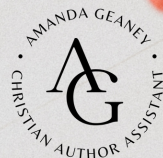


[FREE RESOURCE]

# BACKLIST BOOK PROMOTION

FOR BUSY AUTHORS

BY AMANDA GEANEY



# Welcome!

I am happy to share this free resource with you in the hope that it will make your backlist promotional efforts more deliberate and enjoyable. If you don't have time to market your backlist while also writing and promoting your new release, I hope you will reach out!



## Meet Amanda

### WORK HISTORY/TRAINING

Christian Author Assistant  
2017 – Present

Christian Book Blogger  
2014 – 2018

Social Media Manager  
2010 – 2012

Military Service  
1995 – 1999, 2001 – 2005

Certified in [Social Media](#), [Email Marketing](#), [Digital Marketing](#), and [SEO](#) from Hubspot Academy.

Graduate of [Amazon Ads for 2022 and BEYOND \(updated for 2023!\)](#).

Amanda Geaney developed an affinity for books the year her teacher began bribing her to read with personal pan pizzas. Throughout her school years, she was a library lurker and bookmobile patron. She joined the military after high school and later met her husband, an Air Force pilot, while attending the University of Alaska. During their assignment in Illinois, she worked as a social media manager. A few years later, when her kids were in school, Amanda created a blog where she interviewed authors and reviewed Christian books for readers of all ages. This is the door God used to begin her career as a virtual assistant.

For the past six years, Amanda has been helping authors connect with readers and market their books through social media, newsletter campaigns, contests, and launch team management. She's always looking for new ways to get books into the hands of her clients' ideal readers, and she stays up to date on industry trends through online courses and marketing podcasts.

Items in **gold** are clickable links.

# STEP ONE - GATHER BASELINE ANALYTICS TO MEASURE YOUR MARKETING EFFORTS.

## RECORD THE FOLLOWING INFORMATION

- Current sales performance
- Website traffic
- Social media reach

# STEP TWO - CHOOSE YOUR OWN ADVENTURE FROM THE FOLLOWING CATEGORIES

## NEWSLETTER

- Include a call to action in your newsletter
  - Many libraries allow patrons to recommend titles. Include a call to action in your newsletter asking fans to suggest your books to their local or church library.
  - Ask readers who donate used books to a Little Free Library to tag you on social media when they contribute one of your books. Tell them they'll get extra cool points for leaving a sticky note inside telling the new recipient why they loved the book. Resource: [Little Free Library locator](#)
  - Ask for reviews. Remind them to check the *I recommend this book* box when leaving BookBub reviews.
  - Encourage your fans to create video reviews. #bookreels #bookstareels. Repost positive reviews - with permission.
  - Repost or share social media reviews
  - Share gorgeous fan created #bookstagram photos to your IG stories and/or ask permission to repost them to your feed. Kindly thank the bookstagrammer and always give them credit when reposting.
  - Don't just tell your newsletter subscribers about a sale—provide them with a graphic and wording they can copy and paste to their social media feeds.
  - Pinterest is not social media, it is a search engine. Ask subscribers to pin a book cover from your website or Amazon page to a relevant Pinterest board.
  - Ask Goodreads users to vote for your books on Listopias. Make it easy by providing them a link or a list of links.
  - Mobilize your fans to spread the word about your lead magnet. Provide them with a graphic and optional verbiage.

## NEWSLETTER (CONTINUED)

- Offer a handful of copies to people who sign up for your newsletter on a given day (to create a sense of urgency).
- Feature a backlist book of the month in your newsletter. Repurpose old blog posts/interviews or write new content.
- Offer free samples (1 or 2 chapters)
- Do you have boxes of books in your garage? Sell and ship signed copies around key holidays.
- Create an enticing lead magnet (also known as a reader magnet) for that book or series. A lead magnet is a free thing you give away as an incentive to get people to join your newsletter. Examples: A prequel, deleted scene, minor character spin-off, alternate ending, book-related art, etc.

