



Ways to Use Goodreads as an Author

By Jill Williamson • www.JillWilliamson.com

GETTING SET UP

- Create an account
- Add your books
- Work on your author profile
- Update your metadata
- Combine editions
- Add quotes from your book
- Add videos to your profile page
- Write a blog post
- Answer any waiting questions
- Get the app so you can engage more easily
- Add Goodreads links to your website
- Add “Follow me on Goodreads” to bios

DAILY/WEEKLY INTERACTION

- Join the annual Goodreads Reading Challenge.
- Mark books you are reading as “Currently reading.”
- Each time you finish reading, update your pages read on books you are reading.
- Like and/or comment on reader reviews of books your loved or your author friends’ books. (1-2 a day)
- Like and/or comment on reader reviews of your books. (1-2 a week—don’t overdo it!)
- Leave a review for a book you loved.
- Share the occasional review on other social media like Facebook, Instagram, or Twitter.
- Add new friends each week.

LONG-TERM BOOK RELEASE STRATEGIES

- Add your new book to Goodreads
- Add a placeholder cover or leave the cover blank (so you can do a cover reveal later)
- Write something about the story in the book review section. Remember, this is your book’s blog!
- Add your book as “Currently Reading”
- As you are writing your book, increase the percentage read and add a short, spoiler-free status update.
- Periodically update the book review section to share your progress on this story.
- Share an excerpt or a teaser image.
- Write a status update and blog post asking for beta readers.
- Ask beta readers who loved the book to post a book review on Goodreads.
- Announce the sale of the book or plan to indie publish. Share release date and add it to the book’s details page.
- Reveal the back-cover copy in the book review section. Add your blurb to the book details section.
- Write a status update and blog post sharing your Cover Reveal sign-up.
- For cover reveal day, write a status update to your book review section, write a blog post, and upload your cover to the book details.
- Write a status update and blog post asking for influencer volunteers.
- A month before your book release, run a Goodreads Giveaway.
- Write a blog post with all of chapter 1 as a teaser.
- Create a Goodreads Release Event and invite your Goodreads Friends
- Write countdown blog posts and updates in the book review section in the week before release.
- On release day, update your blog and book review section with release day posts.
- Like and comment on 3-5 reviews each day following your book release to help keep the buzz going. (Remember, only interact with positive reviews that you want others to see.)