

A large orange circle containing the text 'THE EMPOWERED AUTHOR'.

**THE  
EMPOWERED  
AUTHOR**

Society of Authors  
at home with  
Sam Missingham

May 2020

# Society of Authors at home with Sam Missingham

- ABOUT ME
- WHERE WE'RE AT
- OPPORTUNITIES
- LAUNCHING YOUR BOOK
- KNOWLEDGE IS POWER
- THE LONG GAME

# ABOUT ME



- BACKGROUND
- THE BOOKSELLER
- HARPERCOLLINS
- LOUNGE BOOKS
- THE EMPOWERED AUTHOR

# Society of Authors at home with Sam Missingham

- ABOUT ME
- **WHERE WE'RE AT**
- OPPORTUNITIES
- LAUNCHING YOUR BOOK
- KNOWLEDGE IS POWER
- THE LONG GAME

# WHERE WE'RE AT



V



THE **EMPOWERED** AUTHOR

---

# Society of Authors at home with Sam Missingham

- ABOUT ME
- WHERE WE'RE AT
- **OPPORTUNITIES**
- LAUNCHING YOUR BOOK
- KNOWLEDGE IS POWER
- THE LONG GAME

# OPPORTUNITIES

- Everything has gone virtual
- Readers buying ebooks and audiobooks
- Readers have time (?)
- You can add value
- Publishers selling direct
- Booksellers being nimble
- Lots of innovation
- Lots of opportunity to partner/collaborate

# OPPORTUNITIES

**VNatB** @VNatB1 · 3h  
Eek! TOMORROW we get to host @NickQuantrill @inkstainsclaire @SVaughanAuthor @sarah\_hilary @mspaulsonellis @AnnCleeves @K\_RhodesWriter @mcgrathmj @Phoebe\_A\_Morgan and #ElizabethDrabble - so excited! See you at the bar!  
[us02web.zoom.us/webinar/regist...](https://us02web.zoom.us/webinar/regist...)



**Dr Linda Porter** @DrLindaPorter1 · 18h  
Delighted to have taken part in this. Many thanks to Victoria Henderson for organising the **virtual literary festival**.

**Chiddlitfest** @chiddlitfest · 19h  
🔔 **NEW PODCAST!** Editor of @HistoryToday Paul Lay @\_paully talks to fellow historian @DrLindaPorter1 about power, politics, sex and religion in 17th Century England. Catch this and all our virtual literary festival podcasts online at [buff.ly/2PmvhxC](https://buff.ly/2PmvhxC)

## THE BOOK BUNKER

Mark Edwards shelters with **Jennifer Hillier**

Tues April 21st  
8.15pm UK time

**Visit Kent** @VisitKent · 15h  
Calling all you book worms! 📖 This weekend, our brilliant friends over at @Chidd\_Castle launched their first ever **virtual Literary Festival** podcast series! To listen just visit their website & click on the events you'd like to hear; [bit.ly/2YNONSu](https://bit.ly/2YNONSu) 🎧



**Chapters with Claire Allan & Fionnuala Kearney**  
27 subscribers

VIDEOS    PLAYLISTS    CHANNELS    DISCUSSION    ABOUT



# Society of Authors at home with Sam Missingham

- ABOUT ME
- WHERE WE'RE AT
- OPPORTUNITIES
- **LAUNCHING YOUR BOOK**
- KNOWLEDGE IS POWER
- THE LONG GAME

# LAUNCHING YOUR BOOK

- **BE PREPARED**
- PRE-LAUNCH ACTIVITY
- LAUNCH ACTIVITY

# BE PREPARED

- IDENTIFY YOUR AUDIENCE
- RESEARCH
- PLAN
- CREATE ARTWORK
- BLURBS/HOOKS
- AUTHOR PLATFORM
  - Website
  - Newsletter
  - Social Media

# IDENTIFY YOUR AUDIENCE

Who is your ideal reader?

What other books/authors do they read?

Who are bestsellers in your categories

Which newspapers/magazines do they read?

Which social media do they use?

Where do they shop?

Which organisations are they part of?

Who are the influencers?

Do you already have contacts?

Demographics – Sex, Age, Marital Status,  
Class, Income, Geog

Psychographics – Emotions, Values,  
Attitudes, Interest, Tribes

# BE PREPARED

- IDENTIFY YOUR AUDIENCE
- RESEARCH
- PLAN
- CREATE ARTWORK
- BLURBS/HOOKS
- AUTHOR PLATFORM
  - Website
  - Newsletter
  - Social Media

# RESEARCH

- Competitor's activity
- Who has reviewed your competitors?
- What are your competitors doing on social media?
- What can you copy/adapt?
- List of journalists/ bloggers/ influencers to approach
- What is your publisher doing and what do they recommend you do?

# BE PREPARED

- IDENTIFY YOUR AUDIENCE
- RESEARCH
- **PLAN**
- CREATE ARTWORK
- BLURBS/HOOKS
- AUTHOR PLATFORM
  - Website
  - Newsletter
  - Social Media

