number of ways to reach potential readers and get them excited about your latest release.

Goodreads is a great tool to use in conjunction with other resources and means of publicizing yourself. It offers handy widgets to help spread your news from giveaways, to cover reveals, quizzes, quotes and more. Now that you know what Goodreads has to offer and how to get it working for you, practicing this dance will only make you a stronger marketer and more accessible author.

I wish you the best of luck in all that you do. May your dance never end and the music never fade.

## **Helpful Connections**

The Goodreads Support Team – email  
support@goodreads.com

The Author Program –

<http://goodreads.com/author/program>

New Book Listings – <http://goodreads.com/book/new>

Newsletter Archive – <http://goodreads.com/newsletter>

Goodreads Slideshow Archive –

<http://slideshare.net/GoodreadsPresentations>

## M.J. MOORES



Growing up in Ontario, Canada, M.J. was the only child of a single mom. M.J.'s passion for the arts ignited at a young age as she wrote adventure stories and read them aloud to close family and friends. The dramatic arts became a focus in high school as an aid to understanding character motivation in her writing. Majoring in Theatre Production at University, with a minor in English, she went on to teach both elementary and high school for 10 years throughout Simcoe County.

M.J. currently lives with her husband and young son in Caledon, Ontario. She keeps busy these days with her emerging authors' website Infinite Pathways: hosting writing contests, providing editing services, free publicity

tips, book reviews, and opportunities for authors to build their writing platform and portfolio. In addition she writes articles, works freelance, and has launched her debut science fiction novel *The Chronicles of Xannia: Time's Tempest*. She firmly believes that if she hadn't been born a Virgo, she would not be half as organized as necessary in order to accomplish everything in her daily agenda.

Connect With M.J. Online -

<http://mjmoores.com>

<http://facebook.com/AuthorMJMoores>

@AuthorMJMoores

<http://infinite-pathways.org>