HOW TO USE goodreads AS A WRITER

www.jillwilliamson.com/helps



G am not an

expert, but . . .

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

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

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



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!





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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).
-Post updates to 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

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652 ratings | 491 reviews | avg rating:4.52

more photos (3)

Jill Willia	mson (edit author profile) 9 Goo
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

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



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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.

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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 boys and girls of all ages. Looking forward to book two. Less ∧ wong-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.

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

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Jill Williamson Author 🙆 55 books 1.388 followers

My Review



The Thirst Duology is complete!

Learn more about book two, Hunger, here:



Less A

Edit Review

young-adult-dystoplan-and-post-apoc



Kindle \$6.99

* * * * *

JILL WILLIAMSON

✓ Read

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Kindle \$2.99



My Review

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Author @ 55 books Read

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My Review



Jill Williamson

Author

55 books

1,388 followers

Read



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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Just as good on a re-read!

Review when first read in April 2014:

CHEEHANGERII

More v

dystopian own-and-read young-adult

5 likes • 5 comments

🖒 Like 🔾 Comment 🛛 ...

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 added a status update

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

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Announcing the Best Books of 2021

1

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Recommendations · General update

2022 READING CHALLENGE

Challenge yourself to read more this year!



You can change your goal at any time

WANT TO READ





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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By Darkness Hid (Blood of Kings, #1)

by Jill Williamson

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1%

2%



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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.





Kindle Notes and Highlights

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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

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"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



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- -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!

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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 🛛 📩

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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

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BOOK STATISTICS

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1	Mag	ic Hun	ters: The	Journey B	egins	s > Stats	
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Skyward Flight: The Collection: Sunreach / ReDawn / Evershore



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In Sunreach, after a planet-destroying Delver suddenly appears in the sky of Detritus and vanishes just as suddenly, FM knows that the last free human society got lucky. Her Skyward Flight companion Spensa figured out how to draw this Delver away,... more

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www.jillwilliamson.com/helps





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In your Account Settings, you can unclick anything you don't want your friends to be updated about. I turned off "Add a friend," "Join a Group," "Answer a poll," etc. That way, all of your friends won't get

That way, all of your friends won't get updates when you do these things.