# PLAN

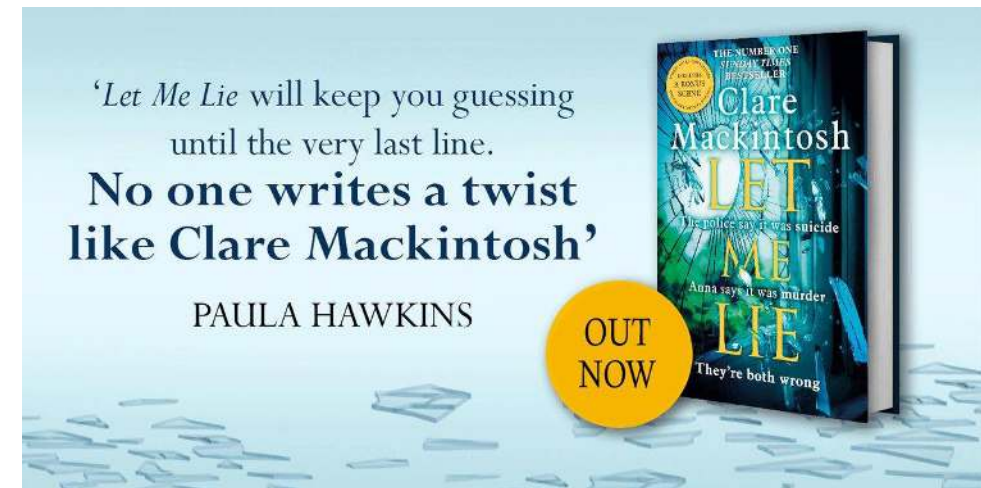
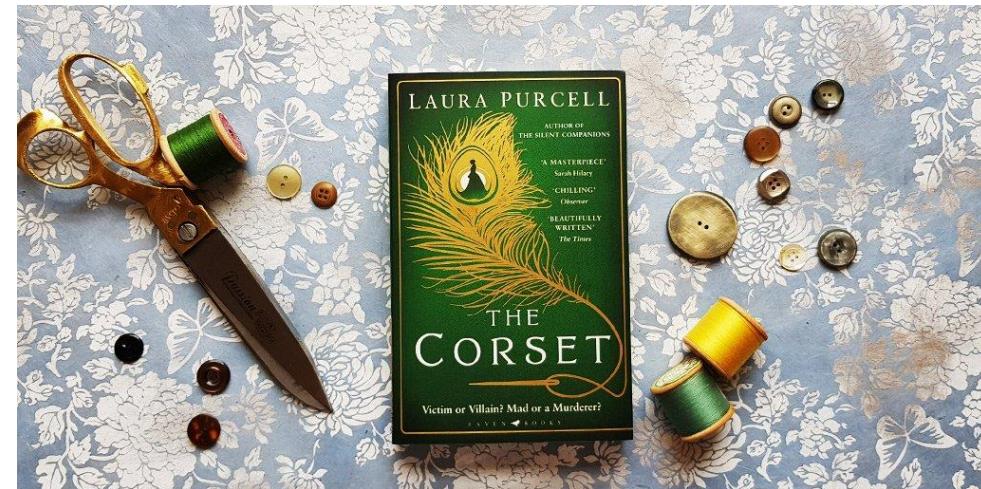
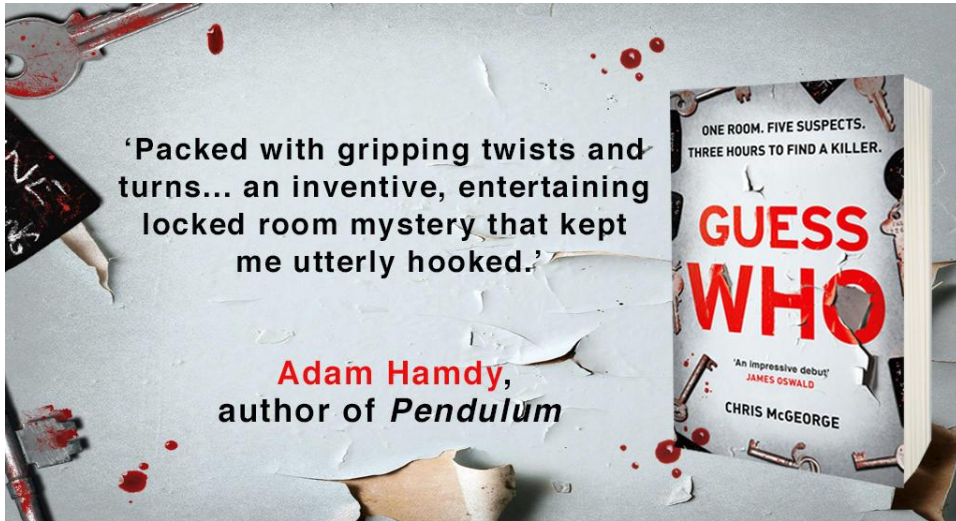
- Timeline
- Marketing plan
- Content plan
- Social Media Plan
- Publicity Plan
- Budget
- What and when is your publishers' activity / your activity?



# BE PREPARED

- IDENTIFY YOUR AUDIENCE
- RESEARCH
- PLAN
- **CREATE ARTWORK**
- BLURBS/HOOKS
- AUTHOR PLATFORM
  - Website
  - Newsletter
  - Social Media

# CREATE ARTWORK



**THE EMPOWERED AUTHOR**

# CREATE ARTWORK

Sponsored

Create Ad



Buy Homegoing By Yaa Gyasi

waterstones.com

We are thrilled Homegoing by Yaa Gyasi is Waterstones Fiction Book of the Month! Have you...



Orion Crime

Sponsored · 🌐

A killer with nothing to lose.  
A Detective with no one to trust.

Readers are obsessed with Daniel Cole's HANGMAN:  
'I could not put down this book' ... [See More](#)



AMAZON.CO.UK

PACY. THRILLING. BRUTAL.

Shop Now

👍 25

5 Comments 1 Share

👍 Like

💬 Comment

➦ Share

📌 Mark Stay

📶 O2-UK 📶 14:05 🔋



Emma Hart

Sponsored · 🌐



She's the sassy librarian who leaves peanut butter sandwiches on her porch for raccoons. She's also his little sister's best friend. Which makes kissing her a very, very bad idea...

Amazon → <https://amzn.to/30NFhEc>

Apple Books → <https://apple.co/2I3ZWLQ>

B&N → <http://bit.ly/2PzDxZx>

Kobo → <http://bit.ly/30NOvAx>



Write a comment...



THE **EMPOWERED** AUTHOR

# BE PREPARED

- IDENTIFY YOUR AUDIENCE
- RESEARCH
- PLAN
- CREATE ARTWORK
- **BLURBS/HOOKS**
- AUTHOR PLATFORM
  - Website
  - Newsletter
  - Social Media

# BLURBS/HOOKS

## Is John Milton on the path to redemption or the road to revenge?

John Milton has done some bad things in his life. Very bad things. Now he's looking for ways to make amends. But trouble always seems to be looking for him.

Heading from San Francisco to Las Vegas, Milton's solo road trip takes an unexpected turn when he picks up Jessica Russo, a young woman in distress at the side of the road. She urgently needs a ride and he's happy to help her out.

But what starts out as a simple favour quickly becomes something more sinister. Once they get to their destination, it's clear something isn't right. Working for the Vegas casinos has got Jessica's father wrapped up with the wrong people. A mistake that could prove fatal for him and his family.

This is just the beginning of a dangerous journey that will take Milton from Sin City to Siena and beyond. As Milton goes deeper into a world of violence, ruthlessness and revenge, will he finally put his demons to rest? Or is he about to awaken the devil he's been trying to smother for so long?

