Leading-Edge Apps for Book Promotion

Hard-Core Book Lovers

For authors who want to sell books, there's a very big question we need to ask: "Where are the hard-core book fans? Where are the readers who are passionate for books? Where do they gather?"

Let me tell you where... book apps! These apps were created for book lovers. They are highly targeted at people who love books, live and breathe books, and buy many more books than your average consumer.

And these apps are book-sharing power houses. If someone likes your book, they can share it with hundreds of people instantly. You can gain superfans very quickly with these apps.

All we need to do is go where book lovers are already gathered. These apps have already done the hard work for us. Therefore we need to have a presence on these apps, and we need to approach the communities on these apps in the proper way. I will show you exactly how to do that in this guide.

You don't have to use all of these apps. Pick a few that appeal to you. That fit smoothly with your style. Even if you only use one of these apps, you can greatly increase your reach as an author.

And these apps are fun to use! These communities of book lovers are filled with great, supportive people. I've had a ball exploring these apps and their communities. And I think you will too.

1) Commaful (Android/iOS)

With Commaful, we have a walking talking miracle on our hands. It's fun, it's addictive, and the members are super motivated and happy to be there. Plus Commaful has a big focus on independent authors.

Commaful consists of extremely short stories layered over a visual background. When you tap on the right side of the screen, you progress in the story. When you tap on the left side, you go backwards in the story.

Commaful is like a quick injection of drama and escape anytime and anywhere you want. You can sneak a story at work, while you're waiting in line, or during your commute.

Commaful is the future. I know that's a big statement, but it's absolutely true. The trend in media is for everything to be shorter, quicker, and more dramatic. This is exactly how Commaful presents your stories.

These days people don't have a minute to spare. They are stressed, they are busy, they are distracted, they can't concentrate. This trend is only accelerating. Commaful is the answer.

Commaful is visual, Commaful is fun, Commaful is easy, Commaful is quick. The visual nature of Commaful attracts people, and the interactive nature gets them hooked. There's also a built-in reason for people to share a Commaful story: It's something new and different that their friends might like.

Commaful stories can be surprising, hilarious, silly, upsetting, and all of these things combined. If you want to see just how fun Commaful can be, check out this story:

https://commaful.com/play/edie_taylor/infatuation/

Creating a visual story is extremely simple. Look for the little icon of a pencil at the bottom center of the interface:
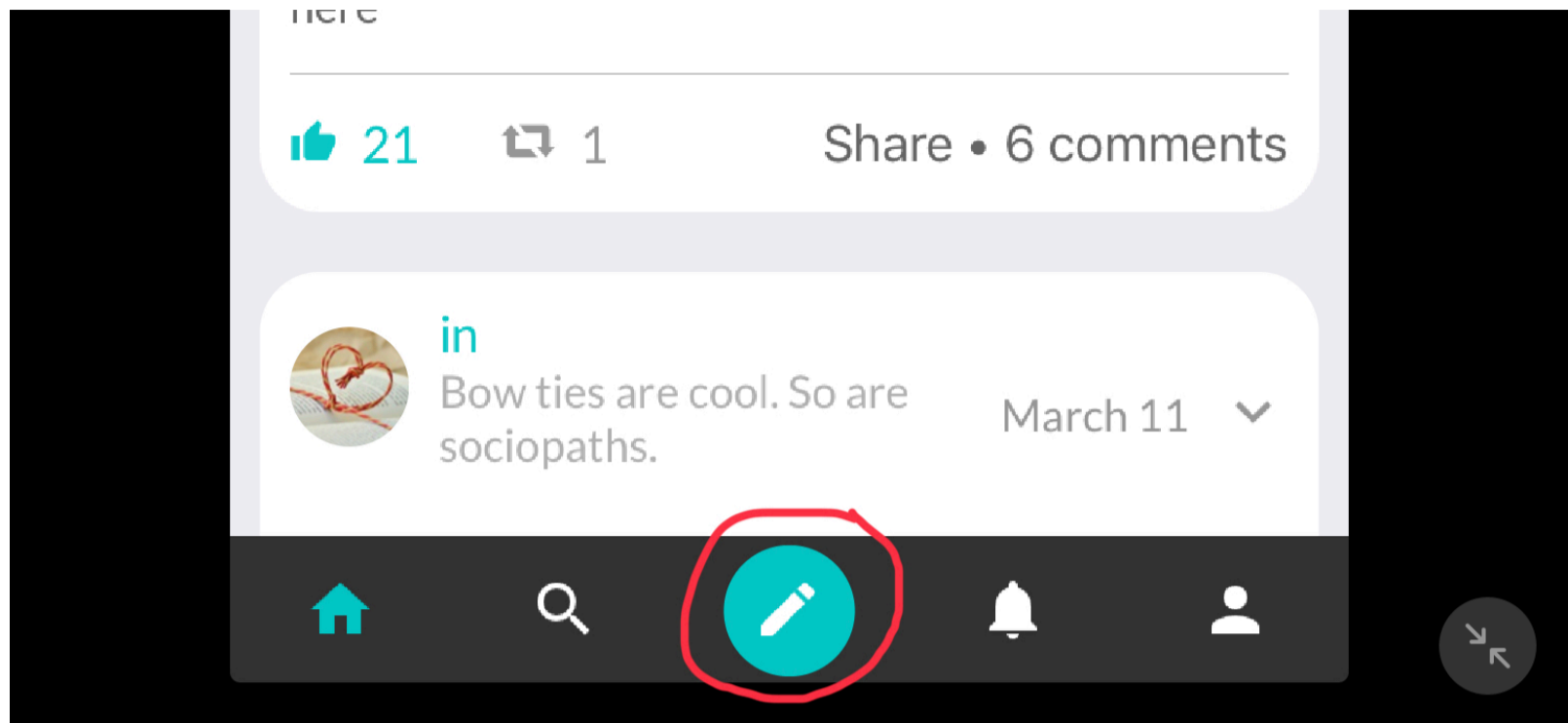
To add a background image behind your text, click the little mountain icon at the top right of the interface:
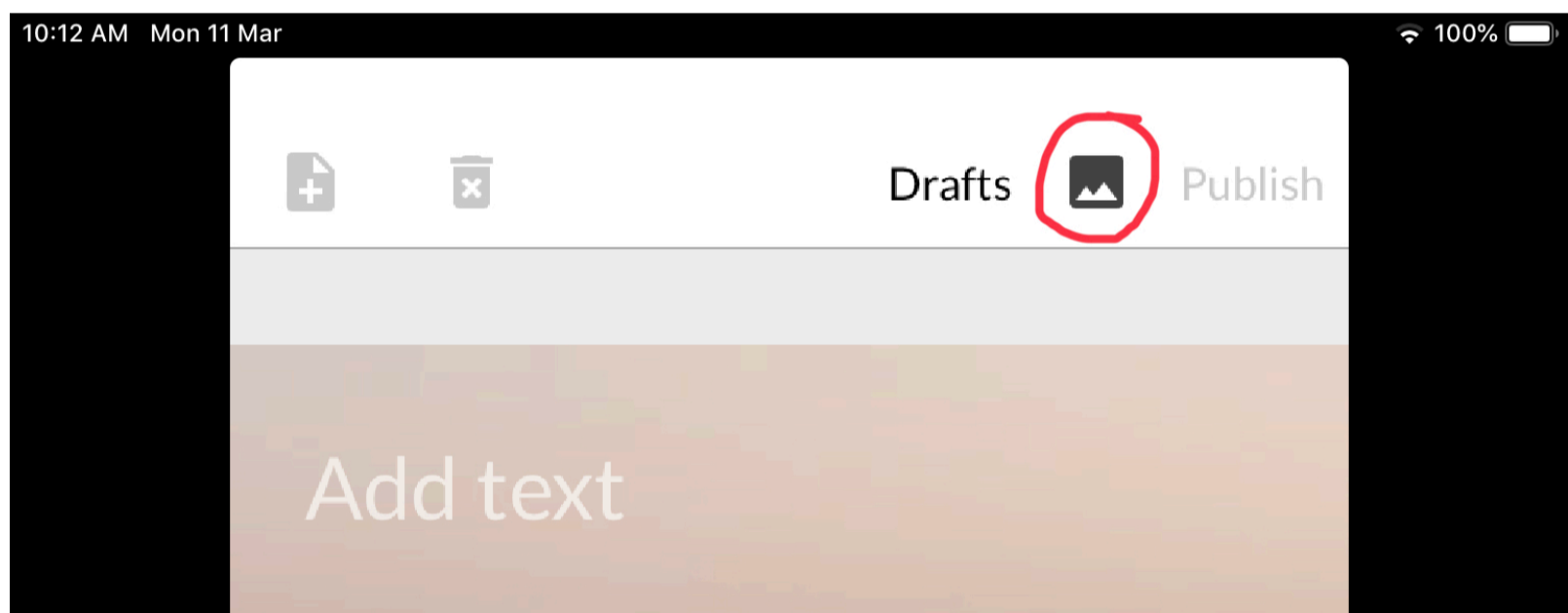
You can choose from a large collection of images and animated GIFs in Commaful's database. You can also take a photo via the app, and you can upload images from your computer. This pretty much gives you unlimited options.

