

# AUTHORS PROMOTION

## HOW TO USE AUTHORSXP.COM EFFECTIVELY

Below are the best services for needs you may have... you can read more about each service at [Author Land on AuthorsXP.com!](#)

### Table of Contents

I'm Just Starting Out.....	1
I'm Launching a New Book.....	2
I'm running Perma-Free or Amazon Free Days.....	3
I'm Running a Price Drop Promotion .....	3
I Need Reviews.....	3
I Want to Expand My Audience/Grow My List .....	4
I Have a Special Request (need votes for a contest, need unusual readers, need special feedback) .....	4

### I'm Just Starting Out

1. Get the full [NEW AUTHOR HELP](#) package and get valuable insights, marketing and personalized help that will save you YEARS of trial and error.
2. Build the foundation on which all future marketing will grow. Get a website. (Did you know the owner of AuthorsXP.com (Amy) has owned a web development firm for over 20 years? [Tell her what you need!](#))
3. Start collecting emails for your personal newsletter on your website using AuthorsXP.com's [Mailing List Builder](#) and other services. This will grow your core audience and is very important.

4. Need handholding for your first book launch? Choose an AuthorsXP.com [Book Launch package](#) that fits your needs.
5. Not sure if your book's cover fits your genre? (Can't stress how important it is that it does!) Need feedback on a storyline? [Survey/Poll AXP readers](#) to be sure you're on the right track.
6. Not sure if your writing is on the right track? Tap the AuthorsXP.com [Beta Readers](#) to give you feedback on your finished manuscript.
7. The [AXP FREE BOOK SLOT MACHINE](#) is a great way to get exposure for a book that is free or can be gifted. Not only do you get the exposure to hundreds of slots players (readers) but you get to keep the email of everyone who plays for your book – and these are people who specifically chose your book!

## I'm Launching a New Book

1. Run an AuthorsXP.com [Daily Deal](#) promotion to alert readers your book is available. Combine it with similar programs on other sites like Bookbub, Robin Reads, eReader News Today, etc.
2. If you have an ongoing series, run an AuthorsXP.com [Series Spotlight](#) to really put the spotlight on your whole series. Ideally, price drop at least your first book and your new book. GREAT for combining with other promotions to make your ranking jump on Amazon during your launch.
3. Run a [Book Blaster-Builder](#) and give away one of your other books for free – we can mention there is also a new release in that mailing!
4. During your presale period or shortly before your new book is live, use AXP's [Read & Review or Elite Reader](#) services to start getting reviews for the new book.
5. Want to make sure you do everything right? Get a bunch of handholding and optimize your launch with a [Book Launch package](#) that fits your needs.
6. Consider [building a Street Team](#) (AXP can help) if you don't have one already. Wouldn't it be nice to tap into a group of readers to help you launch each new book?
7. The [AXP FREE BOOK SLOT MACHINE](#) is a great way to get exposure for a book that is free or can be gifted. Not only do you get the exposure to hundreds of slots players (readers) but you get to keep the email of everyone who plays for your book – and these are people who specifically chose your book!
8. Running a giveaway to promote your new book? [Let us blast out word about your giveaway!](#) You can do the artwork, idea and email capture (if that's something you want) or WE can do all the work including email capture!

## I'm running Perma-Free or Amazon Free Days

1. Run a [Daily Deal](#) promotion to alert readers your book is for free.
2. Run a [Book Blaster-Builder](#) to not only alert over 20k readers your book is free, but also get emails for adding to your personal newsletter list.
3. The [AXP FREE BOOK SLOT MACHINE](#) is a great way to get exposure for a book that is free or can be gifted. Not only do you get the exposure to hundreds of slots players (readers) but you get to keep the email of everyone who plays for your book – and these are people who specifically chose your book!
4. Might be a good time to run an AuthorsXP.com [Series Spotlight](#) to put a spotlight on your whole series and suck people into it with your free book.
5. Check if your genre matches the upcoming AXP Book Fair theme and put your book in the corresponding [Book Fair](#) event to get downloads from the traffic generated by the giveaways.
6. Post your book in the [Newsletter Swap](#) so other authors can share your freebie with their readers.
7. Use the [Gain Followers](#) service to get the coveted 1000 followers on Bookbub and use their advertising to promote your promotion!

## I'm Running a Price Drop Promotion

1. Run a [Daily Deal](#) promotion to alert readers your book is for free.
2. Post your book in the [Newsletter Swap](#) so other authors can share your price break with their readers.
3. Might be a good time to run an AuthorsXP.com [Series Spotlight](#) to put a spotlight on your whole series and suck people into it with your free book.
4. If your book is 99c, Free or Free in KU, check the upcoming Mailing List Builder events and put your book in the corresponding [Book Fair](#) event.
5. Use the [Gain Followers](#) service to get the coveted 1000 followers on Bookbub and use their advertising to promote your promotion!
6. The [AXP FREE BOOK SLOT MACHINE](#) is a great way to get exposure for a book that is free or can be gifted. Not only do you get the exposure to hundreds of slots players (readers) but you get to keep the email of everyone who plays for your book – and these are people who specifically chose your book!

## I Need Reviews

1. AXP offers [Read & Review or Elite Reader](#) services to start getting reviews for the new book
2. Consider [building a Street Team](#) so you always have readers ready to review for you.

### **Difference between READ & REVIEW and ELITE READER Reviews**

**[Read & Review:](#)** You get more readers/emails (30). Works best for those unafraid of working directly with readers (not scared to poke at them if they haven't reviewed). No guaranteed reviews but a potential for 30!

**[Elite Readers:](#)** AXP will poke at readers not responding. More motivated reviewers. Costs a little more, fewer reader contacts provided. (15 ish) 8 guaranteed reviews.

## **I Want to Expand My Audience/Grow My List**

1. Start collecting emails for your personal newsletter on your website using AXP's [Mailing List Builder](#)
2. Gain more followers on Bookbub, Amazon, Facebook, Twitter and your newsletter using the [Gain Followers](#) service.
3. Run a [Book Blaster-Builder](#) and give away a free book to alert over 20k readers and capture hundreds for your personal newsletter list.
4. If you have a book that is 99c, Free or Free in KU, check the upcoming Mailing List Builder events and put your book in the corresponding [Book Fair](#) event where instead of sending people to Amazon, you can send them to your personal newsletter sign up.
5. The [AXP FREE BOOK SLOT MACHINE](#) is a great way to get exposure for a book that is free or can be gifted. Not only do you get the exposure to hundreds of slots players (readers) but you get to keep the email of everyone who plays for your book – and these are people who specifically chose your book!
6. Run a giveaway! [Let us blast out word about your giveaway!](#) You can do the artwork, idea and email capture (if that's something you want) or WE can do all the work including email capture!

## **I Have a Special Request (need votes for a contest, need unusual readers, need special feedback)**

1. You can tap into our [Elite Readers](#) for all sorts of things just ask me!

**And as always, if you need anything, chances are good I already have something available or can create it for you. AXP has 60k readers eager to help! [Just Ask!](#)**