*"Mark Dawson has all the skills. A great thriller writer on the top of his game." - Sunday Times bestselling author Steve Cavanagh*

[> Read more](#)

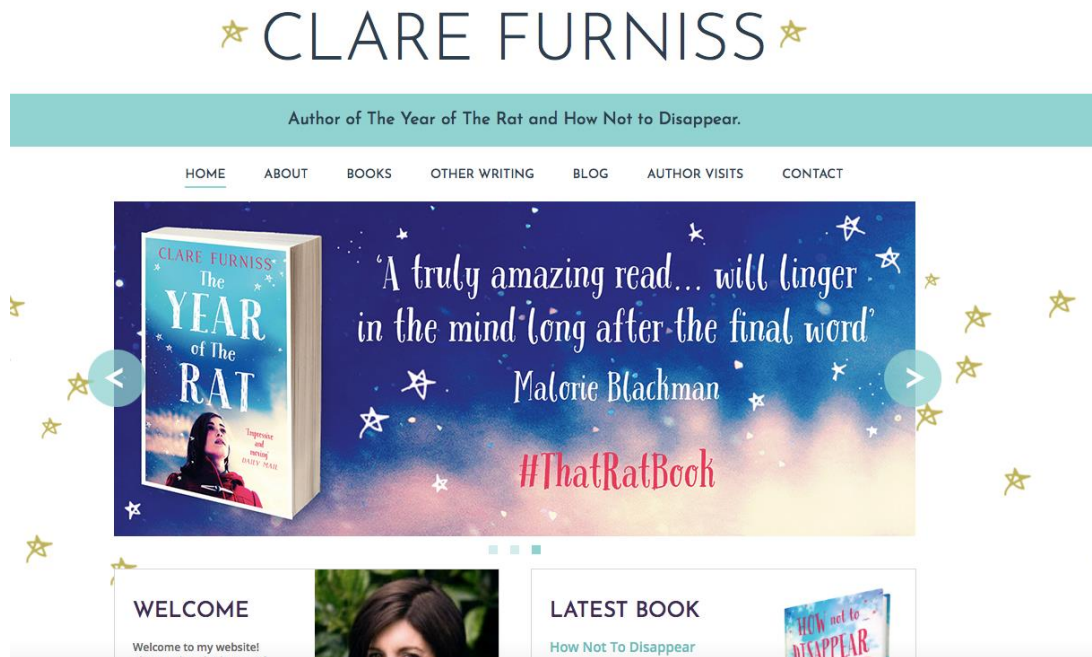
## AUTHORS WHO ARE GREAT AT BLURBS

- Adam Croft
- Mark Dawson
- Mark Edwards
- LJ Ross

# BE PREPARED

- IDENTIFY YOUR AUDIENCE
- RESEARCH
- PLAN
- CREATE ARTWORK
- BLURBS/HOOKS
- **AUTHOR PLATFORM**
  - Website
  - Newsletter
  - Social Media

# AUTHOR WEBSITES



THE **EMPOWERED** AUTHOR

# AUTHOR WEBSITES

**DIANA URBAN**

HOME BLOG FREE STORY BOOKS VIP LIST ABOUT

**OFF THE TRAIL**  
A SHORT STORY  
DIANA URBAN

**For a limited time, get this YA thriller short story by Diana Urban FREE!**

When Kayla jogs the trail next to the lake where a girl recently drowned, someone—or something—veers her off-course. Will she escape from the woods, or get tangled in a web of horror?

[DOWNLOAD NOW](#)

*If you love twisty dark psychological thrillers*

NEWSLETTER READER GROUP FACEBOOK BOOKBUB AMAZON

*Heather Sunseri*

HOME ABOUT NOVELS BLOG CONTACT

**A WOMAN HAUNTED  
A KILLER WHO WON'T LI**

**HEATHER SUNSERI**  
*protected In darkness*  
AN IN DARKNESS NOVELLA

**SIGN UP FOR HEATHER'S VIP READER LIST AND GET A FREE NOVELLA**

Sign up to receive the monthly newsletter, and I'll send

**THE EMPOWERED AUTHOR**



# AUTHOR NEWSLETTER



## This Story Will Shock You

When 17-year-old Kayla jogs the trail next to the lake where a girl recently someone—or something—veers her off-course. Will she escape from the tangled in a web of horror?

**Where should I send your free short story?** Enter your email address to You'll also be added to my VIP list, and you'll be the first to know next time cool stuff to give away. (You can unsubscribe any time.)

[SEND MY FREE STORY!](#)

## ROSE SANDY

Unearthing technology breakthroughs, government & historical secrets.  
Crafting Suspense & Intelligence Thrillers.

Home

Books

About Me

Photos

Connect with R

Wait! I have a Special Offer

Get The Decrypter and the  
Mind Hacker For FREE

[Get your free ebook now](#)

THE **EMPOWERED** AUTHOR

# AUTHOR NEWSLETTER



Join **THE GUILD**, Ben's monthly newsletter. As an esteemed Guild member, you'll get a free eBook copy of THE WRITTEN, Ben's bestselling epic fantasy, and you get access to:

- behind the scenes updates and news on upcoming new releases
- special offers and discounted books
- competitions and giveaways
- exclusive fantasy content
- book recommendations from fellow fantasy authors

...all delivered straight into your inbox! That's the magic of technology for you. Great to have you in The Guild and thank you for your support

**Sign up below to access your free eBook and to join the The Guild:**



JOIN THE MAILING LIST FOR UPDATES  
AND YOUR MARK DAWSON STARTER  
LIBRARY

**THE EMPOWERED AUTHOR**

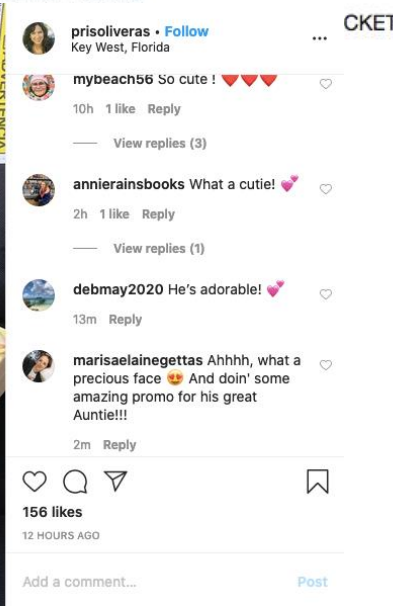
# AUTHOR WEBSITE / NEWSLETTER CONTENT

- YOUR NEWS
- COVER REVEALS
- EVENTS
- EXCERPTS
- PRE-ORDER CAMPAIGNS
- BOOK CLUB QUESTIONS
- PRESS COVERAGE
- INTERVIEWS
- BLOG
- MEDIA KIT
- COMPETITIONS