I highly recommend you create your own photos instead of using photos from Commaful's image database. Personal photos are unique and will get more attention. If you do use stock photos, you can maximize their impact by putting them in a photo editor and making them unique. We

want to get the visual edge to attract people to our stories, and keep them coming back.

IMPORTANT: Put your most dramatic photo in the very first frame of your story. This frame will become the 'poster frame' or 'display frame'. This photo will be the one displayed as people scroll through Commaful. This is the image that will capture people and make them click and read your story. This is also the photo that people will see first when you share your story to Facebook and other social media sites.

Commaful is perfect for gaining fans. It's almost like a quick elevator pitch. You are showing people what you've got in a minute or two, getting them hooked, and then bringing them to your website to get them on your list.

When you post a story, people can directly comment on your story. And you, of course, can directly engage with fans. There's also a direct chat function so people can communicate with you one on one.

People can also 'shoutout' your story. That means your story will be shared on their personal feed for their followers to see. This is also another opportunity to gain fans.

There is a Trending Section on Commaful. If your story gets in this section, you can expect a lot of attention. That Trending Section is pure gold.

Promoting Your Book on Commaful

When you create a story, make sure it relates to your larger works. We want to pull people in with your short on Commaful, bring them to your website, and get them on your email list.

Make sure you put your website address in your profile. That link will not be clickable. But it's important to let people know that you have more stories for them. Example: *Grab more of my free stories at* mysite.com/stories
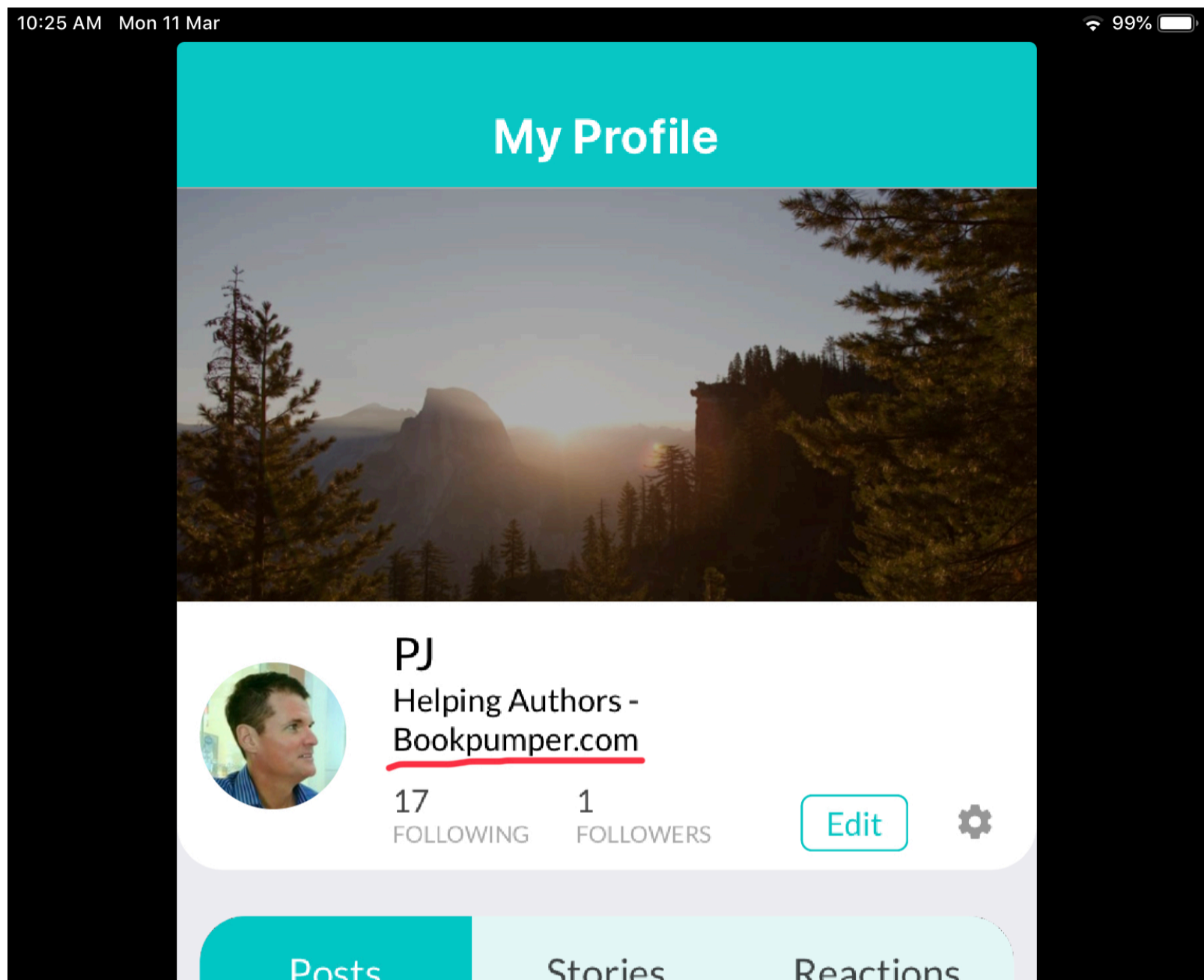
You can also include your website address in your Cover Photo. You will need to do this by using an image editor, and then uploading the image to Commaful. That link won't be clickable, but it will let people know that there are more of your stories on your website that they can grab for free.

Your links will be clickable in the Comments Section. When you interact with fans in the Comments Section, mention your free ebook that relates directly to the short you posted on Commaful. Then post the link to your site where they can get that free book.

Of course, we are going to interact with fans in a genuine way. We are going to build real relationships. And I recommend you post your sign-up link strategically. We don't want to post it in reply to every single comment we get.

You can also post your website link at the end of your comment, as a sort of signature. This will make the link a little less pushy, and more subtle.

Last Frame: The last frame (or image) of your story is a perfect place to include your website link. It won't be clickable, but it will get attention. The emotional impact of your story will hit them in the last frame. And then they will realize that you have even more good stuff for them at your website.

