



Aurora House
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Bringing your Stories to Life

Print on Demand - Author Websites - Book Promotion - eBooks

A Guide to Successful Book Promotion

How to Jump Start your Best Seller

From the
Aurora House Book Promo Team

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Introduction

Becoming a writer with a brand-new book is a sometimes exhilarating and oftentimes nerve-racking process. It's an exciting time for any author, debut or seasoned. There's something fresh and thrilling about getting words out, the question is how?

Writing in 2023 is vastly different to what it was in times gone-by. Think about it in terms of being a small business owner. You tend to a product, put your all into producing it, and then put it out into the big wide world.

It can be overwhelming and stressful to think about what to do with a finished book (or three). Do you turn to traditional or social media? Can you get away with not using Facebook or a website? What about how to tackle reviews and poor ratings? With this booklet, the Aurora House team aims to help soothe some of those concerns and answer some questions that you might have about how to jump your bestseller.

Now, let's 'Jump!'

Book Reviews



Book reviews are some of the best ways that get people wanting to buy your book – they listen to those who have already read it.

Having positive reviews on your book is a great way to gain more readers, as readers will be more likely to purchase your book if others have enjoyed it. You can't guarantee positive reviews, but you can open yourself up to getting more reviews by paying for services that allow your book to be reviewed. Here's a link to an author's post about getting legitimate Amazon reviews, which includes a list of review sites: <https://nicholaserik.com/book-review-mini-guide/>

You can also approach reviewers about reviewing your book. A quick Google search of book reviewers in your genre will bring up lots of options.

Readers Favorite <https://readersfavorite.com>

Reedsy <https://reedsy.com/>

Kirkus <https://www.kirkusreviews.com/indie-reviews/>

Goodreads <http://goodreads.com> – many people visit Goodreads to find out about books, then leave reviews on the books they have read.

Library Thing <https://www.librarything.com/>

LoveReading <https://www.lovereadng.co.uk/>

London Review of Books <https://www.lrb.co.uk/>

NetGalley <https://www.netgalley.com/>

There are dozens more review sites, a google search will bring up many possibilities for you to choose from.

Competitions

Book competitions are another way to get your book out into the public arena.

If you gain a mention, or an award in a competition, or are even lucky enough to win, then your book will often get a lot of advertising. There are a number of competitions to be able to enter your book into, whether in Australia or internationally:

The Williams/Lee Steere Publication Prize

Anne Elder Poetry Award

Aurealis Awards

Australian Shadows Award

Bath Children's Novel Award

Betty Trask Prize, The

Children's Book Council of Australia 'Book of the Year Awards', The

Colin Roderick Award

CYA Conference Writing & Illustrating Competition

Dobbie Literary Award / Kibble Literary Awards, The

Independent Author Network

Indie Book Awards

Inky Awards, The

Magarey Medal for Biography

McKitterick Prize, The

Miles Franklin Literary Award
National Biography Award
Ned Kelly Awards
New South Wales Premier's History Awards
New South Wales Premier's Literary Awards
Omega Writers Inc (CALEB Prize)
Qld Literary Awards
Readers Favorite
Russell Prize for Humour Writing
SA Festival Awards for Literature
Stella Prize, The
Victorian Premier's Literary Awards
Walkley Book Award
Waverley Library Award for Literature

If you need any assistance with entering or more information, we are happy to help you.

Author Pages

An Author Page is another good way of getting yourself known. You can also add all your books to this one page so anyone can see how many books you have published.

We recommend you create an author page on Amazon to start with.

The link for Amazon (Author Central):
<https://authorcentral.amazon.com/>

Set up your information about yourself, and link your books to this page (Aurora Book Promo team can help if you are unsure how to do this).

On Author Central, you'll be able to keep track of your book and author ranking, and any reviews that come in.

Another excellent author page is on Goodreads. This is a huge author website, but not just authors use it – readers go there to have a look at books they might like to read.

The link for Goodreads: <https://www.goodreads.com/>

Once you've created your pages, you can add an author bio and even start posting blog posts.

Again, if you have problems, we are more than happy to help. Goodreads also have 'Librarians' that you can ask for assistance as well.