# SOCIAL MEDIA



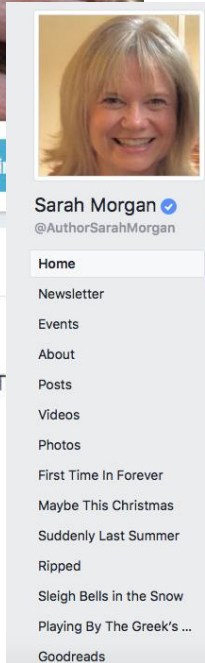
Twitter profile for Joanne Harris (@Joannechocolat). The profile picture shows her in an orange jacket. The bio reads: "Loves the smell of facepalm in the morning." Statistics: 107K Tweets, 972 Following, 54.6K Followers, 14.4K Likes. A pinned tweet is visible.



Twitter comments on the pinned tweet:

- prisoliveras • Follow Key West, Florida
- mybeach56 So cute! ❤️❤️❤️
- annierainsbooks What a cutie! 💕
- debmay2020 He's adorable! 💕
- marisaelainegettas Ahhhh, what a precious face 😍 And doin' some amazing promo for his great Auntie!!!

156 likes, 12 HOURS AGO



Facebook profile for Sarah Morgan (@AuthorSarahMorgan). The profile picture shows her smiling. The page includes a menu with options like Home, Newsletter, Events, About, Posts, Videos, Photos, and Goodreads.



Facebook post for Sarah Morgan: "++GIVEAWAY++ Today I'm giving away a signed, wrapped Christmas book (the winner will find out which one!). Keep it as a treat for yourself or give it to a friend. This giveaway is open to anyone who has 'liked' my page. All you have to do to enter is leave a comment. I'll pick a winner Friday". The post includes a "Shop Now" button and a "Message" button.

# SOCIAL MEDIA

#feminisminya Retweeted



**Mariam** @helloiammariam · Jun 6

THE CHAT IS TODAY! AT 7.30pm! Come and join in! [#feminisminya](#)

**Mariam** @helloiammariam

There'll be a [#feminisminya](#) chat tomorrow & the theme is #book bloggers. I want to support these ppl so let's talk abc



**Lucy Powrie**  
@LucyTheReader

Following

QUESTION FOUR: What advice would you give to new book bloggers? [#ukyachat](#)

8:37 PM - 18 Aug 2017

2 Retweets 13 Likes



**Rachel** @\_sectumsemprah · 12h

Welcome to [#SundayYA](#) with [@Lauren\\_E\\_James](#), discussing sci-fi, space and YA! Let's start with introductions. What are you reading?


# LAUNCHING YOUR BOOK

- BE PREPARED
- PRE-LAUNCH ACTIVITY
- LAUNCH ACTIVITY

# PRE-LAUNCH ACTIVITY

- **PRE-ORDER CAMPAIGNS**
- SOCIAL MEDIA
- EMAIL MARKETING

# PRE-ORDER CAMPAIGNS



Pre-order your copy of  
**LET ME LIE**  
and receive a signed bookplate

8th  
MARCH

Pre-order a copy of **Let Me Lie**  
and receive a signed bookplate

Pre-order your hardback copy of the twisty, new thriller, *Let Me Lie*, from number one *Sunday Times* bestseller Clare Mackintosh before 7th March and receive a signed bookplate.

You can pre-order your copy from:

[Amazon here](#)  
[Waterstones here](#)  
[Hive here](#)

To qualify for a signed bookplate, simply fill out the form below and upload proof of your pre-order, e.g. your Amazon or Waterstones confirmation email.



**Miranda Dickinson**  
Sponsored · 🌐

JUST ONE MONTH... until you can fall head over heels for *The Day We Meet Again!*

Reviews are rolling in, and readers can't get enough of Phoebe and Sam's love story!

Pre-Order now: [po.st/TheDayWeMeetAgain](https://po.st/TheDayWeMeetAgain)



ONE MONTH TO GO!

absolutely beautiful love story which I enjoyed reading from start to finish\*  
5 star NetGalley review

a hug when you need it most of all!  
5 star NetGalley review

kept me gripped right to the very last sentence!  
5 star NetGalley review



**M.G. Darwish**  
@infrangilis

Replying to @Nightshade386

My book is available to pre-order on Amazon! Here's my sales pitch:

- There are Werewolves, Vampires, Elder Vampires, and the Beast of Carthage. A story that began in ancient Rome, plays out in modern Texas.

[amazon.com/dp/B07VF7DH2T](https://amazon.com/dp/B07VF7DH2T)



NEW BOOK RELEASE COMING SOON

**FORTIER**  
THE LONG NIGHT  
by  
M.G. DARWISH  
Award Nominated Author

BLOOD WILL BE SERVED

**FORTIER**  
THE LONG NIGHT  
M.G. DARWISH  
FROM AWARD NOMINATED AUTHOR

**THE EMPOWERED AUTHOR**



# PRE-ORDER CAMPAIGNS

## Competition Details



Pre-order  
It Started  
with a Secret  
for a chance  
to meet  
*Jill Mansell*

To enter to be in with a chance to have afternoon tea with Jill Mansell in Bristol, simply pre-order her new book, **IT STARTED WITH A SECRET**, and forward your proof of purchase (email confirmation) to [Headline.Cmp@headline.co.uk](mailto:Headline.Cmp@headline.co.uk).

T&Cs apply. UK entries only. Must be 18+. Entries open from 15.00 12/11/2019 – 23.59 22/01/2020.

Pre-order It Started with a Secret for your chance to meet Jill!

