HOW TO USE goodreads AS A WRITER



Lani's Legacy

A team dedicated to supporting Lani Fórbes's family and writing

https://www.facebook.com/groups/379827850276719/?ref=share



Cover Coming Soon



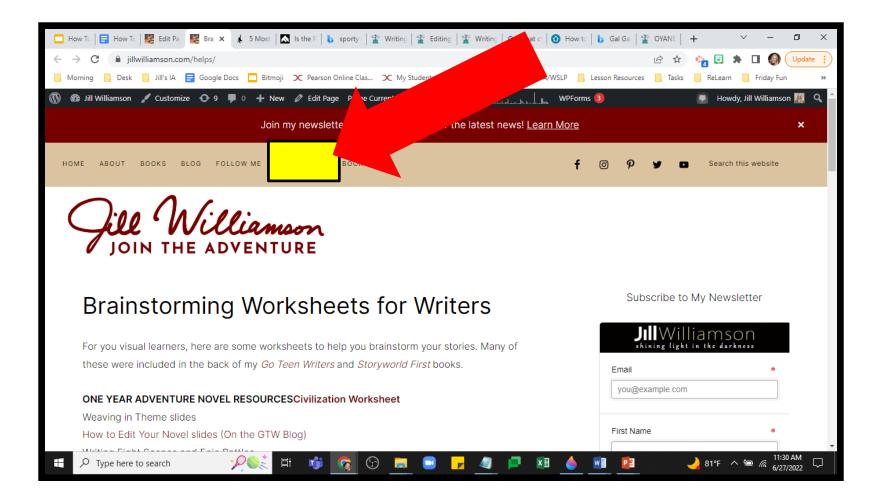
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HOW TO USE goodreads AS A WRITER

www.jillwilliamson.com/helps



G am not an

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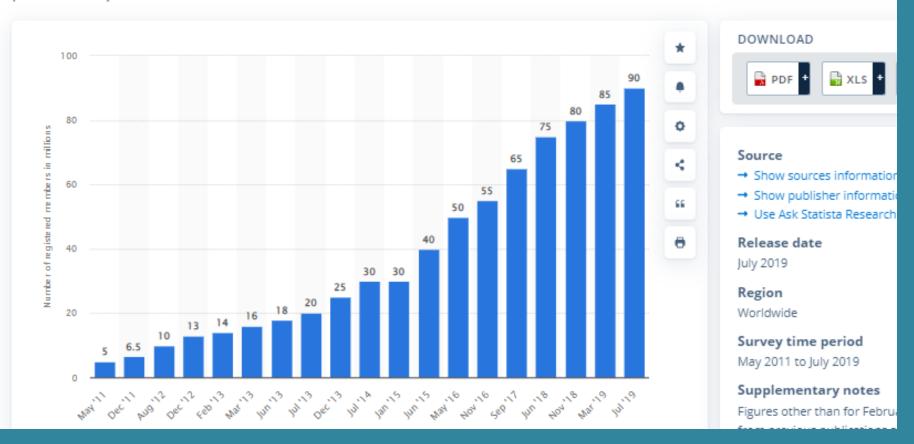
GOODREADS IS . . .

-A social media site for readers & books.
-A place to promote your books to people who really like reading books!

According to Statista.com . . .

Internet > Social Media & User-Generated Content

Number of registered members on Goodreads from May 2011 to July 2019 *(in millions)*



Today there are over 120 million users!

The Cons of Goodreads

- The site is not user friendly. (When in doubt, find tutorial videos!)
- Harsh reviewers.
- Owned by Amazon.com. (Have to pay for giveaways now.)

"Goodreads was a rival to Amazon as a place for discovering books" and this deal "consolidates Amazon's power to determine which authors get exposure for their work."

> *—The New York Times ,* regarding the 2013 Amazon acquisition of Goodreads

Need help? Ask a Goodreads Librarian.

- They are volunteers.
- They can help fix things that authors cannot fix.
- Learn more here: <u>https://help.goodreads.com/</u> <u>s/article/What-is-a-</u> <u>Goodreads-Librarian-</u> 1553870935316



On Goodreads Reviews

- Book reviews matter.
- Three and four-star reviews are important. You need these!
- Goodreads book reviews are individually more powerful than Amazon reviews because readers talk about them, share them, and interact with them.
- You can interact with Goodreads reviews to ensure more readers see them and your book.

What the stars mean.

	goodreads	amazon.com
****	lt was amazing	l love it
****	Really liked it	l like it
***	Liked it	lt's okay
**	lt was okay	l don't like it
*	Didn't like it	l hate it

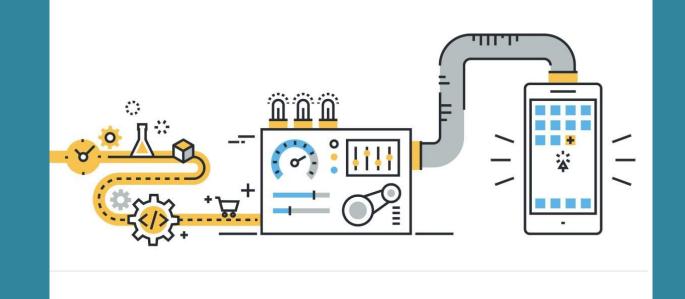
The Pros of Goodreads

- Get free exposure for your book—before you even finish writing the book!
- Help your author friends get exposure for their books.
- Find new readers.
- Communicate with your readers.
- Share your own reading preferences.
- Do a Goodreads Giveaway—It is worth the price.
- There is so much more.

How it Works (The Algorithm)

Exposure on Goodreads comes from one of two ways:

- User engagement
- Paid advertising



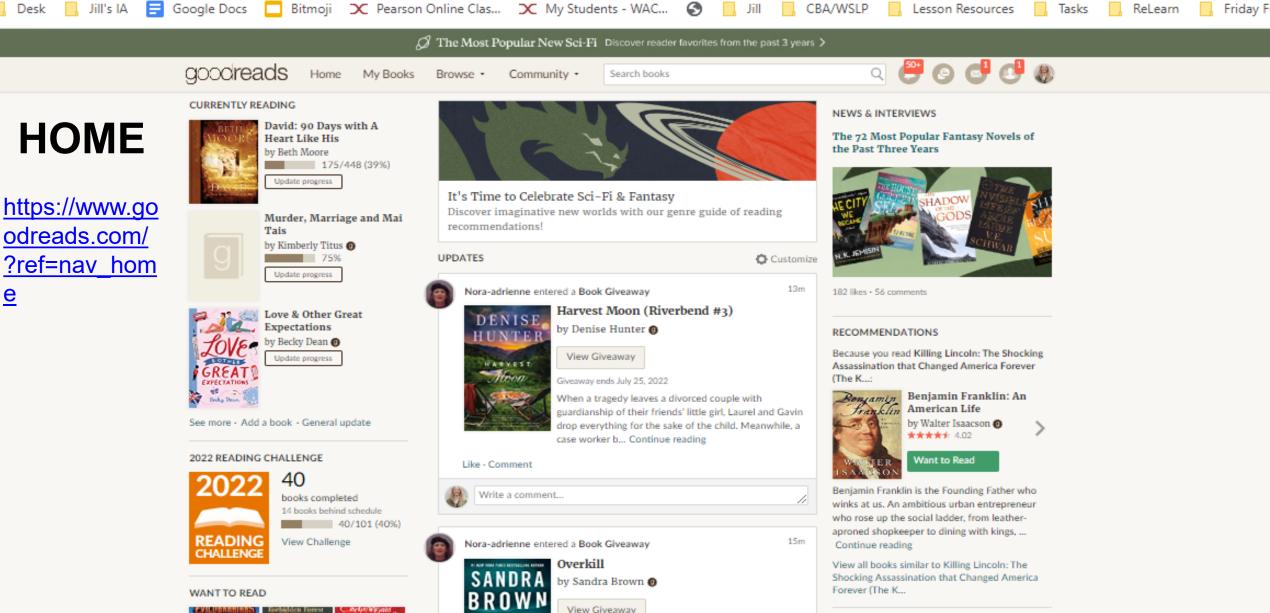
THAT'S IT! There is no mystery to figure out!

