



POST-LAUNCH BOOK MARKETING TIPS

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1

ASK YOUR ARC TEAM TO POST THEIR REVIEWS

As soon as your book is live, email the links to your advance readers and remind them to post their reviews.

2

EMAIL OUT TO YOUR LIST

Email the readers on your mailing list. Include buy links, and if you have a lower price point for the first couple days after launch let them know.

3

TELL EVERYONE. SERIOUSLY.

Put your book info up everywhere - social media, your website, email friends and family, share it with your writers groups. Ask people to spread the word.

4

SET UP YOUR AMAZON AUTHOR PROFILES

Make sure you have set up your Amazon author profiles in all the major markets including US, UK, France, Germany and Japan. Then add your books.

5

CLAIM YOUR READER SERVICE PROFILES

Claim your author profile on reader services like Goodreads and Bookbub. Include your links in your email signature and on your website.

6

PARTICIPATE IN PROMOS WITH YOUR FREEBIE

Be sure you're doing newsletter swaps, and bundle giveaways through BookFunnel or InstaFreebie for your free book to keep attracting new readers.

7

FIND RELATED PODCASTS AND BE A GUEST

Find podcasts that are related to your genre or book topic and contact the hosts to see if you can be a guest. Be sure to mention your book + website.

8

REVIEW + TWEAK KEYWORDS/CATEGORIES

Check your stats, and compare your results with other books in your categories. Do you need to tweak your keywords or your categories?

9

ORGANIZE A PROMO 6 WEEKS AFTER RELEASE

Set up a promo and list your book at a discounted price for one week. Notify several free/0.99 book promo sites to notify them + tell everyone!

10

WRITE ANOTHER BOOK!

Research supports that writing and releasing another book is a great way to promote your existing books and grow your readership. Happy writing!