After your last 'Story Frame' there is a section that includes the following: *Replay, Share, Chat, Suggested Stories*. This section helps you in a lot of ways, but let's focus on the Sharing function.
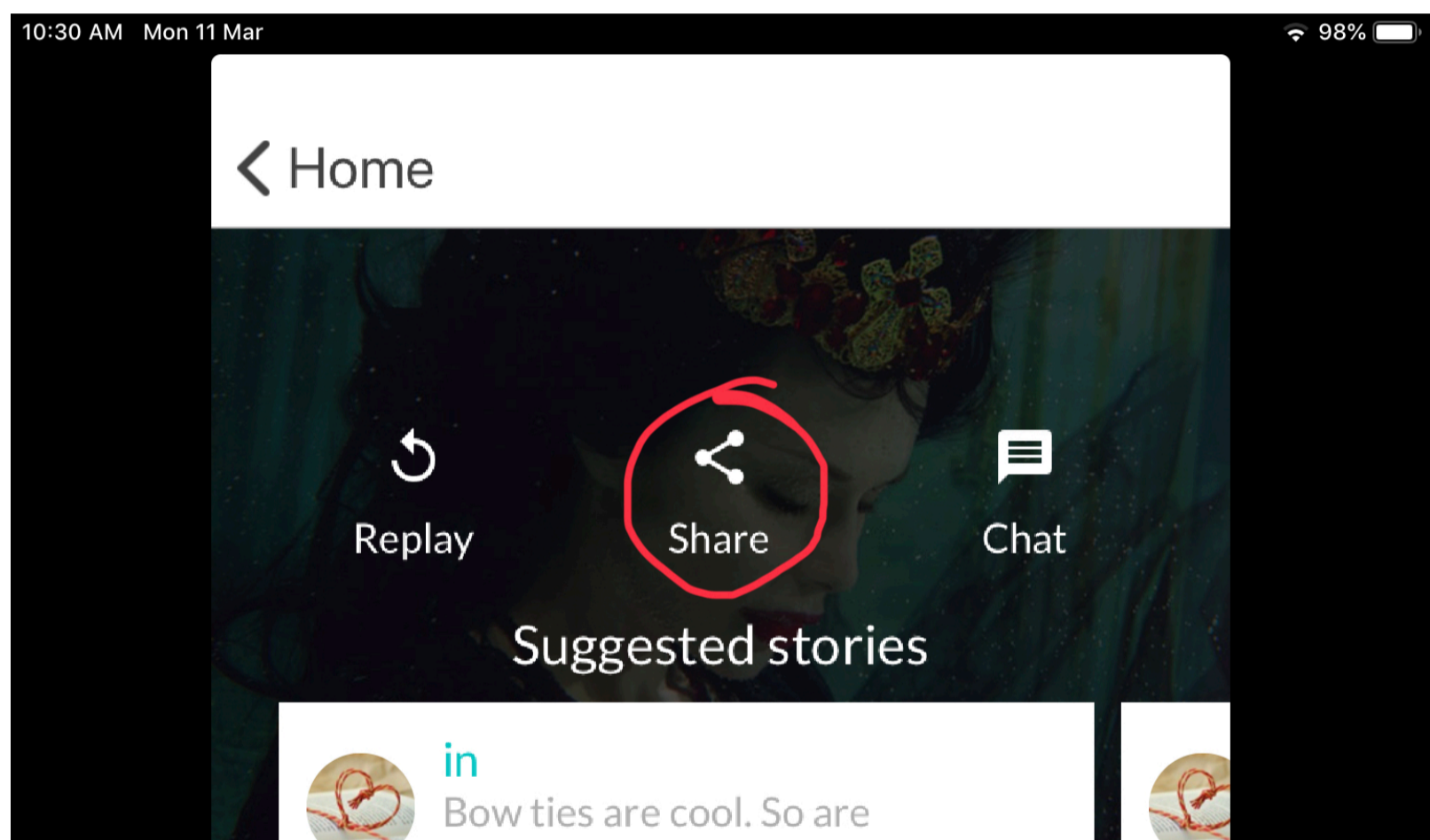
Sharing on Commaful is very powerful. You can share your story directly to Facebook, Instagram, Twitter, and Tumblr. This is very effective because the image in your First Frame will be displayed on these sites. People love images and will be enticed to click on through and watch your whole story.

Video: When you share with Commaful, it creates a <u>video</u> of your slideshow. The video version also inserts music automatically for you. The videos are quite beautiful and dramatic. The only drawback is that

the video does not contain your full story. It prompts the viewer to visit Commaful to see the rest of the story.

When sharing to Facebook, a clickable link to Commaful is <u>not</u> included. When sharing to Twitter, a clickable link <u>is</u> included. You can simply paste the link in on your own when sharing to Facebook.

Tip: You can add more frames to your story since you know that Commaful will not play your entire story while sharing. Creating a longer story, with more frames, will ensure that people get hooked by your story.

Contests: Commaful has official contests to see who can write a story based on a particular theme. If you win, your story will be shared on Commaful's official Facebook, Twitter, Tumblr, and Instagram accounts.

Your story will also become a Trending story. And that means you are guaranteed a lot of attention, reads, shares, traffic, and sign-ups. Are you starting to love Commaful?

Contests:

https://commaful.com/contests/

Android App:

https://play.google.com/store/apps/details?id=com.commaful.commaful

iOS App:

https://itunes.apple.com/US/app/id1244982783?mt=8

Facebook:

https://www.facebook.com/commaful/

Twitter:

https://twitter.com/commaful

2) **Litsy** (Android/iOS)

Litsy is often referred to as the "Instagram for books". Litsy is a visual celebration of books that feels very personal because users can upload their own book-related photos.

Every post on Litsy contains an image, and every post relates to a particular book. When you create a post, you tag that post with the name of a book in Litsy's database.

Your image doesn't have to relate directly to the book you are tagging. It can relate to the book in an indirect way. You could take a photo of a clock on the wall. Then create a post where you explain that you can't wait to get off work so that you can continue reading 'The Chef' by James Patterson.

Add Your Book: This is very important. You need to add your book to the Litsy database if it's not already there. Follow this link to add your book:

https://www.librarything.com/litsy_addbook_manual.php

When you create a post, the first thing you are asked to do is select a book. Now that your book is in the database, you can tag your post with the name of your book.

Posts on Litsy are chronological: Newest posts first. Litsy doesn't favor the posts with the most interactions by putting them first. When you post, your post will be at the very top of the app. This is a very good thing for people who are new to Litsy. It means even newbies can get attention and interactions. Your post will be basically unavoidable.

There are three types of posts: Reviews, Blurbs, and Quotes. To create a post, look at the very bottom of the app interface and click on the '+' sign:
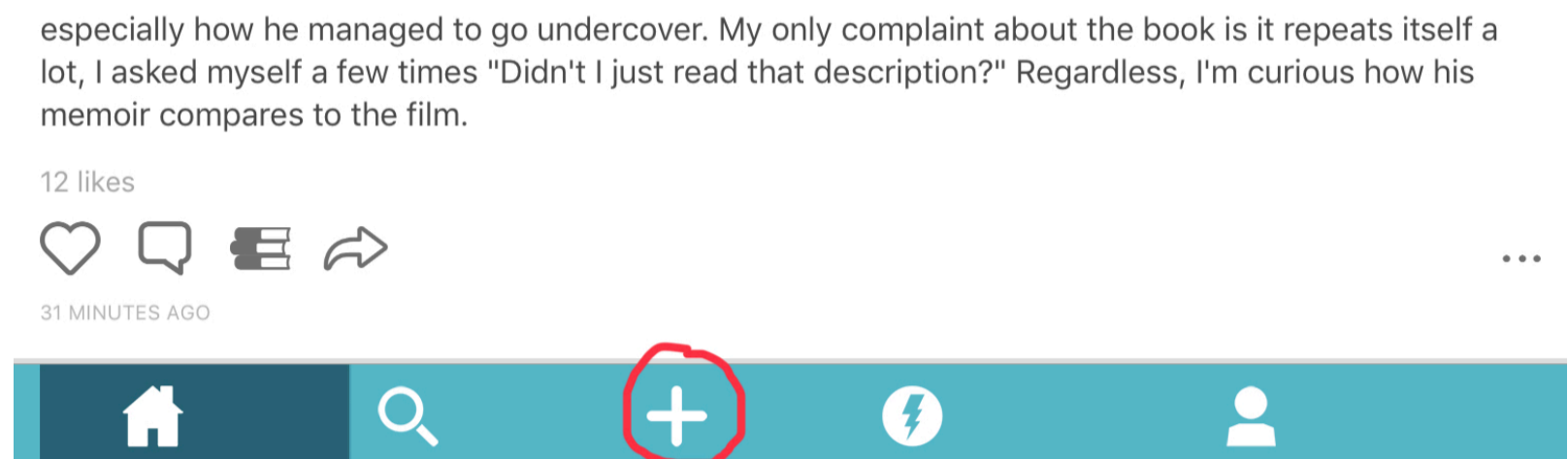
You will be given three options: Review, Blurb, and Quote. Choose one of these:
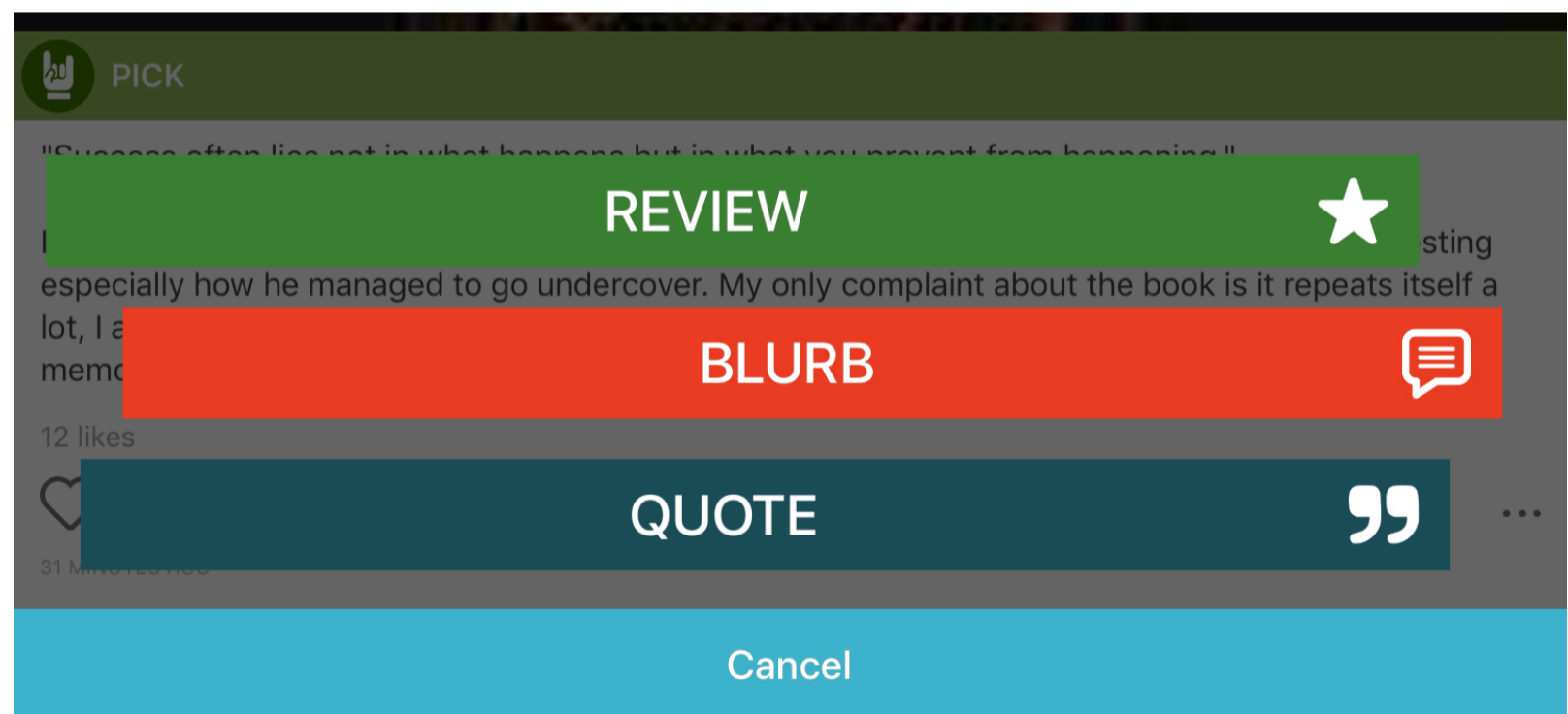
Reviews: When you review a book, Litsy will ask you to rate it. Your options are: Pick, So-So, Pan, or Bail. When you rate a book, you are contributing to the overall score that book receives on Litsy. That score is displayed as a percent.