After creating a lead magnet, you should consider placing it here:

1. Front and Back Matter
2. On Your Author Website
3. Link on Your Amazon Author Page
4. Social Media Pages, including your Facebook Author Page
5. Blog Posts (embedded in the content or at the end of the post)
6. Linktree

Reminder: Amazon prohibits the use of affiliate links in emails. (See #4)  
Recommended Reading: [Newsletter Ninja](#) by Tammi L. Labrecque

## WEBSITE

- Create or update your website. Strive to make it visually appealing and easy to navigate. If you have a lead magnet, give it a place of prominence.
- Offer a printable book list
- Write blog posts with strong SEO so people may find you through organic Google searches.

## BOOKBUB

- Be sure to claim your BookBub profile
- Ensure all of your books are visible on your profile
- Regularly encourage readers to follow you on BookBub
- Consider running a BookBub ad
- Ask your followers and newsletter subscribers to follow you on BookBub.

## GOODREADS

- [Claim your author page](#)
- Organize a digital [Goodreads giveaway](#)
- Link your blog to your Goodreads profile
- Be sure to use the built-in Goodreads button if your website uses the MyBookTable WordPress plugin. This makes it easy for visitors to add your books to their to-read shelf.
- Review the books you are reading. This allows future readers to see which books have influenced and shaped you as a writer.
- Ask fans to leave Goodreads reviews
- Ask your followers and newsletter subscribers to follow you on Goodreads.

## AMAZON

- Reevaluate your keywords
- Consider adding your book to additional or different categories.
- Update/optimize your Amazon Author Central page. Resource: This [Kindlepreneur article](#) offers helpful suggestions.
- Consider paid advertising
- Make it easy for people to binge read by grouping books in a series
- Ask your followers and newsletter subscribers to follow your Amazon Author page.

## BOOK RELATED

- Hire a professional designer to create new cover art
- Include a badge or sticker on the cover to acknowledge any awards the book has won.
- Release new formats (audiobook or special edition cover) and sets
- Consider updates and revisions
- Optimize your book description
- Improve your Amazon author page
- Assess your Amazon keywords and categories
- Reach out to foreign markets.
- Create a QR code to direct traffic to your website or series landing page. Click - <https://kindlepreneur.com/qr-code-generator-for-authors/>
- Feature content from your backlist in your new releases.
- Preorder BOGO Sale - Preorder the new title and receive a digital copy of (insert backlist title) by submitting your receipt via a form.
- Update the "Other Books By" list in the back cover matter each time a new book is published
- Host a Goodreads giveaway
- Find relevant guest blogging opportunities. Write a fascinating article about a topic/theme related to a backlist title.

## BOOK RELATED (CONTINUED)

- Create a first-in-series ebook bundle. Be sure to include teasers for the next book in each series.
- If your characters celebrate a holiday, market your book around those days. Seek to be added to related book lists. (Books Celebrating Veterans, Heartwarming Books for Mother's Day, Swoony Valentine's Day Reads)
- Offer copies of a backlist title to your current launch team as a thank-you gift at the end of a campaign or as an incentive for boosting visibility on critical launch-related news or events.
- Ask for permission to leave promo materials with permission at local bookstores, coffee shops, or libraries!

## SPEAKING EVENTS

- Conferences
- Library visits
- Podcasts/Radio
- Book Clubs - in person or via video chat

## SOCIAL MEDIA

### RAISE AWARENESS

- Celebrate your book's birthday 🎂
- Create a video introducing the story and main characters. Why I wrote this story. Post on social, your website, and upload to Amazon Author Central.
- Remind readers of any awards the book has won
- Author reading - FB/IG live or YouTube
- Share book quotes
- Share snippets from positive online reviews
- Reshare old podcast or blog interviews
- Character profiles - **AI Art Generator**
- Create and share a Spotify playlist related to the book
- Share the book trailer (add to website and Amazon book page)
- Market to trope lovers. (Google popular tropes for your genre.)
- Create and share a beautiful Pinterest storyboard
- Create and post a mood board
- Share a recipe inspired by the book or prepare a meal and share photos explaining how the food is tied to your story.
- Talk about your writing process or research.
- Post or repost reader/ blogger reviews.
- **Resource:** Check out this [curated list](#) of Christian fiction bloggers who are active on X.
- Word of mouth is powerful marketing! Encourage followers to recommend the backlist books they've enjoyed to friends and family.

