GOODREADS AUTHOR GUIDE
Ways to drive discovery and build buzz with the world’s largest community of readers

Goodreads can help you build your fan base and drive discovery of your book throughout its life cycle - from writing, to publication, to rekindling interest post-release.

A Mindset for Success on Goodreads

We recommend taking a relationship-building approach in order to develop your fanbase on Goodreads. If you want a quick marketing campaign, we suggest Giveaways.

- Share your passion as a reader 1st, author 2nd
- Start early (6+ months) and commit long term
- Be yourself and show your personality

Goodreads by the Numbers
Engaging on Goodreads can help you in 3 ways

- Increase your followers
  There are 95 million members
- Increase shelvings of your book
  Every month 18 million books marked to-read
- Increase ratings and number of raters
  92% of reviews are 3 stars and above

Build Your Brand

- Keep your author profile up to date
- Add, rate, and review books
- Participate as a fellow reader in groups
- Ask fans outside Goodreads to support you here

Learn more about the Goodreads Author Program at www.goodreads.com/author/program

Engage Fans

- Turn on Ask the Author in the Author Dashboard
- Share insider thoughts on books with Kindle Notes & Highlights
- Create a fan group to engage reader support

**Pro tip:** Use General update on your desktop home page, under books you are currently reading, to share news with followers

Drive Discovery with Goodreads Giveaways

- A giveaway is like a mini ad campaign
  - Many readers browse our popular Giveaways section to discover new books
  - When readers enter, your book is automatically added to their Want-to-Read shelf, thus capturing an audience for future notifications
  - Every entry creates a story in the Goodreads newsfeed of the entrant’s friends and followers
- Choose up to 100 Kindle ebooks or print books
  - Ebook: Goodreads distributes immediately to winners at no added cost - KDP account required
  - Print: Liked by fans posting book pics in social, you can personalize with a note before you ship

Go to www.goodreads.com/giveaway to learn more

**Pro tip:** Maximize exposure by running a giveaway for 30 days, and by running giveaways pre and post publication