LET'S DIVE IN!

goodreads.com

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🚍 Google Docs 🔲 Bitmoji 🗙 Pearson Online Clas... 🗙 My Students - WAC... 🚱 🛛 📃 Jill Desk Jill's IA



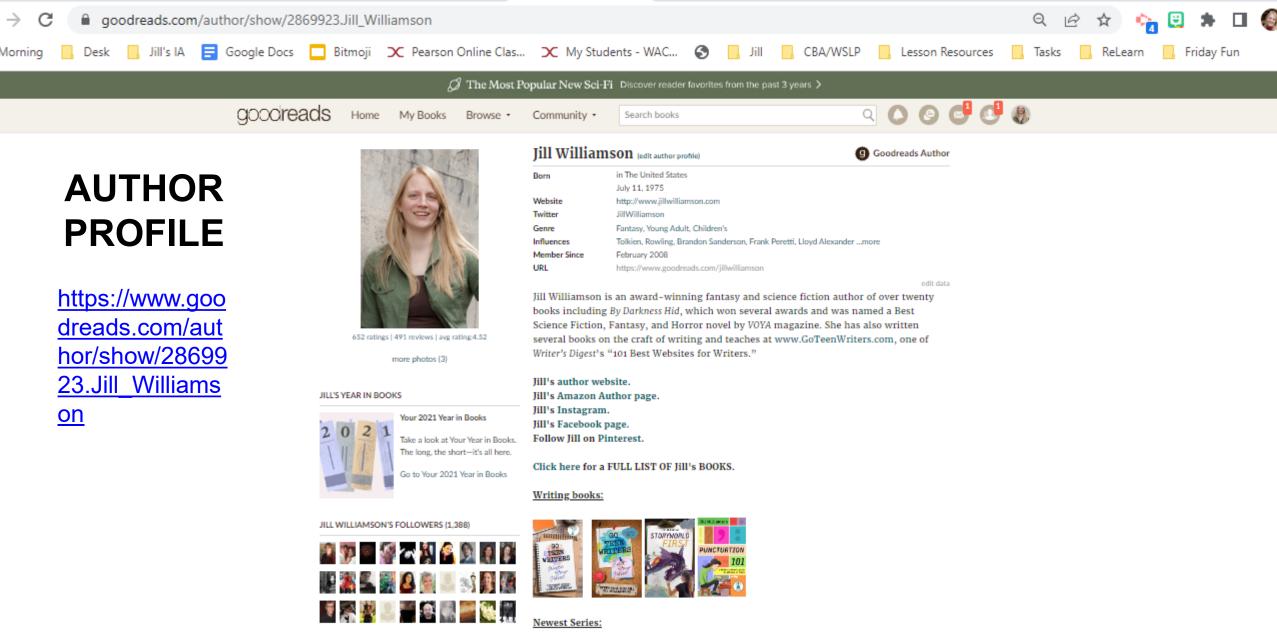


Giveaway ends August 15, 2022 #1 New York Times bestselling author Sandra Brown

OVERKILI

delivers a riveting thriller in which a conflict of

GOODREADS CHOICE AWARDS



More followers...

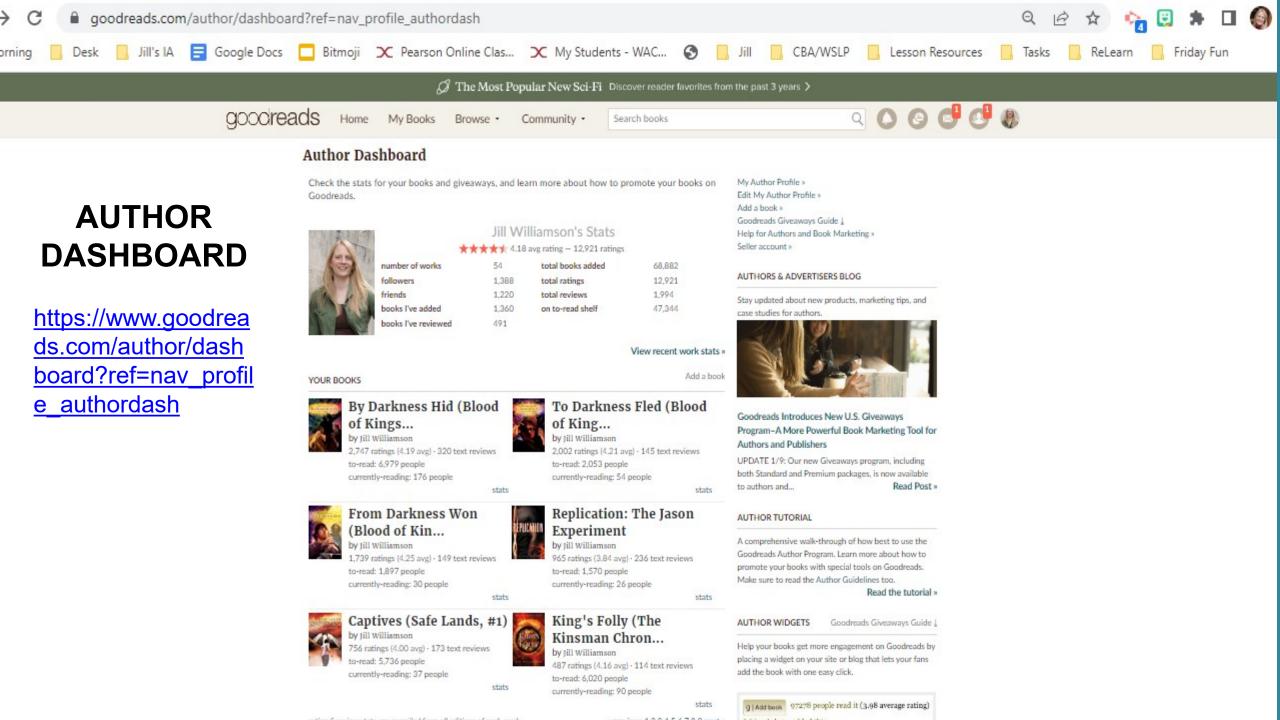
Add Nev

HURST HUNGER

VIDEOS

فسف 🍝

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YOUR GOAL AS A GOODREADS AUTHOR IS TO . . .

-Get a lot of followers (and friends too!)
-Continually add new friends (capped at 5K).
-Get your books into your followers' and friends' feed often to make use of that free engagement exposure.