Blurbs: Blurbs are general comments. You have wide latitude here, but you still want to relate your Blurb to a book, at least indirectly. You

could post a photo of what you are having for lunch and relate it to your diet book, or to a diet book that you are reading.

Quotes: This one is pretty straightforward. You are quoting a book you are currently reading, or a book you have read. You can put the quote in the image you are uploading, or you can put it in the post itself.

No matter which one you choose, you will be taken to a screen that says 'SELECT BOOK'. Every post you create will relate to a book. Either your book, or someone else's book.

After you choose a book, you will be given a text field to type your comments into. Beneath that text field there are three icons: Add Image, Tag People, Contains Spoiler.

Promoting Your Book on Litsy

Your first step is finding Tags related to your book. Go to the bottom of the interface and look for a little magnifying-glass icon:
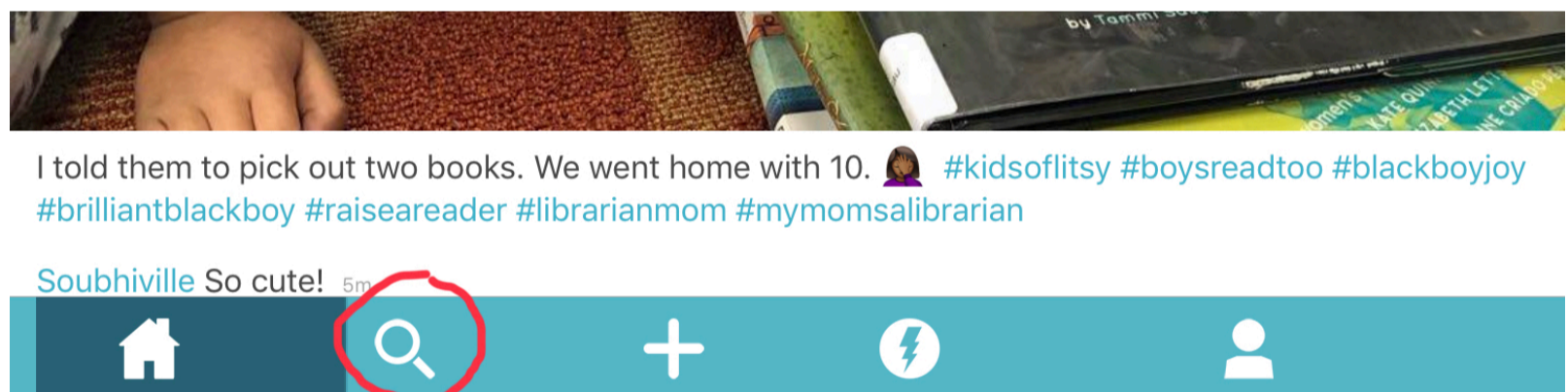

Click that, and you will be taken to a screen with three options: Books, People, Tags. Select 'Tags':
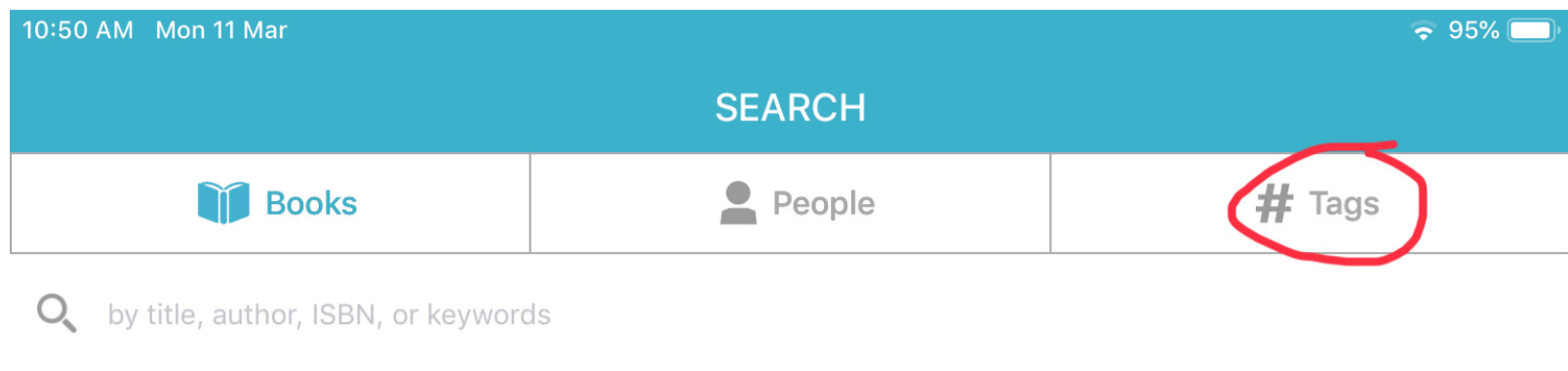
Type in a search term that's related to your book. For example, 'thriller'. Brainstorm this. You may have to try multiple keywords before you find the one that's most popular on Litsy.

