



## Developing a promotional strategy

### Resources

Below we have included links to helpful resources mentioned in the Webinar. You can access each of the sections by clicking the name of the resource.

#### [KDP University](#) –

Links to KDP Jumpstart, Upcoming and Previously recorded webinars, Build Your Book, and videos.

#### [Promote your book](#) –

This link takes you directly to the KDP help pages for more information on the promotional resources available on Amazon.

#### [Nominate your eBook for a Promotion](#) –

This link takes you directly to the KDP help pages for more information on nominating your eBooks to be included in Kindle Deals and Prime Reading promotional programs to reach new readers.

#### [Publishing Service Providers & Resources](#) –

This link takes you directly to the KDP help pages to access a list of companies that specialize in professional publishing services. This list is for informational purposes only; Amazon does not endorse or sponsor any service provider, nor recommend one over another.

#### [Audible Creation Exchange \(ACX\)](#) -

ACX is a marketplace where authors, literary agents, publishers, and other rights holders can connect with narrators, engineers, recording studios, and other producers capable of producing a finished audiobook.

*Currently, we have more than 1500 titles open for auditions, more than 52,000 producers to choose from, and more than 96,000 audiobooks on sale at Audible, Amazon, and iTunes.*

#### **More Information:**

For each book, you can decide if you want the royalty share model, which means you split the royalty with the narrator, or you can pay the narrator up front (per finished hour of recording).

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Once your audiobook is available to Amazon customers, it is eligible for Whispersync for Voice. If the manuscript for the audiobook matches the Kindle book closely enough, Whispersync for Voice will be enabled, which allows a reader who has purchased both the Kindle and audiobook to switch back and forth between the formats without losing their place.

### [Goodreads](#) -

Goodreads is the world's largest site for readers and book recommendations. Readers of every genre turn to Goodreads to discover their next favorite book.

#### **First steps:**

- Start building your followers by joining the Author Program
- Engage with readers through *Ask the Author* Q&A platform
- Raise awareness of your book by running *Giveaways*
- Give away copies pre-publication to generate buzz

#### **More Information:**

Claim your author page right away by joining the Author Program and begin building your profile to reach millions of potential reader.

One of the best ways to use Goodreads is by running giveaways to raise awareness for your book, especially pre-publication. Giving away more copies generates reviews, even giving away just one copy generates awareness. Run as many giveaways as you like both pre- and post-publication for your own books.

### [Amazon Author Central](#) –

Amazon Author Central or Author Pages are where customers find an authors' full catalog. Robust and compelling author pages increase customer engagement.

You can share the most up-to-date information about yourself and your works with millions of readers.

*Robust and compelling author pages increase customer engagement.*