HOW TO GET IN THE FEED

-You post or interact.

-Your friends post about or interact with your books.

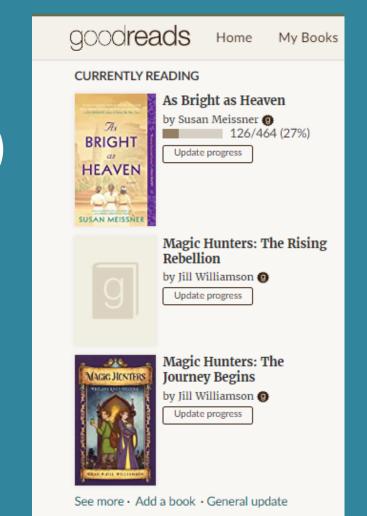
FRIENDS AND FOLLOWERS WILL . .

-See your activity in their feed. -See in their feed when their friends post about your book. -Get an email when you: -Have a new book release. -Host a book giveaway. -Write a blog post. *Unless they've opted out in their settings.

HOW TO FIND FRIENDS & FOLLOWERS

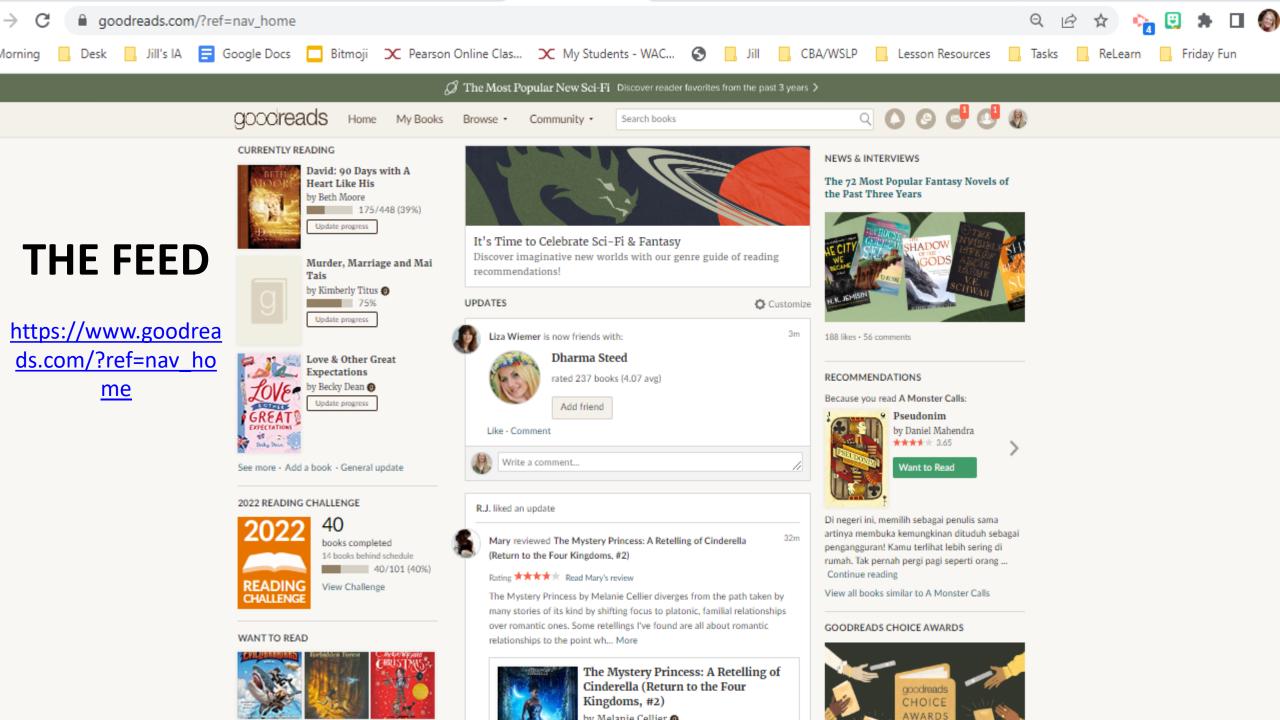
-Post cool stuff.

-Use your three "Currently Reading" slots wisely. (At least two should be your books!) -Periodically ask your followers on other social media to follow you on Goodreads. -Run giveaways (on or off Goodreads). -Look up other authors in your genre and add their friends. (For example . . .)



WAYS TO GET IN THE FEED

- -Ask your followers to add your book to their "Want to Read" shelf.
- -Update your book review section.
- -Like and comment on existing (positive) reviews. -Ask readers (plus your street team!) to like and comment
- on existing reviews (do this for Instagram and Facebook giveaways).
- -Create a Goodreads Giveaway.



CREATE AN ACCOUNT

BECOME A

Goodreads Author

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652 ratings | 491 reviews | avg rating:4.52

more photos (3)

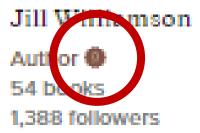
Jill Williamson (edit author profile)		
Born	in The United States	
	July 11, 1975	
Website	http://www.jillwilliamson.com	
Twitter	JillWilliamson	
Genre	Fantasy, Young Adult, Children's	
Influences	Tolkien, Rowling, Brandon Sanderson, Frank Peretti, Lloyd Alexandermore	
Member Since	February 2008	
URL	https://www.goodreads.com/jillwilliamson	

Jill Williamson is an award-winning fantasy and science fiction author of over twe books including *By Darkness Hid*, which won several awards and was named a Best Science Fiction, Fantasy, and Horror novel by VOYA magazine. She has also written several books on the craft of writing and teaches at www.GoTeenWriters.com, one *Writer's Digest's* "101 Best Websites for Writers."

Goodreads Author

If you do not see that badge in your profile, you have not yet joined the Author Program!





This is different than simply having an author page. This allows you to claim your book, interact with readers, do paid promotions, and more!

Community •

GOODREADS AUTHORS CAN ALSO . . .

-Start building book buzz as early as when you're writing the first draft.

-This allows readers to add your book months to years before its published.

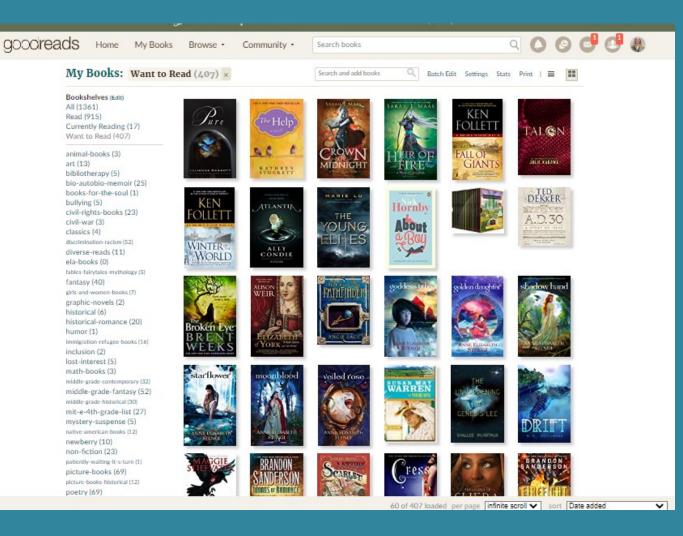
-Which gives you a head start at being seen and building word-of-mouth interest for your book.