Book Give Aways

If you're interested in getting new readers who might recommend your book to others, then consider giving your book away for free.

You could donate copies to the library, schools, or even doctors' offices.

eBook Sale



Running a free eBook sale on Amazon is a great way to get your book in front of thousands of people and potentially get reviews.

To do this, you'll need to have your eBook exclusively on Amazon (KDP Select). If your book is exclusive to them, they allow you to list your eBook as free for 5 days every three months.

The 5 days don't have to be taken in a row. You could break it into one 3-day sale, and then have a 2-day sale later.

If you want to organise an eBook sale, email Amara, the Book Promotions Manager, at amara.aurorahouse@gmail.com and she will help you set up the free days for your book.

Advertising

If you list your book for free, you'll need to make sure people know about it. Here's a link to an author who's

compiled a list of the top promo sites:

<https://nicholaserik.com/promo-sites/>

* You can also have a bargain sale where you list your eBook at a discounted price, such as \$0.99, but usually the free sales are more successful.

(For this, if the book is published by Aurora, on Amazon Kindle an KDP Select, and you will need to contact the book promo team to set up the free days for the booksale)

Create A Book Magnet

A book magnet is a piece of writing you give away for free to draw readers in. The idea is that by giving away a short story, or even a book, for free, you will introduce readers to your writing, and if they like it, they go on to purchase your book/s.

It's a good idea to write something that relates to the book, and story, you're trying to sell. For example, if you've written a memoir, you could use a collection of diary entries as your book magnet. If you've written a fantasy novel about a group of witches fighting evil, you could write a prequel as your magnet. It can be anything you want, as long it's something that will pique readers' interests enough to want to buy your book to find out more. Just make sure that at the end of your book magnet, you add in a link readers can click on to purchase your book.

Publishing your Book Magnet

In terms of getting your book magnet in front of people, you could publish it on Wattpad <https://www.wattpad.com/> (a website where authors upload their short stories/novels for free). Other possibilities to publish are on Kobo <https://www.kobo.com/au/en>

or Smashwords <https://www.smashwords.com/>
(these sites provide free eBook conversion, so all
you'd need to do was provide a Word or PDF
document).

But preferably, if you have your book in an eBook
format, with its own ISBN for Smashwords, this is still
the better option for a good quality eBook.

Mailing List

Build up a following of readers.

If you have a website, and a subscribes newsletter, that can be the start of your mailing list.

You will need to have somewhere where they can find you. The most important thing to have here is an author website, and on that website, you'll need a signup page (you can create one through [MailChimp](#)). Your signup page will be how you create a mailing list.

A mailing list isn't about having readers sign up so you can blast them with emails about buying your book. It's about building a following of readers who are interested in your writing so that they'll buy your next book, and your next. It also allows you to build a rapport with your readers so they may go out and recommend your book/s to their friends or family, or even share it on their social media pages.

Creating a Mailing List

MailChimp is a good platform to use, and is free. It allows you to create and send out emails to your mailing list: <https://mailchimp.com/>.

They also have tutorials on how to create emails etc.

Content

The emails you send to your readers should focus more on them getting to know you and more about your story. Send your readers cut scenes from your book, write special stories for them to read, tell them about something funny that happened when you were writing your book. Give them a reason to stay on your mailing list. Make sure you don't send out emails too often, or too little. Aim for around 1 email a month.

Getting People to Sign up

You'll need to give readers a reason to sign up to your mailing list, and the best way to do that is by offering them something for signing up.

Here is another way you can write a short story or something like give to readers for signing up to your mailing list. It must be exclusive to those who join your list, so it can't be the same as your book magnet. But like the book magnet, it could be a letter that never made it into your book, or it could be a short story about one of the characters in your book—something that would intrigue readers to want to sign up.

To ensure your readers get this free content when they sign up, you'll need to set up an automatic welcome email. You can do this through MailChimp by following these instructions.

<https://mailchimp.com/help/create-an-automated-welcome-email/>

Set up a Website and Start a Blog

Start writing blogs (articles) on your website. The more blogs you write, the more chances you have of someone stumbling across one of your blogs on Google when they're searching for something.