## MAKE IT FUN FOR FANS

- If your fans are participating in Instagram's 24 in 2024 Reading Challenge ([#Backlist2024](#)), ask them to tag you when they post about any of your titles so you can repost.
- Create a character quiz (example: [find your Potter House](#))
- Host a virtual Q&A
- Provide fans with a hashtag they can use to promote your book. #booktitle
- Invite readers to share photos of people they picture your main character to resemble.
- If your setting is a real place, ask readers about their experiences in that place.
- Ask for video testimonials (ask your newsletter or launch team)
- Book Club - Offer to mail signed bookplates or (backlist) bookmarks to participants.
  - Option 1 - Host a backlist summer reading club via social media by posting discussion or reflection questions for each chapter on a given social platform.
  - Option 2 - Host a monthly video chat using Zoom, Skype, or Jitsi.

## GIVEAWAYS & CONTESTS

Resource: [How do I host a legal giveaway?](#)

- Backlist bundle giveaway (include a personalized message along with your signature so they are less likely to resale)
- Host an Instagram photo challenge with a small prize - repost entries. Pin photos to relevant Pinterest boards.
- Initiate a fan scavenger hunt. Ask them to post in-store photos of themselves with your book as a way of gaining entry. You may ask them to tag you or submit links to their shares through a giveaway platform like Rafflecopter.

## CELEBRATE SPECIAL OCCASIONS

Resource: [The Ultimate Social Media Holiday Calendar \[2024 Edition\]](#) & [2024 Literary and Book-Themed Holidays for Your Calendar](#)

- Create and sell a series gift box including small gifts related to the books
- JUNE - [Audiobook Appreciation Month](#)
- JULY - [Paperback Book Day](#) (July 30, 2024) - Host a Fan Bookstagram Challenge
- AUGUST - [National Book Lovers Day](#) (August 9, 2024)
- NOVEMBER - [National Author's Day](#) (November 1, 2024) Team up with genre friends to create a cross-promotion campaign to celebrate

## COLLABORATE

- Connect and support other authors in your genre on X.
- **Resource:** [@AmandaGeaney](#) strives to maintain [lists](#) of Christian Fiction authors [actively](#) posting on X. You may request to be added to a list via direct message. Be sure to include the genre(s) you write in. #CFAuthors
- Partner with other authors in your genre to create a **First in Series Backlist Reading Challenge**. The book must be published in the previous year or earlier (before 2024). Cross-promote in your newsletters and online.
  - Optional: Kick off the challenge with coordinated sales.
  - Optional: Create a FB group and have that month's featured author take over the page for a day at the end of the month to answer questions and interact with fans. The author of the month could also post fun facts (research, character profiles, details about the setting) or discussion questions throughout the month. This would be an awesome time to ask for reviews from those who loved the book!

### Challenge rules for readers.

- Any format, any genre. Re-reads count, you don't have to own the book (because people can review books they've borrowed from the library 😊), and you can join at any time.
- You have to start and finish the book in 2024.

## SPECIAL PRICING

- READ AN EBOOK WEEK - 1st full week of March
- WORLD BOOK DAY - April 23 - Ad the book to KU for a limited time
- Signed copy sale (cost prohibitive?)
- First in series sale
- 99 cents sale (5-7 days)
  - Post about it on your blog
  - Advertise in your newsletter
  - Post sales graphics on social media and ask your readers to share
  - Post a Goodreads update
  - Add the sales info to book discount websites:  
<https://www.readersintheknow.com/list-of-book-promotion-sites>
- Advertise on a book promotion site. Resource: [127+ Of The Top Free And Paid Book Promotion Services](#) (Updated 3/25/23)





# AN EXPERIENCED AUTHOR ASSISTANT CAN LIGHTEN THE LOAD

Whether you're looking for the occasional hour of help here or there or a dedicated amount of time each week or month, I can help. From social media to launch team management minor website updates to graphic design, I'd love to lighten your workload so you can return to what you love—writing.

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