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

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 goodreads.com/author/program

Engage Fans
- Turn on Ask the Author in the Author Dashboard
- Share insider thoughts on books with Kindle Notes & Highlights
- Use “Write a review” on your own book to share a personal message or special news with readers

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

Getting Started on Goodreads
Unlock all marketing features for authors in 3 easy steps

- Sign up for an account
  goodreads.com/user/sign_up
- Claim your author profile page
  Click “Is this you?” at the bottom of your author page
- Link your Kindle account
  goodreads.com/kindle

Drive Discovery with Goodreads Giveaways
- A giveaway is like a mini ad campaign
  o Many readers browse our popular Giveaways section to discover new books
  o When readers enter, your book is automatically added to their Want-to-Read shelf, thus capturing an audience for future notifications
  o 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
  o Ebook: Goodreads distributes immediately to winners at no added cost - KDP account required
  o Print: Liked by fans posting book pics in social, you can personalize with a note before you ship
  Go to 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