Beneath your keyword, you will see the Litsy tags appear. Directly under the tags you will see how many posts are related to each particular tag. The tags with the most related posts will be at the very top:
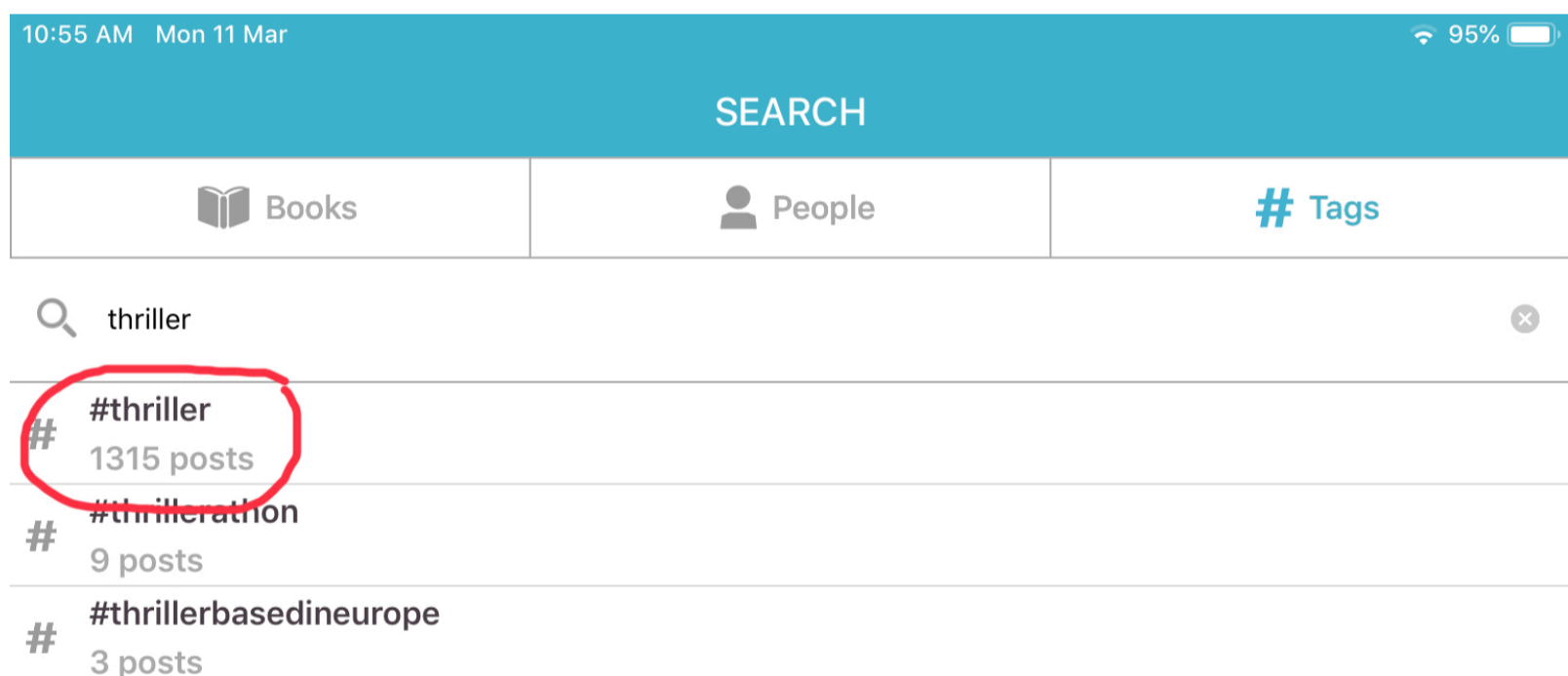
Click on the tag with the most posts associated with it. The next screen will be filled with the most recent posts associated with that tag. This screen will look just like the Home Feed, except all the posts are related to your chosen tag.

Now look for the posts with the most likes. At the bottom of every post is a little heart icon. Directly above that icon, the number of likes that the post received is displayed. Click on the number:

"Nooooorrrm!") kind of way. 👏 👏 👏 2w

Trashcanman @cathysaid lol Ha! Norm was my fav. I've had people think worse of me than that, so I'll gladly take it. How are ya? 2w

cathysaid @Trashcanman Taking each day as it is, right? As the wise sage Steven Tyler said, "Some days you're the bug; some days you're the windshield." But overall, I'm good. You? 2w

49 likes 4 stack adds 5 comments

♡ ▢ ☰ ↗   · · ·

2 WEEKS AGO

You will now be taken to a screen that displays every person who liked that post. Follow all of these people. Look to the far right of the screen and you will see the little Follow Buttons:
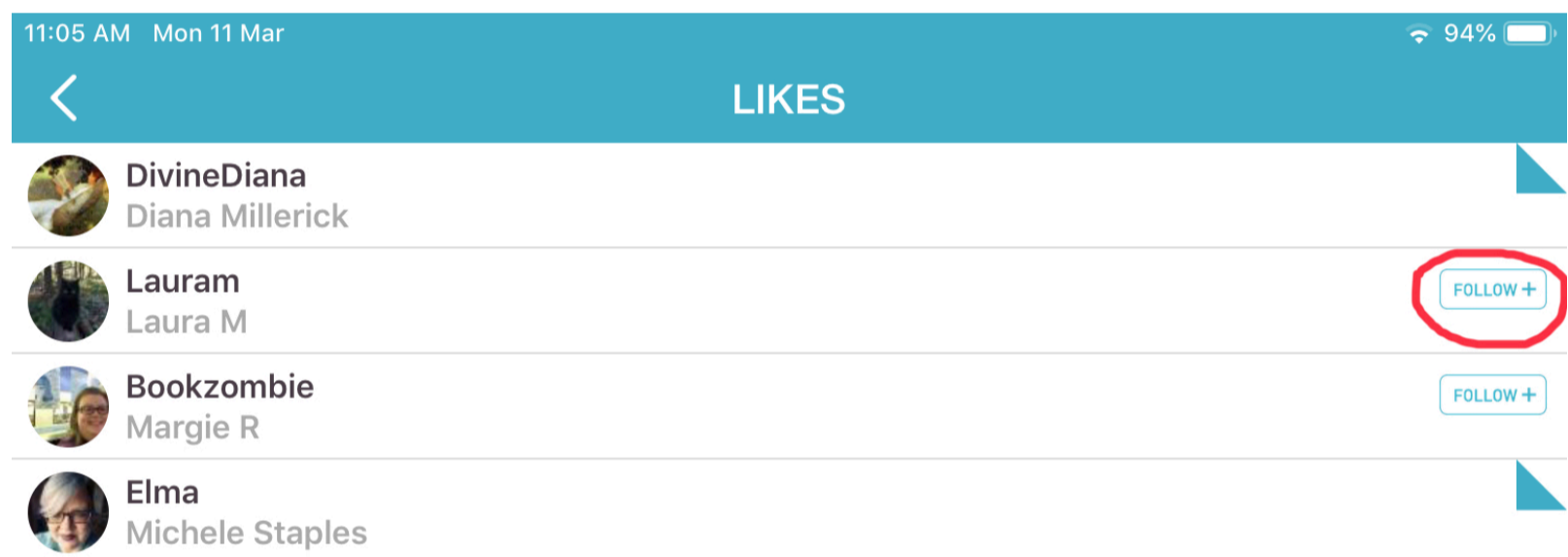
Follow Backs: Getting Follow Backs on Litsy is easy. Probably because Litsy is still relatively new. Many people will automatically follow you back just because you followed them. This is a wonderful thing, but we want to do more than simply follow people because we are hunting for superfans.