HOW TO BECOME A GOODREADS AUTHOR

- **1.** Create your profile.
- 2. Look up your books. Click the author name. At the "Is this you?" prompt, click "Let us know."
- 3. Submit your application. They'll email you when you're approved.
- 4. Once you have your author page, update your headshot, bio, and add a link to your website.
- Instructions: https://www.goodreads.com/author/program
- A good article: <u>https://www.goodreads.com/blog/show/1106-what-authors-should-know-about-joining-the-goodreads-author-program</u>

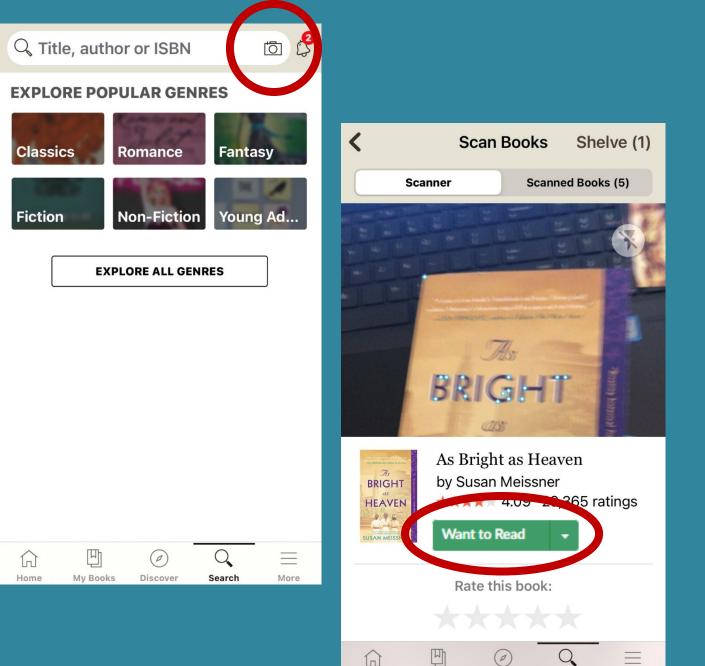
INTERACT AS A READER

-ADD YOUR **FAVORITE BOOKS** (AND RATE THEM). -ADD BOOKS YOU WANT TO READ. -RECOMMEND BOOKS.



Be careful that your Kindle doesn't update automatically!

USE THE APP TO ADD **BOOKS BY** SCANING THE COVER



Home

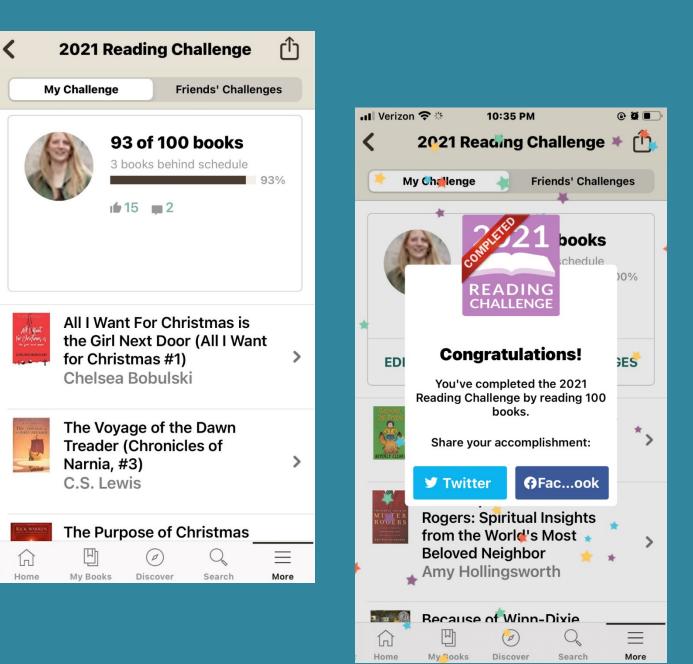
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Discover

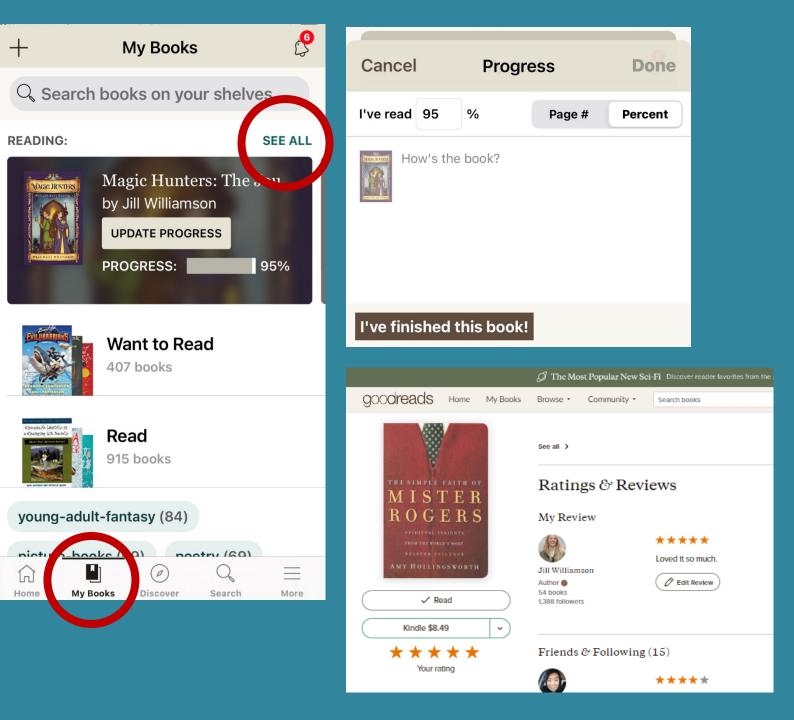
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JOIN THE ANNUAL GOODREADS READING CHALLENGE

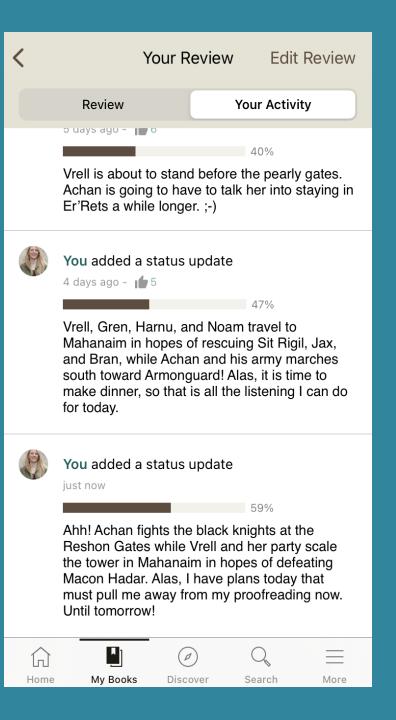


POST UPDATES **ON YOUR** READING **PROGRESS AND** WHEN YOU FINISH A BOOK. THIS LETS **READERS SEE** YOU!



YOU CAN EVEN POST UPDATES WHEN YOU RE-READ YOUR OWN BOOKS.

I DID THIS WHEN PROOF-LISTENING TO THE BLOOD OF KINGS AUDIO BOOKS.