The more you add new content to your site, the more the site moves up in the search engines and is easier to find.

You can also post every blog on Goodreads, Author Central, Tumblr as well, which will increase the chances of it being seen.

Another way to be seen is to become a 'Guest Blogger' on other websites. A quick Google search will give you a great starting point to explore that option.

Maybe add some links – and Aurora House can help with that if necessary.

Social Media



Facebook, Twitter, and Instagram are the three biggest social media platforms. You don't have to sign up for all of them, but we strongly recommend signing up for Instagram, as by using hashtags, such as #travellingmemoirbook #aussieauthor #fantasybooklovers, it offers great opportunities to spread the word about your book to the people who'd be most interested in it.

You'll find lots of videos on YouTube about how to set up accounts for these platforms:

<https://www.youtube.com/>.

Book sites are Goodreads – this is a huge community of authors. People visit to find books to read and buy.

<https://goodreads.com>

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Physical Book Shops



If you would like to have your book in a physical book shop, the best way is to approach your local book shops and ask if they'd be willing to take your book on consignment (this means you get paid when the books sell).

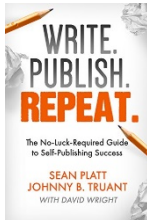
If you have published with Aurora House, you will receive some help with your marketing.

In your marketing materials, there is an excel spreadsheet that lists many book shops throughout Australia. You might consider approaching some of these.

Suggested Reading

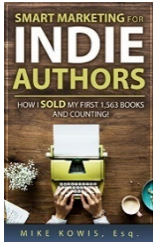
One of the best starting points to learn about book promotion is to read books about it.

Below is a list of suggested books and the links to them on Amazon:

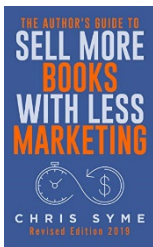


Write. Publish. Repeat. This is the number one book that I recommend, as it covers everything. Their marketing advice does centre around publishing multiple books, though, rather than a standalone novel.

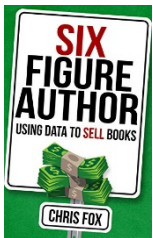
<https://www.amazon.com.au/Publish-Repeat-No-Luck-Required-Self-Publishing-Success-ebook/dp/B00H26IFJS>



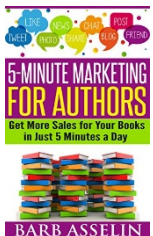
Smart Marketing for Indie Authors:
<https://www.amazon.com.au/Smart-Marketing-Indie-Authors-Counting-ebook/dp/B07KVRRB1R>



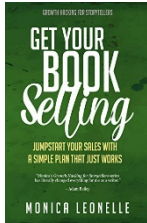
How to Sell More Books with Less Marketing:
<https://www.amazon.com.au/Newbies-Guide-Books-Marketing-Authors-ebook/dp/B071P7VG7S>



Six Figure Author:
<https://www.amazon.com.au/Six-Figure-Author-Faster-Smarter-ebook/dp/B01LZEM7SB>



Five Minute Marketing for Authors:
<https://www.amazon.com.au/5-Minute-Marketing-Authors-Sales-Minutes-ebook/dp/B00U58F16K>



Get Your Book Selling:

<https://www.amazon.com.au/Get-Your-Book-Selling-Storytellers-ebook/dp/B0723CX5MR>

Conclusion

You should know by now, even with the information in this booklet, that tackling the publishing industry and promoting your book is a challenging, and rewarding experience. There's a lot to learn. But in the process, you've mastered the ebbs and flows of trends, marketing your own personal brand, and how to make something great out of something good.

Trends can influence a generation, but they come and go. And yes, while writing is a lot like running a business now, that's not to say it shouldn't be done by all or left to the domain of the rich and exclusive. ANYONE can be a writer! And anyone should have the right to get their voice heard.

So, get out there, and shout as loud as you can – it's only a matter of time, and you will be heard.

Contact Us

You can contact Aurora House by emailing us:

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or using the contact form on the Aurora House website
<https://aurorahouse.com.au/contact/>

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We look forward to chatting with you

The Aurora House Team