After you've followed a whole bunch of people, it's time to interact with them. At the bottom right of the interface, you will see a little icon of a man:
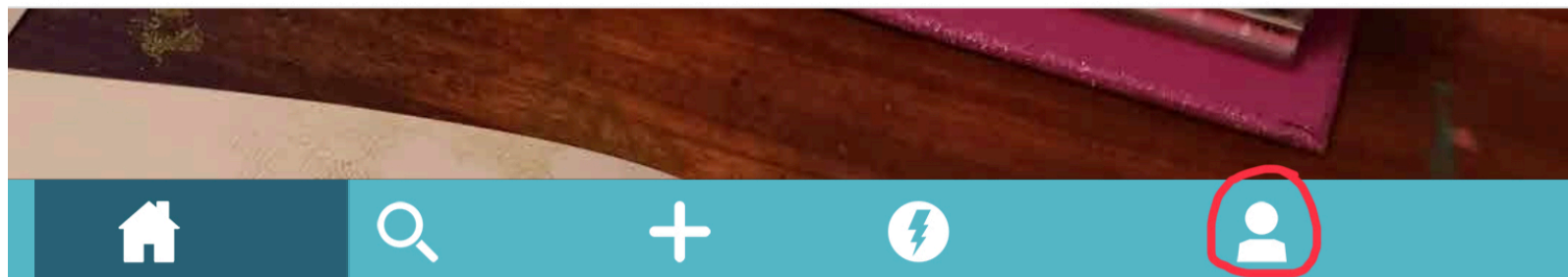
When you click on the icon, it will bring you to your Profile Page. Near the top of your Profile Page, you will see a green horizontal bar that goes all the way across the screen. In the center of the bar you will see the word 'FOLLOWING'. Click on the word 'FOLLOWING':
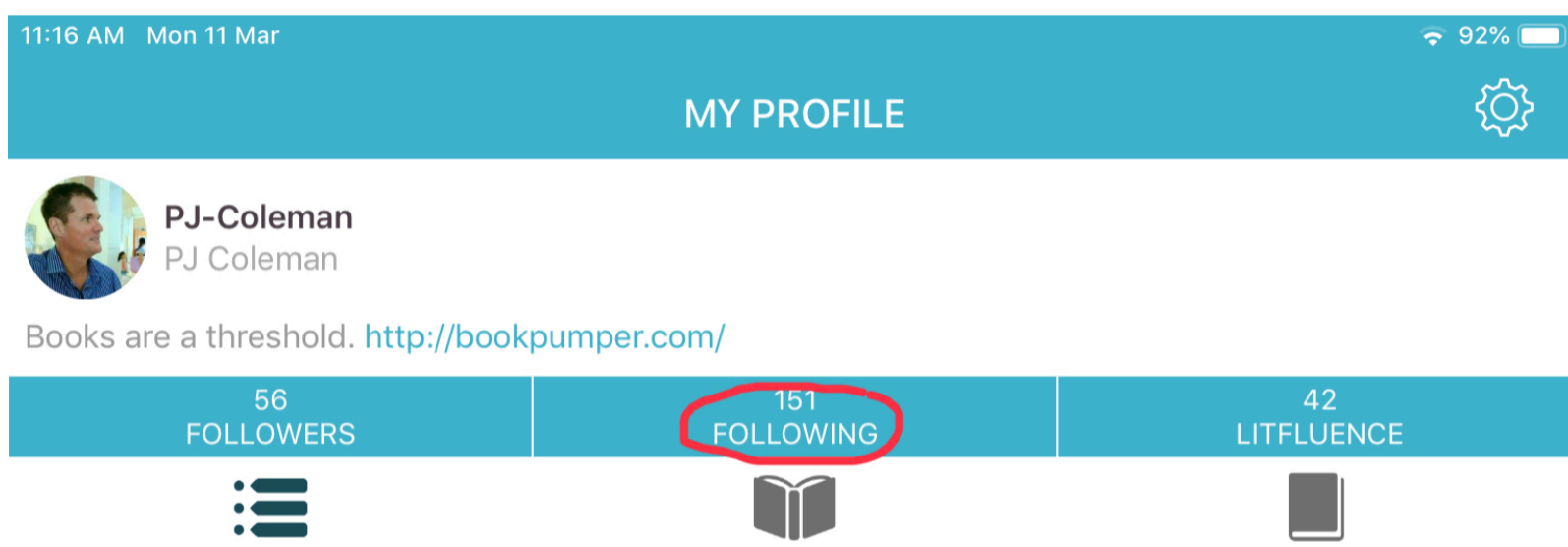
You will now see a list of all the people you are following. Click on their name, and you will be taken to a feed of all their posts.

Remember: We are gathering fans. We are not simply being friendly. We want people to know that we are real, that we are friendly, and that we love our chosen genre. We want to make an impression so that they not only follow us back, but also interact with our posts when they see our posts on their Home Feed.

So let's read their posts, let's like their posts, and let's leave a comment on a post or two. Your comments don't have to be lengthy, they just have to be on-point and genuine. This is not difficult, as we are simply commenting on the genre we love.

Your Posts: You can post about your own book almost every day on Litsy, as long as your posts are book-related and entertaining. I suggest you post about your own book one day, and then about another author's book the next day.

A very big part of creating an interesting post is the image you choose. Photos you take with your phone will absolutely get the most attention. Why? Because they are original, they are unique, they are personal. Photos that you take yourself are the opposite of slick and corporate. And that means people will notice them and make a connection with you.

When you are brainstorming a photo, keep these things in mind: Funny, quirky, bold, dramatic, emotional. In other words, LIFE! The exact reason you love books is the exact thing you should express in your photos. How books make you feel, how books inspire you.

Image Inspiration: Why did you write your book? What's the core theme? What's the struggle about? What does victory mean? How will your book help people? How will it inspire them?

Example: You've written a book about managing anxiety. Your core theme is: You can be brave and face your fears, if you do it one step at a time. You now go to a place that caused you anxiety, and you take a photo. In your post, you explain what the photo means and exactly how you faced your anxiety.

As you can see, taking these photos can be a ton of fun. You are basically taking the core themes and ideas of your book and illustrating them with photos. And then further explaining the ideas and connections in the text of your post.

Your Signature: This is key. We want to bring people from Litsy to your website. We want to make these wonderful people YOUR fans. So I highly suggest you put a 'signature' at the end of each of your posts.

Putting your signature at the end of your posts is less obtrusive, but still highly effective. This way, we avoid getting accused of spamming or looking like a salesman.

Litsy allows clickable links in your posts. This is a wonderful thing. It makes it easy for people to click on through and check out your website. I recommend you offer them a free book, and ask them to sign up for your newsletter to get the book.

Your signature should offer people something they really need. Give them your most powerful elevator pitch about your book. Be dramatic, but get right to the point:

How did I cure my life-destroying anxiety? Check out my rescue plan on my site. It's now free: AnxietyRescue.com

Your Profile: At the top left of your profile, right under your profile image, you are given space to write a little message about yourself. This space can also contain clickable links. This gives us a second path to lead readers to our website.

You can make this message a bit more personal than your signature. You can mention the kind of books you like, and then mention that you are also an author. Directly tell them about the free book at your site, and make sure to include a link.

Litsy is a ton of fun. And it gives you access to some of the most hardcore book fans and book buyers on the planet. The Litsy community is very friendly and supportive. You will find your superfans here. And superfans are the secret to success.

Website:

https://www.litsy.com

Android App:

https://play.google.com/store/apps/details?id=com.catch84.litsy&hl=en

iOS App:

https://itunes.apple.com/us/app/litsy/id1037017919?mt=8

Facebook:

https://www.facebook.com/GetLitsy/

Twitter:

https://twitter.com/getlitsy

3) Serial Box (Android/iOS)

What if reading a book were more like watching a TV show? What if the book were broken into short, dramatic episodes? And what if a new episode were released each week?