REVIEW BOOKS— **BUT YOU** DON'T HAVE **TO REVIEW** ANYTHING.

GOODIreads Home My Books	Browse • Community •	Search books Q C C C C C C					
Image: Control of the second seco	My Review Williamson Author C 54 books 1,388 followers	★★★★★ After a lifetime of slavery, fourteen-year-old Kale is set free. She travels to The Hall in Vendela where she will receive her training as a servant. Before she can reach her destination, ogres attack her. She escapes into a cave where she finds seven small dragon eggs. When she comes back outside, she is rescued by Paladin servants. They inform her that Paladin has given her a gift, the ability to find dragon eggs, and persuade her to leave her journey to The Hall for another quest find a missing meech dragon egg and fulfill her destiny as a dragonkeeper. Donita K. Paul crafts a wonderful adventure into an amazing fantasy world. It's no wonder why this book won a Christy award. I found the characters marvelous, my favorites being Gymn and Metta, two dragons so tiny they often ride on Kale's shoulders. I highly recommend his novel for book won al girls of all ages. Looking forward to book two. Less ∧ ✓ Edit Review young-aduit-fantasy					
	Friends & Following (156)						
		★★★★★ November 18, 2016					
	Bill Tillman	The fantastic land of Amara is recovering from years of war inflicted on its citizens by outside					

You can post your endorsements, but you don't have to give a star ranking.

DON'T REVIEW YOUR BOOKS

GOOCIEACIES THE SAFE LANDS COMPLETE COLLECTION THEEE REALISTIC ENVIRY VA NOVED	Ratings & Reviews My Review Jill Williamson Author 55 books Read. Read. Read. Read.		Write a Review	Č	But DO make good use of the book review section.					
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					collections, bu deal for reader	ook boxed sets? t it's the same i s to grab on sal ing forward to o	dea. Readers o e. I was super	they're not really ir can get the whole se excited when Harp	natting tips Insert book/author Enlarge text n a "box," which is why they call the pries at once. I think they can be a gr erCollins released this collection, an es the Safe Lands Trilogy and the Thi	em reat .d

What are your thoughts on <u>ebook</u> sets in one volume?

You can include purchase links, images, excerpts, and write anything you want to help intrigue readers and sell your book.

Author 🙆 55 books 1.388 followers



The Thirst Duology is complete!

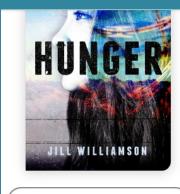
Learn more about book two, Hunger, here:



Less A

Edit Review

young-adult-dystoplan-and-post-apoc



✓ Read

Kindle \$6.99

* * * * *

JILL WILLIAMSON

✓ Read

 $\star \star \star \star \star$

Kindle \$2.99



Author @ 55 books

Jill Williamson

1,388 followers



The Thirst Duology is complete!

Learn more about book one, Thirst, here.



Less A

My Review





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Ratings & Reviews

Q

My Review



Jill Williamson

Author

55 books

1,388 followers

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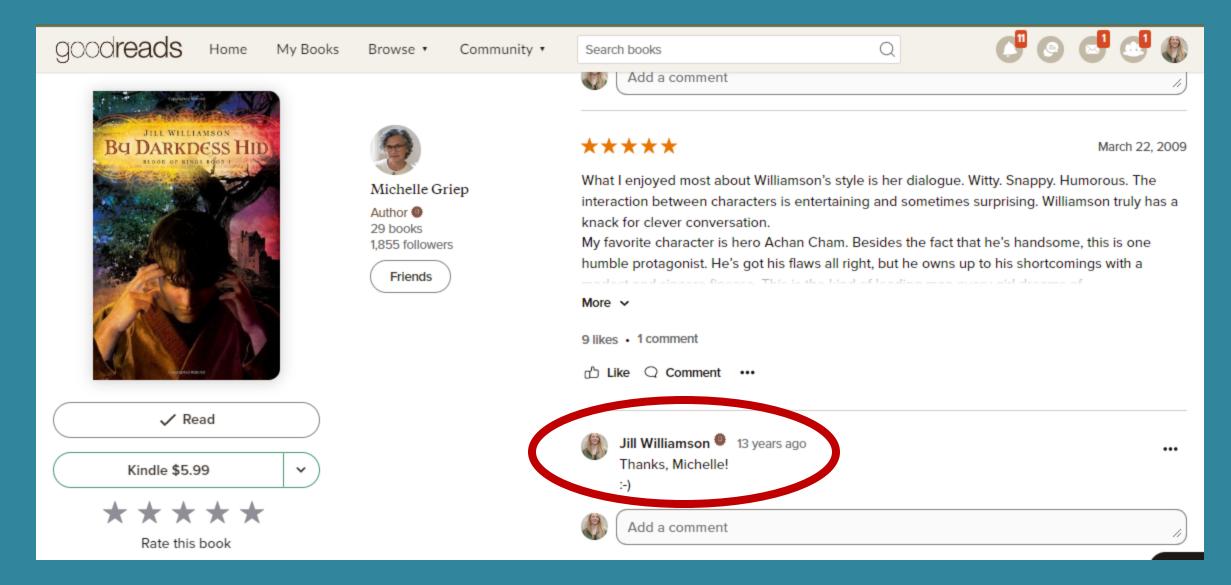
I'm SO EXCITED to finish Spencer's story. He was my very first character from my very first novel. You know, the book everyone tells you is the one you learned on and you should put it in a drawer? I refused! The first book in this series, The New Recruit, was my sixth published novel. It's been FOURTEEN YEARS since I started writing this fellow. (He should be married with kids by now.) But I've kept at it, squeezing in one of his books where I could. And Spencer has been very patient. Now I've finally reached the end of his tale. I'm so proud of him and how much he's grown. I hope you all enjoy the ending of this series. :-)



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You should update these for ALL your books regularly, but especially right before you have a sale or a planned promotion.

LIKE AND COMMENT ON REVIEWS



IF YOU'RE TIMELY, **YOU CAN ALSO** JOIN IN ON **CONVERSATIONS**

THE BAFE LANDS CAPTILES ILL WILLIAMSON	Rebecca (pagescollective) 457 roviews 93 followars Friends
✓ Read	
Kindle \$5.49 👻	
★ ★ ★ ★ Rate this book	

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Just as good on a re-read!

Review when first read in April 2014:

CHEELIANGEDII

More v

dystoplan own-and-read young-adult

5 likes • 5 comments

n Like 🔾 Comment \cdots

Sierra Faith 7 years ago ... Hoved this book! Though I was sad the way she ended it.. Ally 7 years ago ... Hove this series! Mason's was my favorite POV too. Hove the whole cast of characters, although I never connected much with Levi. Rebecca (pagescollective) 7 years ago ... Yeah, this is a reread for me. Then I plan on finishing the series! I liked Levi more the first time through, but I'm not really connecting with him on this read. Sierra Faith 7 years ago Rebecca " Silvan Elf " wrote: "Yeah, this is a reread for me. Then I plan on finishing the series! I liked Levi more the first time through, but I'm not really connecting with him on this read." The next two books are good! Less A Rebecca (pagescollective) 7 years ago Yay! That's great to hear! I look forward to reading them!! :D

Q

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November 25, 2015

Add a comment

ASK READERS TO REVIEW YOUR BOOK ON GOODREADS

-Ask your influencers and/or street team.
-Ask in your newsletter.
-Ask on your social media.
-Ask in the back matter of your novels.