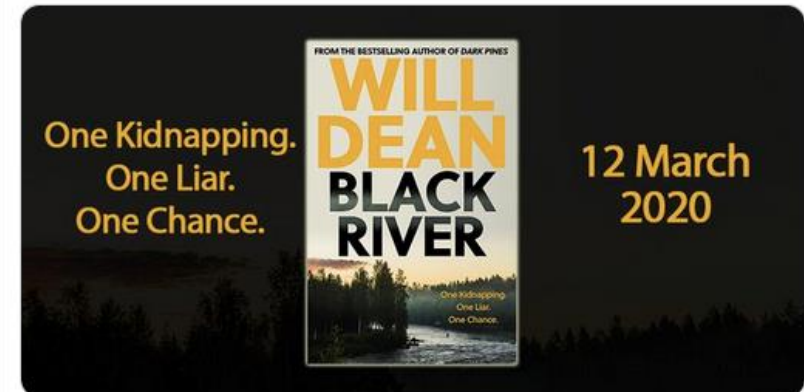


Will Dean  
@willrdean

Win a £500 [lastminute.com](https://lastminute.com) gift card

- 1 RT & Follow
- 2 Pre-order the Black River hardback between 14/2-11/3
- 3 Email proof to [TuvaBooks@gmail.com](mailto:TuvaBooks@gmail.com) & answer: what is the capital of Sweden?

Each copy = 1 entry. 18+. Global. Winner announced 20/3. T&C: [oneworld-publications.com/competitions](https://oneworld-publications.com/competitions)



One Kidnapping.  
One Liar.  
One Chance.

FROM THE BESTSELLING AUTHOR OF DARK PINES  
**WILL DEAN**  
**BLACK RIVER**

12 March 2020

One Kidnapping.  
One Liar.  
One Chance.

THE **EMPOWERED** AUTHOR

# PRE-LAUNCH ACTIVITY

- PRE-ORDER CAMPAIGNS
- **SOCIAL MEDIA**
- EMAIL MARKETING

# SOCIAL MEDIA

MacLehose Press at Home 🏠📖 @maclehosepress · May 11  
One week to go! It's not a long **book**, so you still have time to order it, have it posted and read it. Heartily recommended.



Mark Billingham @MarkBillingham · 3m

One week before LOVE LIKE BLOOD hits the bookshops. Very excited...



Owen O'Kane @owenokaneten · May 8

7 days to go. Thanks for the lovely endorsement @Fearnecotton Available now to order. I know times have been tough lately. I hope there is something in this **book** that will help. Thanks in advance for all the support!! I never expected to be launching in a global pandemic. X

HQ Stories @HQstories · May 8

'A brilliant book of intelligent advice and detailed case studies that encourages reflection and positive change' @Fearnecotton

Pre-order your copy of #TenTimesHappier, a down-to-earth guide on how to take control, change your life and choose happiness! 🙌  
[hyperurl.co/10TimesHappier](https://hyperurl.co/10TimesHappier)



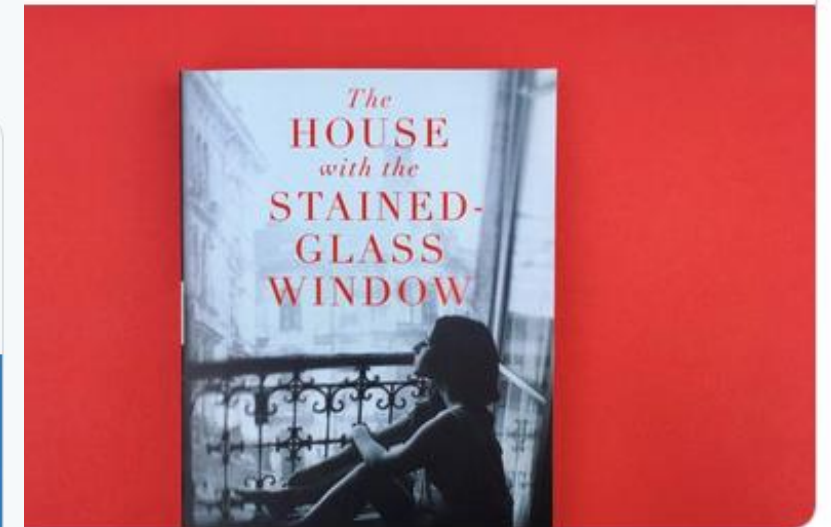
WHATEVER LIFE THROWS AT YOU, TAKE CONTROL, CHANGE YOUR LIFE AND CHOOSE HAPPINESS

MacLehose Press at Home 🏠📖 @maclehosepress · May 4

We're so excited that THE HOUSE WITH THE STAINED-GLASS WINDOW will be discussed at the next #WomenInTranslation book group! May 18, 7pm, on Zoom. Very timely & intriguing choice!

Head here to register: [bit.ly/2SAjaPj](https://bit.ly/2SAjaPj)

Buy your copy from @Lighthousebks & join in!

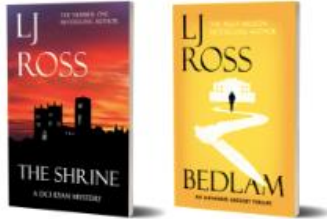


THE EMPOWERED AUTHOR

# PRE-LAUNCH ACTIVITY

- PRE-ORDER CAMPAIGNS
- SOCIAL MEDIA
- EMAIL MARKETING

# EMAIL MARKETING



## UPCOMING RELEASES

THE SHRINE (DCI Ryan Book #16) - SUNDAY 10TH MAY (E-BOOK & PAPERBACK)

Get your copy [here](#)

BEDLAM (Dr Gregory Book #3) - SUNDAY 31ST MAY (E-BOOK & PAPERBACK)

Get your copy [here](#)



## The Cliff House

OK, maybe 'nearly' isn't quite accurate. But there's no doubting that publication is at last getting closer! My fourth book, The Cliff House, is coming out in hardback, ebook and audio on May 17th! I'm so excited to share it with you. It's set in the 80s in the part of Cornwall where we used to

**Pre-order is live!** I'm very excited to report that *A Place in the World* is now available for pre-order in the Kindle store. If you want to be one of the first readers to get the book when it launches on Sept. 26, pre-order it on the Amazon page [here](#). It will also be available on Nook, Apple Books, Kobo, and other online platforms, plus the paperback version will be online and available in bookstores this fall. More details to come...



## It's almost time!

My new book, *After the End*, comes out in the UK, the US, Canada and Australia on 25th June (other countries to follow). The hardback is available to pre-order now, so if you want it landing on your doorstep on publication day, below are the links you need.