And what if each written episode were accompanied by an audio version of the story? That would mean people could listen anywhere they wish, even while driving.
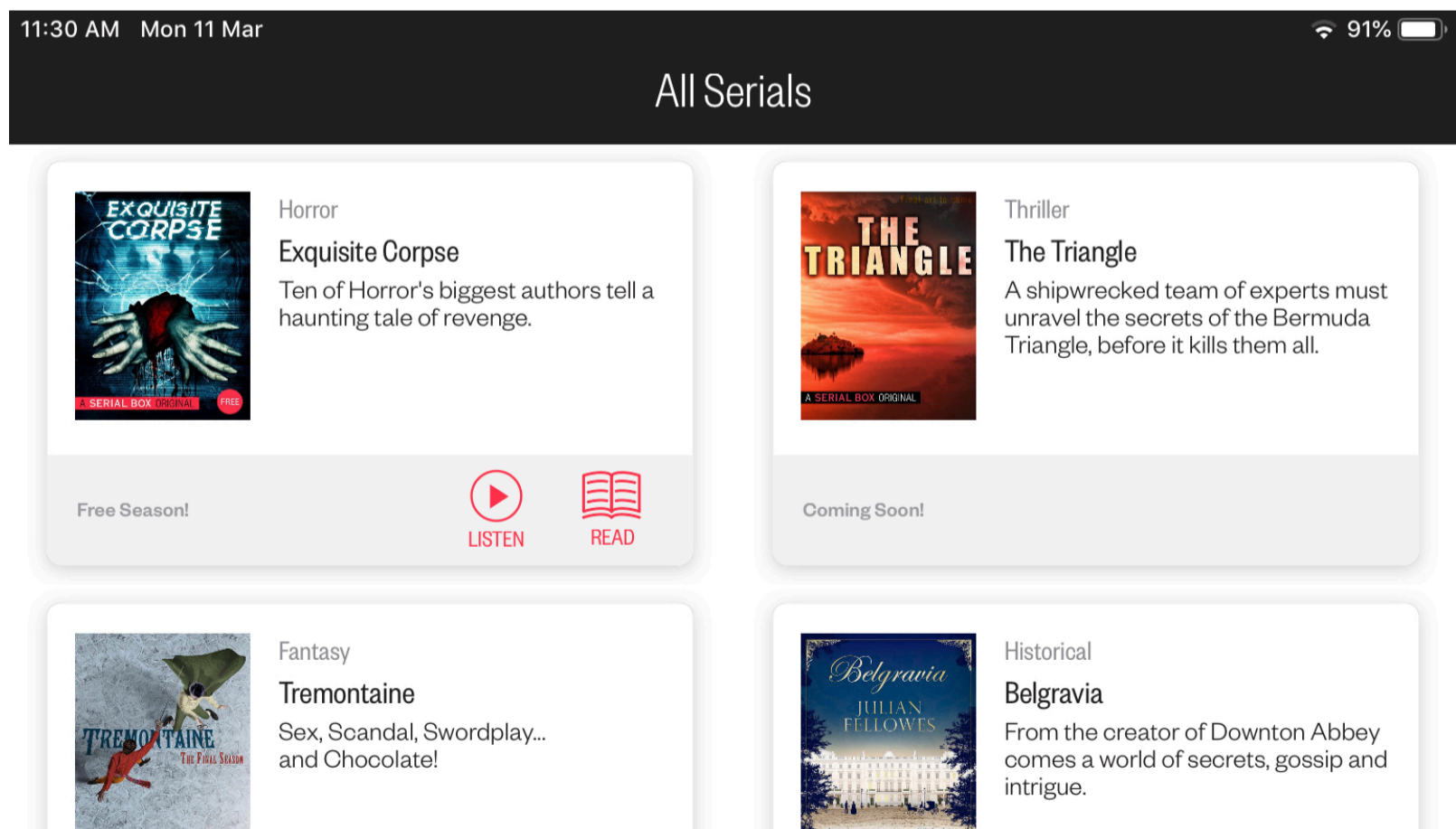
This is exactly what Serial Box is. Short episodes, a new episode each week, adding up to a 'season'. And most importantly: **AUTHORS GET PAID FOR THEIR EPISODES.**

Are you starting to see what a revolution Serial Box is? Give people short episodes that they can consume quickly. Get them hooked. Keep feeding them episodes week after week. Charge them a relatively small fee for each episode. Make sure authors get paid.

People can also buy the entire season. But the option to pay a relatively small amount of money per episode is pure genius. It lowers the friction and makes it much easier to pay.

Did I mention authors are getting paid for their work? This really is the future for authors. Target hardcore book fans, gather them into a community via the app, give them what they want at a great price, and just keep giving them more and more.

This is a huge opportunity for authors. I heard through the grapevine that Serial Box will soon be opening up the app for independent authors and taking submissions. I am keeping in touch with the team at Serial Box and I will let you know as soon as this happens. In the meantime, you can contact them here:

https://serialbox.zendesk.com/hc/en-us/articles/115006678508-I-am-a-writer-Can-I-write-for-Serial-Box-?mobile_site=true

Website:

https://www.serialbox.com

Android App:

https://play.google.com/store/apps/details?id=com.serialboxpublish.serialbox

iOS App:

https://itunes.apple.com/us/app/serial-box/id988282641?mt=8

Facebook:

https://www.facebook.com/SerialBoxPub/

Twitter:

https://twitter.com/serialboxpub

4) BookGrabbr (Android/iOS)

BookGrabbr gives people a free copy of your book if they tell their friends about your book on Facebook, Twitter, or LinkedIn. This is very powerful stuff, and very effective at promoting your books.

There are two ways BookGrabbr gets fans for you:

A) People browse the BookGrabbr app and read a preview of your book. They then 'Grabb' it by sharing it on social media. And then they receive the full copy of your book.

B) You share your BookGrabbr link on social media. That link contains a sample of your book. People get hooked by your sample, share your BookGrabbr sample with their friends on social media, and then they receive your complete book for free.

You can see that it won't take long for your book sample to be shared hundreds of times across social media. This is perfect for a short work that you want to give away to build your fanbase. It's well worth it for the social media attention.

You can also use BookGrabbr to sell your books. But I recommend you give your lead book away to build up your fanbase and email list. This can beef up your email list very quickly.

BookGrabbr is a website, and it's also an app. You need to sign up at the website as an <u>author</u>:

https://bookgrabbr.com

Author Tutorial:

https://youtu.be/odcfGR0l1ws

The BookGrabbr app is well designed, works smoothly, and is a lot of fun to use. Bookgrabbr also has excellent stats for authors.

My only complaint about BookGrabbr is the price. It's $25 bucks a month per book. That might be a little high for many authors. Especially if you are a new author just starting out.

On the other hand, BookGrabbr really does bring in the impressions and clicks. It's definitely worth testing on one of your books to see how it goes.

BookGrabbr Plans:

https://bookgrabbr.com/plans

Android App:

https://play.google.com/store/apps/details?id=com.bookgrabbr.app&hl=en

iOS App:

https://itunes.apple.com/us/app/bookgrabbr/id991822262?mt=8

Facebook:

https://facebook.com/bookgrabbr/

Twitter:

https://twitter.com/BookGrabbr

5) #Booktube on YouTube

BookTube is a YouTube tag, but it's also sort of a movement. There are entire YouTube channels devoted to BookTube. And Booktubers are hard-core book lovers! These people buy books, these people read books, and these people love recommending books.

If you'd like to see how powerful BookTube is, simply type the word 'booktube' in YouTube's search engine and look at the results. Many of these videos are getting 30,000 views and more.

BookTube appeals to women. So if you have a book that relates in any way to women, definitely use the BookTube tag. Brainstorm how your book can relate to women. Don't just assume that your genre won't appeal to them.
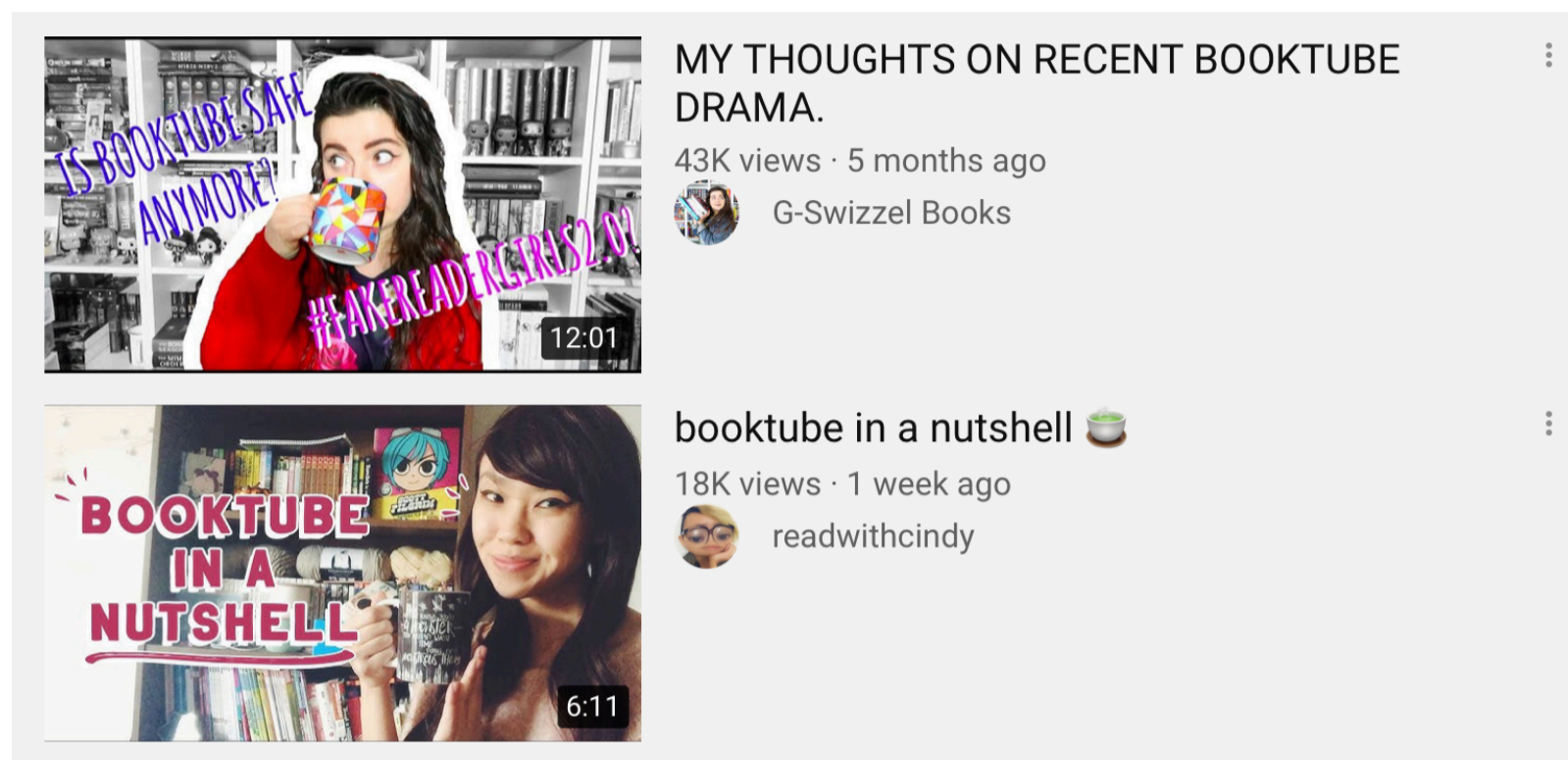
Of course, get involved in the BookTube community. Watch BookTube videos, leave comments, and make connections. Most importantly, read the books that fellow BookTuber's are recommending.