ENGAGE POSITIVELY WITH POSITIVE ACTIVITY

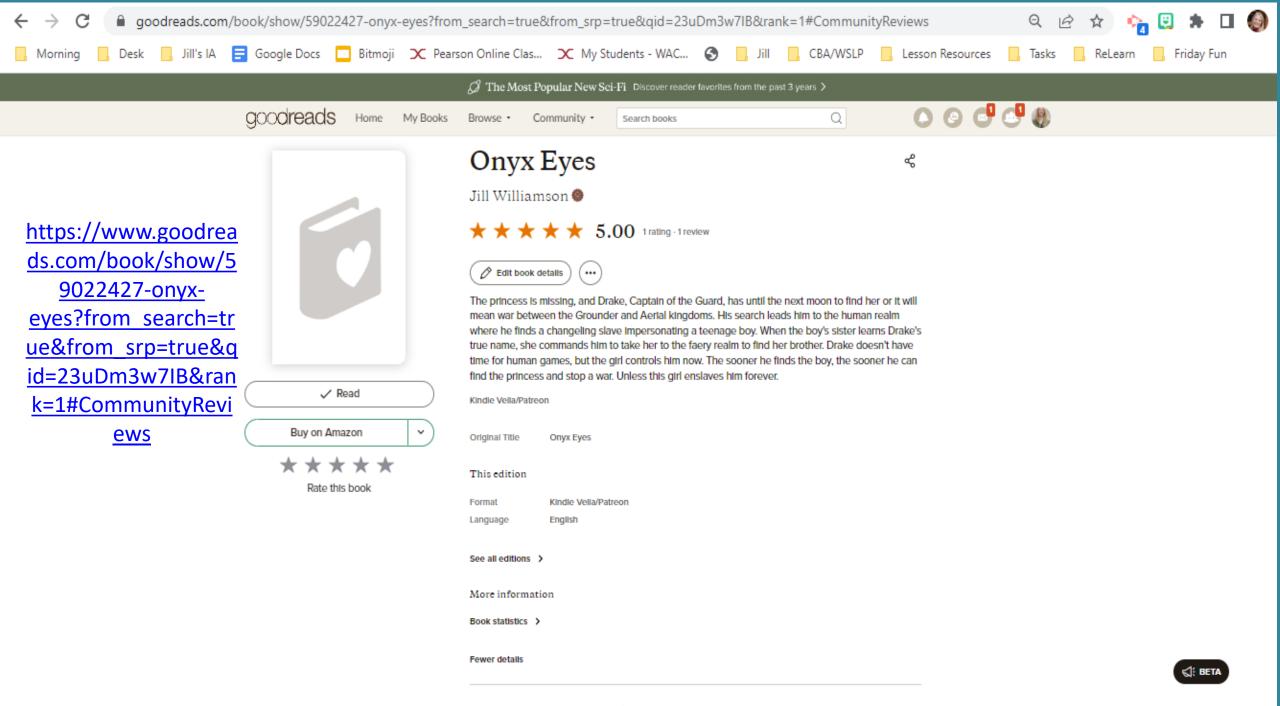
Whenever you interact on Goodreads, everyone sees it! Be positive.

LIST YOUR BOOK AT BIRTH

-This allows you to start building book buzz at the earliest stage.

-It allows readers to add your book months to years before its published.

-Gives you a head start at being seen and building word-of-mouth interest.

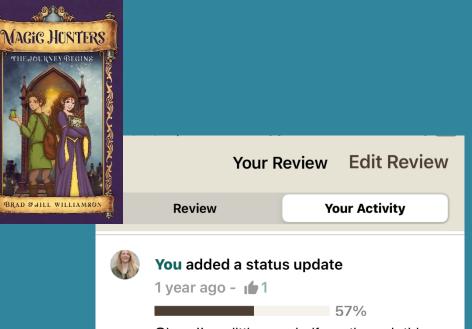


UPDATE READERS ON YOUR PROGRESS

-Let your readers know what you wrote.

-Give spoiler-free sneak peeks that intrigue readers.

-You can post teaser images too. Use Pixabay and other free sites to find fun, royalty free images.



Okay, I'm a little over halfway through this book, and one thing I've realized is that this book is very different from the books I write. It feels like a middle grade book. I'd like to rewrite it as a young adult book. I'm thinking, perhaps, it could be a young, young adult book/an upper middle grade book, like Percy Jackson. I've been taking notes as I read. I'll know more when I'm done.

You add

You added a status update

1 year ago - 👘 1

74%

Still trying to decide what I will change about this story and what I will leave as is. The plot reminds me of two other popular middle grade fairytale mashups, so I'm going to try my best to give this story something unique.

