



Authors Helping Authors

12 Ways

**AUTHORS JOIN FORCES
TO MARKET VIA SOCIAL
MEDIA**

12 Ways Authors Join Forces for Social Media Marketing Success

NATIONAL AUTHOR
DAY / READERS DAY
/ LIBRARIAN DAY /
CRITIQUE GROUP /
etc. (Book/reader
related holidays)

Pay tribute to a
fellow author,
reader, reader
group, teacher,
author's or
critique group,
library or librarian
who has
influenced your
writing journey.

CONGRATULATE
Cover deals
Accolades
Previews,
Reviews

RECOMMEND
BOOKS –
BOOKBUB /
GOODREADS /
AMAZON /
AUDIBLE

Review
books, Share
reviews via
social media.
Recommend
books by
other authors
for your
reader fans.
Share on
social media

FEATURE /
PAY TRIBUTE
TO NEW
AUTHOR

Encourage
and help
them on
the
journey.

CELEBRATE AND SHARE

AUTHOR EVENTS

Book releases
Rereleases
Book birthdays
Other book events.

**NEWSLETTER SHARES / SWAPS
/ PLUGS**

Book cover reveals ,
Blurbs, Interview links, etc.

**HOST FB LIVE PARTIES /
EVENTS / TAKE-OVERS /
GAMES / LAUNCH PARTIES**

SHARE DEALS:

Bookbub deals
FB ads
Amazon ads
Chirp deals

**JOINT GIVEAWAYS / PARTIES
WITH PRIZES**

**INTERVIEW FELLOW
AUTHORS**

**ADD VALUE – WRITING
CRAFT OR MARKETING
ADVICE**

**SHOUT OUT
AUTHOR NEWS**

When one of us succeeds,
we all succeed.

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