When you create your own BookTube video, you will start with giving your review of a book that was recommended to you by a BookTuber. Of course, you will mention her by name.

Then you can recommend some of your favorite books, and explain why you love them. You can also recommend your own book, as long as you let people know that you are the author.

A more subtle way to do this is to always recommend your book at the end of all your videos. Just explain that you are an author, present your book, and explain why you wrote it.

I highly recommend that you put the word 'BookTube' in the title of your video for an extra boost. This can have a very big effect on how many people watch your video.

The beauty of the BookTube tag is that it can really jumpstart your own YouTube channel. Your channel doesn't have to be devoted entirely to BookTube. You can create just a few BookTube videos, and it will have a positive impact on your traffic.

Use YouTube Tags to Get More Views:

https://youtu.be/SeKFffXS4VE

Grow Your Following with BookTube:

https://youtu.be/szqNMTtGWPE

How to Successfully Promote Your BookTube Channel:

https://youtu.be/nW2hj0RDqfQ

1,000 TRUE Fans

The founding Executive Editor of Wired Magazine, Kevin Kelly, wrote a very influential essay way back in 2008. In that essay he explained that you don't need big money to be successful, you don't need fame, and you don't need millions of fans. All you need are 1,000 TRUE fans.

https://kk.org/thetechnium/1000-true-fans/

These are the fans that will love you and love your books. These are the fans that will spend their hard-earned money on your books. These are the fans that will tell everyone they know about your books. And these are the fans that you can build a very successful business upon.

The future is all about targeting superfans and gathering them into a community. That's exactly what these apps do. If you want to be

successful as an author, you are going to need superfans. And these apps are absolutely filled with superfans!

Technology becomes better and better at understanding, profiling, and targeting people. This means that Kevin's essay is more relevant than ever. And it also means that finding superfans is much easier than it ever was.

Our only goal is finding our superfans. Once you make that your main focus, things become much easier. We aren't trying to convince the world that our books are great, we are finding the people who are guaranteed to love what we create. And now we have very powerful tools to help us do just that.

Training I Highly Recommend

When authors ask me for advice on how to sell books, these are the greats that I always refer them to. These are the proven winners: Effective, tested, and easy to implement.

Geoff Shaw

Pretty much anything by Geoff is great. He has a way of making everything very clear and simple. Plus, he's a great motivator. After listening to Geoff, you will get your butt in gear and your Butt In Chair (BIC)!

https://www.udemy.com/user/geoffshaw4/

One Page Publishing Profits

This is great stuff because it shows you that it's not about how much content you create, it's about creating the exact right content. This training proves that tiny content can be quite profitable:

https://amyharrop.com/pages/1ppp-wp/

Breadcrumb Book Promotion

This is a brilliant free method by Bill Platt. It shows you that you don't need money to promote your book, you just need a little bit of hustle. Elbow grease still hasn't gone out of style:

http://professionalbookmarketing.com/breadcrumbs-method/

Get Further Help

I love books, I love authors, and I'm very happy when authors succeed. Right now is a good time to be an independent author. The technology allows us to find dedicated book lovers quickly. They are already concentrated into communities because of these apps. All we need to do is interact and connect with them.

I highly recommend you download at least one of these apps. Choose an app that fits your personality and style. And then go step by step making connections and gathering your superfans.

One piece of advice that I can give you that will take the pressure off of you: We are not trying to tell the whole world about our books, we are simply finding those people who will absolutely love our books once they find out about them. Those wonderful people are called superfans.

So let me know how it goes! I want to hear about your journey, and I want to hear about your success. If you need any guidance or help, you can always contact me:

paul@bookpumper.com

Paul J Coleman

Paul J. Coleman
Bookpumper.com

Disclaimer:

(1) Introduction

This disclaimer governs the use of this report. [By using this report, you accept this disclaimer in full.]

(2) Credit

This disclaimer was created using an <u>seq legal</u> template.

(3) No advice

The report contains information about book-promotion applications. The information is not advice, and should not be treated as such.

[You must not rely on the information in the report as an alternative to [legal / medical / financial / taxation / accountancy /] advice from an appropriately qualified professional. If you have any specific questions about any [legal / medical / financial / taxation / accountancy /] matter you should consult an appropriately qualified professional.]

[You should never delay seeking legal advice, disregard legal advice, or commence or discontinue any legal action because of information in the report.]

(4) No representations or warranties

To the maximum extent permitted by applicable law and subject to section 6 below, we exclude all representations, warranties, undertakings and guarantees relating to the report.

Without prejudice to the generality of the foregoing paragraph, we do not represent, warrant, undertake or guarantee:

A) That the information in the report is correct, accurate, complete or non-misleading;

B) That the use of guidance in the report will lead to any particular outcome or result; or

C) In particular, that by using the guidance in the report you will make money, sell books, or get sign-ups to your email subscription list.

(5) Limitations and exclusions of liability

The limitations and exclusions of liability set out in this section and elsewhere in this disclaimer: are subject to section 6 below; and govern all liabilities arising under the disclaimer or in relation to the report, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty.

We will not be liable to you in respect of any losses arising out of any event or events beyond our reasonable control.

We will not be liable to you in respect of any business losses, including without limitation loss of or damage to profits, income, revenue, use, production, anticipated savings, business, contracts, commercial opportunities or goodwill.

We will not be liable to you in respect of any loss or corruption of any data, database or software.

We will not be liable to you in respect of any special, indirect or consequential loss or damage.

(6) Exceptions

Nothing in this disclaimer shall: limit or exclude our liability for death or personal injury resulting from negligence; limit or exclude our liability for fraud or fraudulent misrepresentation; limit any of our liabilities in any way that is not permitted under applicable law; or exclude any of our liabilities that may not be excluded under applicable law.

(7) Severability

If a section of this disclaimer is determined by any court or other competent authority to be unlawful and/or unenforceable, the other sections of this disclaimer continue in effect.

If any unlawful and/or unenforceable section would be lawful or enforceable if part of it were deleted, that part will be deemed to be deleted, and the rest of the section will continue in effect.

(8) Law and jurisdiction

This disclaimer will be governed by and construed in accordance with United States law, and any disputes relating to this disclaimer will be subject to the exclusive jurisdiction of the courts of Texas, USA.

(9) Our details

In this disclaimer, "we" means (and "us" and "our" refer to) Paul Coleman trading as Bookpumper.com, which has its principal place of business at 219 East Mills Ave #1891, El Paso, Texas 79901.

PS: I love life! :-)