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CHOICE

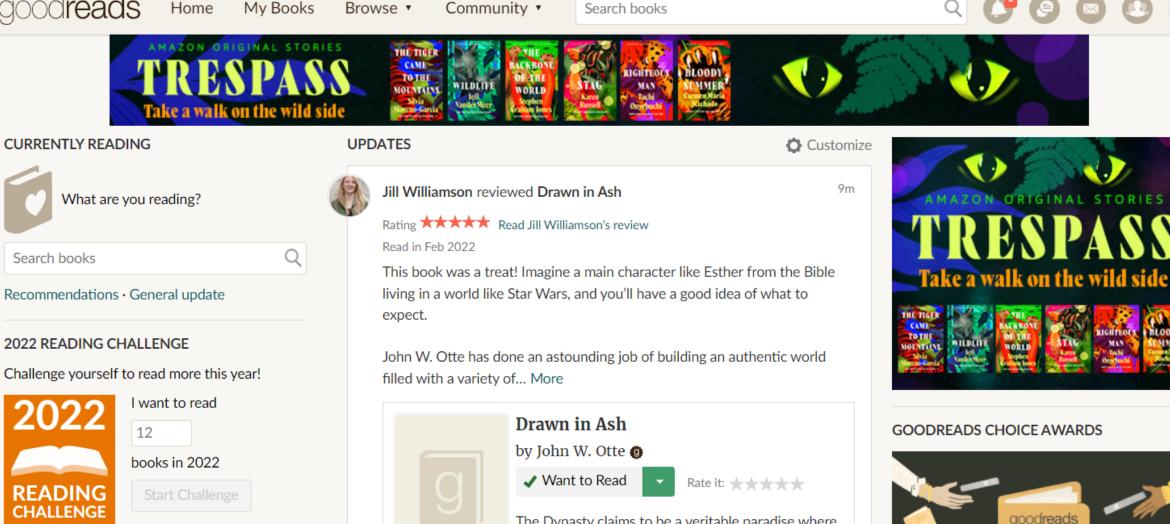
AWARDS

202

Announcing the Best

Books of 2021

1

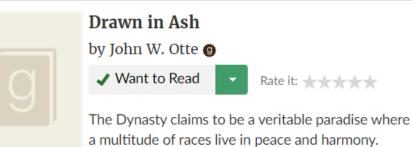


You can change your goal at any time

WANT TO READ







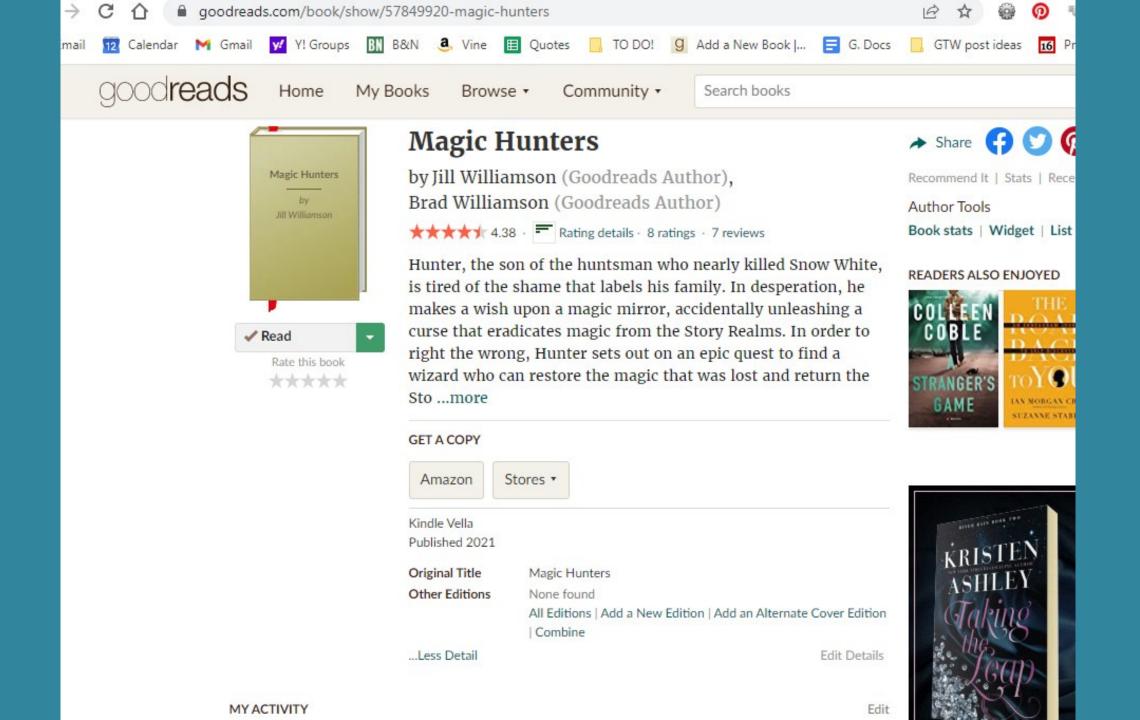
a multitude of races live in peace and harmony. Everys knows better. The Dynasty has been broken since it was founded, with... Continue reading

Like · Comment

Write a comment...

ASK BETA READERS TO WRITE EARLY REVIEWS

-Once you have a first draft complete, you can give it to beta readers, then as some to post early (positive) reviews.



UPDATES AND INTERACTIONS

- -Everyone who has added your book will see your updates in their feeds.
- -When a Goodreads user interacts with your book, all their friends see what they did in their feeds.
- -You can ask your author friends to cross promote by clicking on each other's reviews. This way, it's not only you liking and sharing reviews all the time.
- You can ask your street team to engage with posts as well, which will share them with all of their friends.

TAKE TURNS LOVING ON YOUR BOOKS -Update your book review section. -Like and comment on new reviews (space them out over the week). -Occasionally share reviews to your other social media. -Check your book's metadata and make sure it's correct.



Tinker (RoboTales, #1)

by Jill Williamson, Luke Williamson 54 ratings (4.26 avg) · 19 text reviews to-read: 1,827 people currently-reading: 3 people

stats



Hunger (Thirst Duology, #2)

by Jill Williamson 43 ratings (4.58 avg) · 11 text reviews to-read: 64 people currently-reading: 6 people

stats



The Profile Match

by Jill Williamson 34 ratings (4.65 avg) · 11 text reviews to-read: 47 people currently-reading: 6 people

READERS WILL ASK QUESTIONS

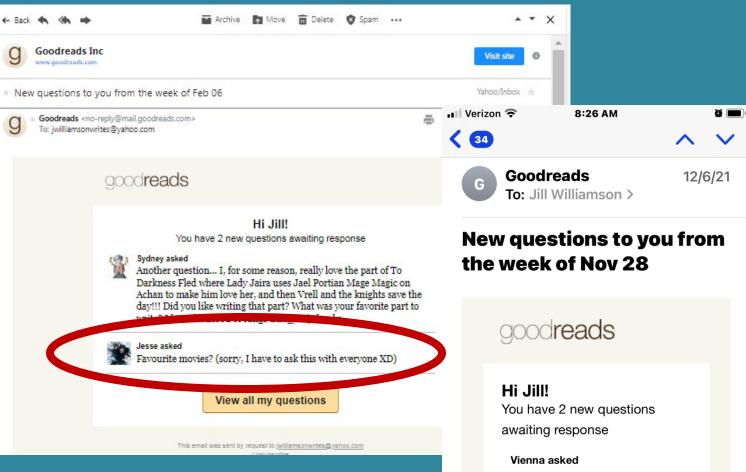
-You don't have to answer them all.

YOU WILL FIND QUESTIONS . . .

-On your Goodreads Profile page: https://www.goodreads.com/author/sh ow/2869923.Jill_Williamson

-On your Goodreads Questions page: https://www.goodreads.com/author/2 869923.Jill_Williamson/questions

DEPENDING **ON YOUR** SETTINGS, YOU MIGHT ALSO FIND THEM IN YOUR EMAIL



Hi Miss Williamson I think your books are Amazing do you like Classic books?and if you do then what is your favorite?

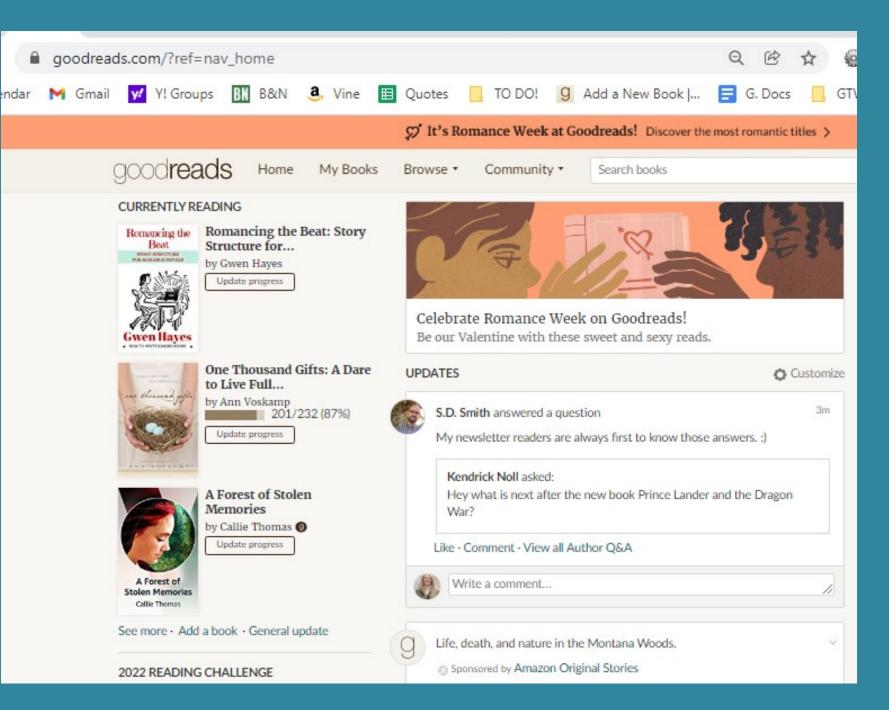
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QUESTIONS ALSO APPEAR IN THE FEED



Kindle Notes and Highlights

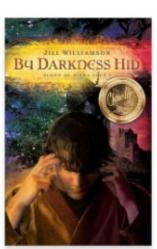
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Make your notes and highlights visible to your friends and followers. R.J. Rodda, Michelle Griep, Grace Mullins, and 195 other friends have shelved this book.