**THE EMPOWERED AUTHOR**

# LAUNCH ACTIVITY

- Virtual launch
- Announce on your channels
  - Email newsletter
  - Social media
- Your contacts/influencers channels
- Publicity (**publisher**/you)
- Blog tour (**publisher**/you)
- Paid-for Facebook/Amazon/Bookbub

# VIRTUAL LAUNCH

**Metaphrog** @metaphrog · May 8  
Gutted that we couldn't **launch** our graphic novel at #TCAF2020 with @PapercutzGN . We did it here on **Twitter** instead, and you can pick up the **book** from @TheBeguiling buff.ly/3dtFC4t

**Metaphrog** @metaphrog · May 5  
Here it is! Welcome to the Bluebeard launch! Here's a little Q&A video to celebrate! Ask us your questions in the replies, raise a glass with a gif 🍷, say hi or RT!  
Pick up the book from @PageFortyFive @TheBeguiling (links in thread)  
#BookWeek2020atHome #BluebeardGN #TCAF2020  
[Show this thread](#)



**Walker Books** @WalkerBooksUK · May 7

It's publication day for @ThomasHTaylor 's brilliant follow up to #Malamander - #Gargantis is out now! Hear more about the inspiration behind the **book** with this video and head to Thomas' **Twitter** for a Q&A now!



Gargantis by Thomas Taylor - launch event  
Thomas Taylor, the author of Malamander, introduces his new book, Gargantis - available now!  
[youtube.com](#)



**BookPeople** @BookPeople · 14h

Who loves wine? 🍷 We're partnering @infatuation to bring you the live "**book launch**" event as part of the How To Drink Wine School which will be Tuesday, May 12 at 6pm CDT. This is a **FREE** event and to get the **Zoom** link, attendees will need to RSVP here:  
[howtodrinkwineschool.splashthat.com/?fbclid=IwAR21...](https://howtodrinkwineschool.splashthat.com/?fbclid=IwAR21...)



SEP

1

Here To Stay Facebook Launch Party

Public · Hosted by Mark Edwards Books



**Maggie Downs** @downsanddirty · 2m

I had this weird dream that I spent almost a decade writing a **book** and then it came out in the midst of a vast global pandemic and my **book launch** party took place on a screen.

Then I woke up and IT'S TRUE.

Join me on **Zoom** tonight with @WritersBlokLA 🍷



Welcome! You are invited to join a webinar: Readin...  
A memoir and travelogue, BRAVER THAN YOU THINK is Maggie's first book. We'll talk to her abou...  
[us02web.zoom.us](https://us02web.zoom.us)

**THE EMPOWERED AUTHOR**

# ANNOUNCE ON YOUR CHANNELS



Adam Rex @MrAdamRex · May 5

My new **book** is out **TODAY!**

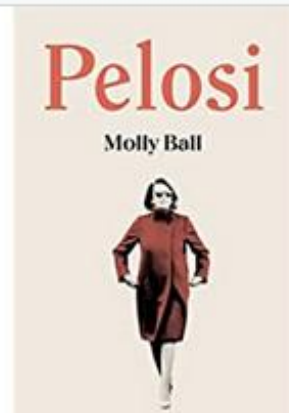
I've been trying this experiment where I see what happens if I actually ask people to read **my books**. So:

My new **book** is out **TODAY!**



Molly Ball @mollyesque · May 5

MY BOOK IS OUT TODAY! Read an excerpt of the first chapter in [@nytimesbooks: nytimes.com/2020/05/05/boo...](https://www.nytimes.com/2020/05/05/boo...)  
Buy the **book**:



Amy Charlotte Kean @keano81 · 6h

Today's the day, it's finally here: when Zero Fucks gets in your ears! The Little Girl Who Gave Zero Fucks audio **book is out today**. When I left uni I was told **my** voice was too common for media sales (!) and now I'm narrating **my** own bestselling fairytale 📖 [amazon.co.uk/Little-Girl-Ga...](https://amazon.co.uk/Little-Girl-Ga...)



THE **EMPOWERED** AUTHOR



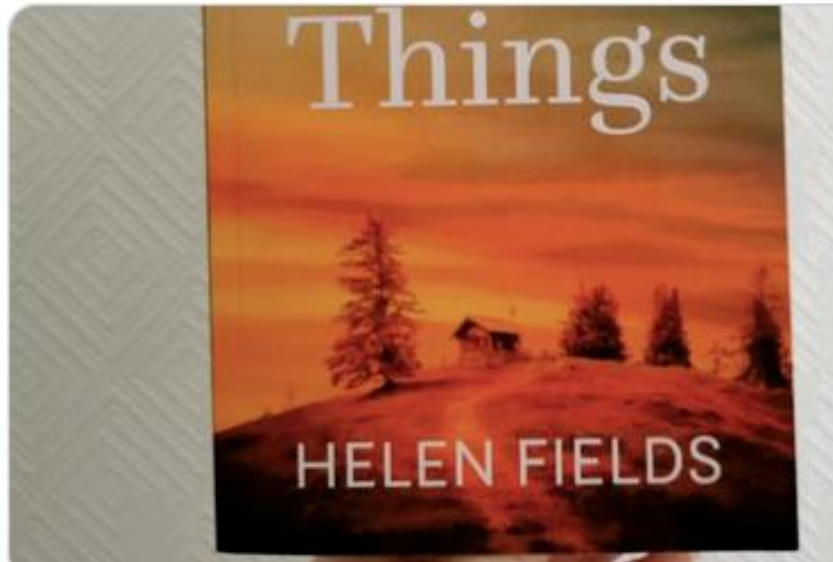
# YOUR CONTACTS / INFLUENCERS



Emma's Biblio Treasures @Bibliotreasures · 20h

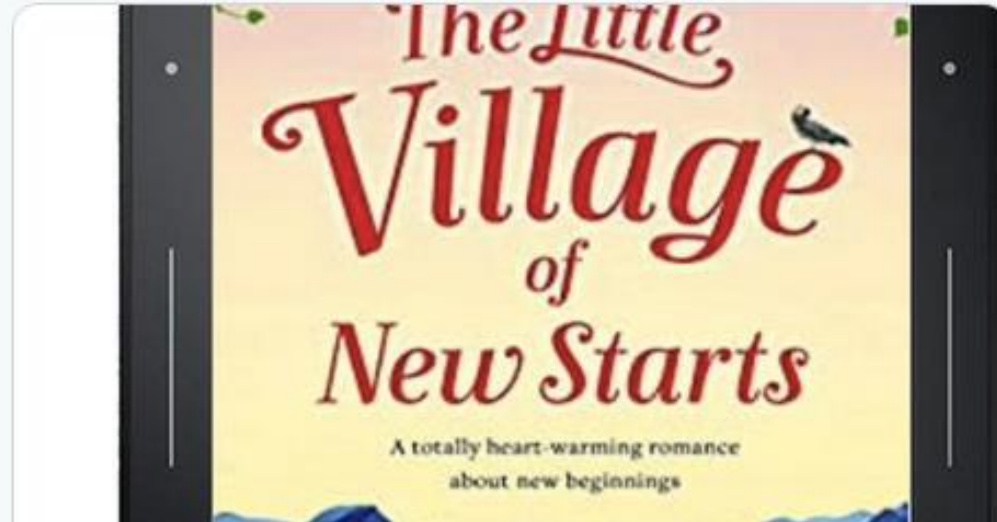
Happy #PublicationDay @Helen\_Fields

I'm so excited to read your first foray into historical fiction 🥰



BookEscapeswithBabsW67 @EscapesBook · 45m

Congratulations and happy **publication day** to @Donnashc for The Little Village of New Starts. This is my review.



The Little Village of New Starts by Donna Ashcroft

# PUBLICITY

- Your publisher should have a plan
- Think local
- Podcasts
- Other author's blogs/interviews
- Bloggers/influencers
- Your contacts

# PUBLICITY

- Understand the media you are approaching
- Make their jobs easy
- What are your hooks?
- What are you happy to reveal?
- Keep eye on #journorequest #PRrequest

# BLOG TOUR

## LIES BETWEEN US

RONNIE TURNER

### BLOG TOUR

**MONDAY 1<sup>st</sup> OCTOBER**  
SHELL BAKER  
@CHELLESBOOKREVI

**TUESDAY 2<sup>nd</sup> OCTOBER**  
BEING ANNE  
@WILLIAMS13ANNE

**WEDNESDAY 3<sup>rd</sup> OCTOBER**  
MELISSA BROADBENT  
@THEBROADBEAN

**THURSDAY 4<sup>th</sup> OCTOBER**  
ON THE SHELF REVIEWS  
@LJWRITES85

**FRIDAY 5<sup>th</sup> OCTOBER**  
THE HAPHAZARDOUS HIPPO  
@LILAC\_HIPPO

**SATURDAY 6<sup>th</sup> OCTOBER**  
THE WRITING GARNET  
@KAISHAJAYNEH

**SUNDAY 7<sup>th</sup> OCTOBER**  
HOOKED FROM PAGE ONE  
@COLLINSJACOB115

CHOCOLATE 'N' WAFFLES  
@CHOCNWAFFLES

RAE READS  
@RAE\_READS1

CLEOPATRA LOVES BOOKS  
@CLEO\_BANNISTER

ORCHARD BOOK CLUB  
@ORCHARDBOOKCLUB

ME AND MY BOOKS  
@YVONMEMBEE

BOOKING GOOD READ  
@BOOKINGGOODREAD

HAIR PAST A FRECKLE  
@KARLOU

NOVEL DEELIGHTS  
@NOVELDEELIGHTS

CLAIR B  
@HAVEBOOKSBLOG

CHAT ABOUT BOOKS  
@CHATABOUTBOOKS1



@HQDigitalUK

## Love at the Italian Lake



books	31/07	Simona's Corner of Dreams	05/08
m Reads	31/07	Just Kathryn	05/08
	01/08	Fabulous Book Fiend	06/08
	01/08	Whispering Stories	06/08
orida	02/08	Have Books Will Read	07/08
mblyngs	02/08	The Writing Garnet	07/08
layer	03/08	Trish's Blog	08/08
Light up the Shining Night Sky	03/08	Afternoon Bookery	08/08
in Doubt Read	04/08	Grace   ReviewerLady	09/08
Bookish	04/08	Sincerely Book Angels	09/08



## THE BITTER TWINS

JEN WILLIAMS

### Blog Tour



Follow Jen Williams on twitter @sennydreadful

Monday 5th March Stephens Bookish Life @MyBookishLife - Review

Tuesday 6th March Book Mood Review @BookMoodReviews - Review

Wednesday 7th March Booksprens @Eonvanasweggen - Review

Thursday 8th March A City Of Books @ACityOfBooks - Review

Friday 9th March The Tattooed Book Geek @SaracsticEnigma - Q&A

Review

/TrustinBooks - Q&A

habet @ellzbellz23 - Review

pre- Review

\_Musings - Q&A

acka - Review

@NicoleSweeney\_ - Review



## Oh My GOD, What a COMPLETE Aisling Blog Tour

1st May	@handwritten	handwrittengirl.com	17th May	@Vickybookworm	roaringbookworm.wordpress.com/
2nd May	@nickijmurphy1	nickiobookblog.blogspot.co.uk	18th May	@Kaishajayneh	thewritinggarnet.wordpress.com
3rd May	@Agi_mybookshelf	onmybookshelvesite.wordpress.com	19th May	@holinwanderlust	hollieinwanderlust.co.uk
4th May	@swirlandthread	swirlandthread.com	20th May	@thebookmagnet	thebookmagnet.co.uk
5th May	@Mistimoobooks	mistimoobookreview.co.uk	21st May	@girlvsbooks_	girlvsbooks.com
6th May	@bookslifethings	bookslifeandeverything.blogspot.co.uk	22nd May	@books_b_t_story	Booksbeyondthetory.wordpress.com
7th May	@LauraBambrey	laurabambreybooks.blogspot.com	23rd May	@booksofallkinds	booksofallkinds.weebly.com
8th May	@Ginger_bookgeek	gingerbookgeek.wordpress.com	24th May	@VictoriaWardman	lilmissvixreads.blogspot.co.uk
9th May	@cescalizzie	cescalizziereads.com	25th May	@JoannaLouisePark	overtherainbowbookblog.wordpress.com
10th May	@Lindahill50Hill	lindasbookbag.com	26th May	@favouritenovels	ireadnovels.wordpress.com/
11th May	@lovedreadinthis	ilovedreadingthis.wordpress.com	27th May	@lauranzmdmh	snazzybooks.com
12th May	@torchwoodtotty	screenwiper.blogspot.com	28th May	@noveldeelight	noveldeelight.com
13th May	@OnTheShelfBooks	ontheshelfbookblog.wordpress.com	29th May	@JanetEmson	fromfirstpagetolast.wordpress.com
14th May	@polesofie	manticsrebelsandreviews.wordpress.com	30th May	@AnnetteHannah	sincerelybookangels.blogspot.co.uk
15th May	@sjroth21	stepsbookblog.com	31st May	@annecater	randomthingsthroughmyletterbox.blogspot.co.uk
16th May	@AmandaDuncan12	mybookishblogspot.wordpress.com			