Make all 11 visible 1 of 11 visible · Make visible to: Everyone

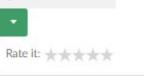
By Darkness Hid (Blood of Kings, #1)

by Jill Williamson

Add your thoughts

1%

2%



MORE ON THIS BOOK



Read



Achan leaned the pitchfork against the wall, he had to pause. A chill ran through him that had nothing to do with the temperature. He felt the familiar pressure in his head. It wasn't painful, but it brought a sense of a looming, sinister shadow. Someone was coming.



Visible: 0

Kindle Notes and Highlights

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Make your notes and highlights visible to your friends and followers. Fire, Liz, Kimberly Titus, and 29 other friends have shelved this book.

5 of 37 visible · Hide all · Visible to: Everyone 💿

Kingdom at Sea (The Kinsman Chronicles, #2a)

by Jill Williamson

6%

7%



"Greetings, Rurek." The name sent fire through his limbs. "I am Gozan now." "Still hiding, are you?" "Waiting." He had never been hiding.

Gozan was an interesting character to write. I needed this creature to be many things to many people, few of which were the same. Edit

View all of your books with notes and highlights »

"If it's a fight you seek, you will not win. Alone, I am stronger than you." She cackled. "I have no wish to fight you, Rurek. My fight is with Dendron. It always has been. I cannot defeat him alone, but we might do so together." She did not tempt him in the least. He hadn't even seen



Visible:

Delete

Mark as Spoiler

DO A GOODREADS PRE-RELEASE GIVEAWAY

-Only do the \$119 option.

-Give away 1-3 paperbacks or 1-100 ebooks.

-Ebooks are free! You pay for paperbacks.

-End the giveaway BEFORE your release day.

-To enter, people MUST add your book to their "Want to Read" shelf.

-All of those readers' followers saw your book in their feed. "BOBBY entered a giveaway for Thirst." -Run this pre-release because Goodreads will email everyone who has added your book on your release day. -Don't forget to mail books to your winners!

goodreads.com

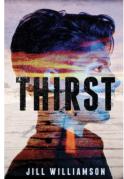
Q

reads Sign up

Giveaway for Thirst

by Jill Williamson (Goodreads Author)

Format:



Print book Availability: 3 copies available, 1177 people requesting **Giveaway dates:** Apr 14 - May 12, 2021

Enter giveaway

After surviving a global pandemic, an introverted teen must lead his friends to safe drinking water before desperation drives them apart.

A waterborne disease has sprung up in every corner of the globe, decimating the human race. Seventeen-yearold Eli McShane and his friends flee the ch...more

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There's a New Giveaway for a Book by an Author You Follow

 Goodreads <no-reply@mail.goodreads.com> To: jwilliamsonwrites@yahoo.com

goodreads

Dear Jill,

Exciting news! We wanted to let you know that a giveaway for a book by an author you follow has just begun.

Enter the Giveaway

What are giveaways?

Giveaways are free books sponsored by authors and publishers for readers like you. There are hundreds of giveaways running on Goodreads right now. Enter as many as you like! Winners are chosen at random.

Best of luck! The Goodreads Team



Bastille vs. the Evil Librarians by Brandon Sanderson Yahoo/Inbox 🔺

📇 🛛 Mon, Jun 20 at 1:10 AM 🛛 📩

goodreads



Your Giveaway Stats



Your giveaway for Magic Hunters: The Journey Begins is complete!

Please ensure you ship copies to winners within 2-3 weeks. Sign in and get mailing addresses of winners: View online | Download

Congrats on a successful giveaway. Here's what you can do next:

Run another giveaway

View all your giveaways

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	Average rating Ratings Reviews Want to read Added to shelve 800 600 400 200		* 4.27 15 13					
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	600)						
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6	Outcasts	1					129	142	50	53	272	288	16	5	5	1								
7	Rebels	1					21	49	6	24	13	25	12	3	11	Pg 10								
8	The New Recruit	1	INTL	10/3/14	10/20/14	1033	93	94	43	43	239	692	453	3	3	1								
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12	2 From Darkness Won	1	USA	11/6/14	11/15/14	443	724	732	58	58	380	617	237	2	3	Pg 10	*MLP G	veaway						
13	November 15 Stats c	heck	c														17906	4567	839	9431	9740	397	850	
14	The New Recruit	1	USA	11/16/14	11/25/14	449	97	98	43	43	679	798	119	3	3	pg 9	*MLP G	veaway						
15	5 Chokepoint	1	USA	11/16/14	11/25/14	374	33	34	6	6	55	225	170	1	1	pg 9								
16	Project Gemini	1	USA	11/16/14	11/25/14	405	26	27	8	8	60	243	183	1	1	pg 9	*MLP G	veaway						
17	Ambushed	1	USA	11/16/14	11/25/14	405	14	15	3	3	20	204	184	0	0	pg 9								
18	8 Replication	1	INTL	11/25/14	12/6/14	1122	652	659	211	211	521	1066	545	14	16	Pg 8								
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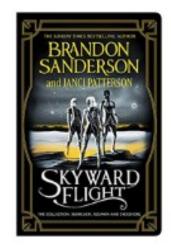
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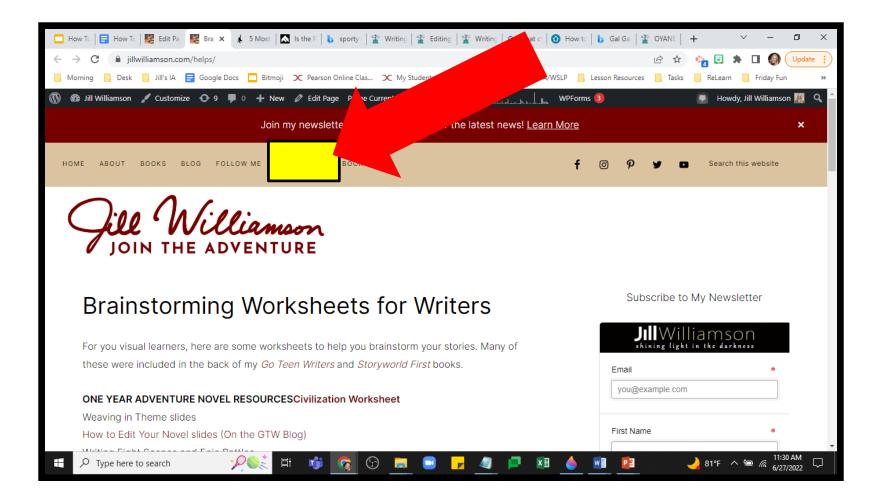
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