#OMGWACA

THE EMPOWERED AUTHOR

# PAID-FOR ADVERTISING

- Facebook ads
  - Amazon ads
  - Bookbub & other emails
- 
- Promote your books
  - Promote your newsletter sign up
  - Boosting content to build audiences on social

# PAID-FOR ADVERTISING

**Jill Mansell** 10 hrs · 🌐

The feel-good novel of 2020

'Perfect mix of romance, and twists that I never see coming'

★★★★★  
Reader Review



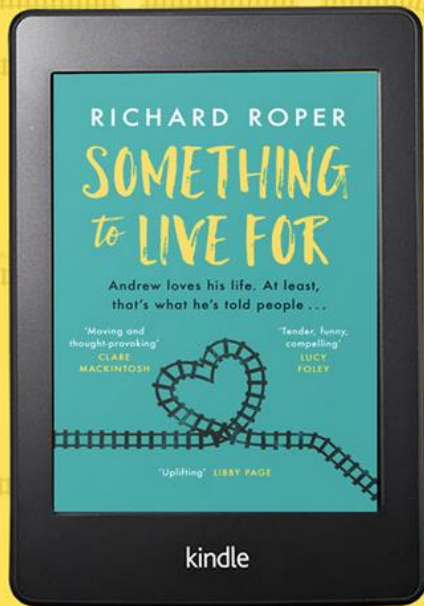
AMAZON.CO.UK  
It Started with a Secret by Jill Mansell is available to pre-order now! [Shop Now](#)

👍❤️ Deborah Carr and 94 others 20 Comments 1 Share

**Orion Publishing Group** Sponsored · 🌐

'If you loved Eleanor Oliphant, try this brilliant new read. We completely fell in love with this funny, uplifting debut' Fabulous Magazine

Richard Roper's heartwarming, uplifting debut is out now!



AMAZON.COM  
Only 99p in eBook NOW! [Shop Now](#)  
Available to download from Amazon

O2-UK 📶 08:07 97% 🔋

**Agora Books** Sponsored · 🌐

Keep up with your favourite historical fiction authors, or discover something new to sweep you off your feet...

Sign up to the Timeless Fiction newsletter and receive a FREE eBook of A Stitch in Time by bestselling author Beryl Kingston.



Love historical fiction? Want a free book? [Sign Up](#)  
Fiction from another time, another place

📅 📦 3 👤 🐾 📢 3 ☰

# KNOWLEDGE IS POWER

- INDUSTRY KNOWLEDGE
- OTHER AUTHOR ACTIVITY
- OTHER PUBLISHING ROUTES
- BOOK NEWS
- BOOK TRENDS
- DIGITAL TRENDS

---

# THE BOOKSELLER

At the Heart of Publishing since 1858

---

---

THE  
CREATIVE  
PENN

# FUTUREBOOK

 Jane Friedman

**PUBLISHING  
PERSPECTIVES**

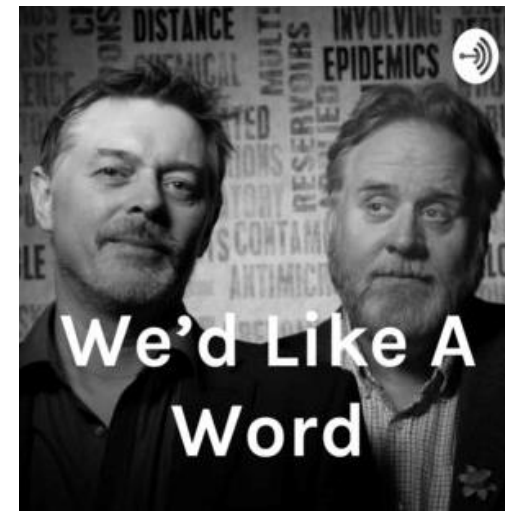
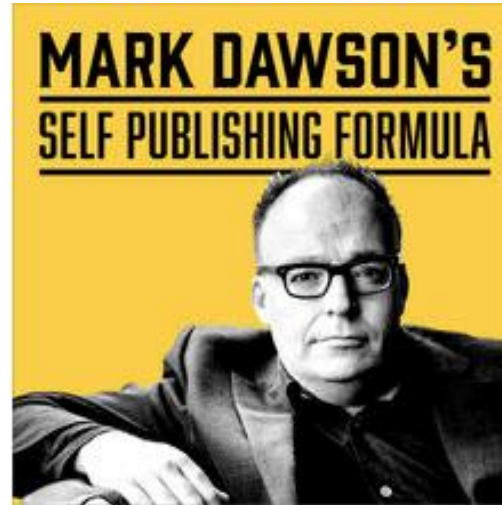
 **ALLi**  
Alliance of Independent Authors



**THE EMPOWERED AUTHOR**

---





**THE EMPOWERED AUTHOR**

# THE LONG GAME

- PERSISTENCE
- HUSTLE
- NETWORK
- COLLABORATE
- SHARE & SUPPORT
- SHOW ME THE MONEY

# THE LONG GAME

- YOU ARE THE CEO OF YOUR WRITING BUSINESS
- FINANCIAL ACUMEN
- MARKETING & PUBLICITY SKILLS
- SELF-CARE
- SELF-BELIEF
- CAREER PLAN

# EMPOWERED AUTHORS TO FOLLOW

JILL MANSELL

NIKESH SHUKLA

MARIAN KEYES

KIT DE WAAL

DIANA URBAN

JOANNA PENN

SARAH MORGAN

ADAM CROFT

CANDICE CARTY-WILLIAMS

LIZ FENWICK

MARK EDWARDS

SOPHIE HANNAH

CLARE MACKINTOSH

LJ ROSS

SARAH HILARY

MEL SHERRATT

JOANNE HARRIS

JULIE COHEN

SALENA GODDEN

MATT HAIG

ISABEL LOSADA

JASON ARNOPP

BEN GALLEY

IAN RANKIN



Sam@TheEmpoweredAuthor.Com