

HOW TO USE AUTHORSXP.COM EFFECTIVELY

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I'm Just Starting Out

1. 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!](#))
2. 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.
3. Need handholding for your first book launch? Choose an AuthorsXP.com [Book Launch package](#) that fits your needs.
4. 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.
5. Not sure if your writing is on the right track? Tap the AuthorsXP.com [Beta Readers](#) to give you feedback on your finished manuscript.
6. Add a free book or short story to the [AXP Slot Machine](#). The Slots are played by hundreds of readers each day. Your book gets exposure AND you get the email of every player who plays for your book. People who WANT your book and picked it specifically!

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. 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?
3. 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.
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. Add a free book or short story to the [AXP Slot Machine](#). The Slots are played by hundreds of readers each day. Your book gets exposure AND you get the email of every player who plays for your book. People who WANT your book and picked it specifically!

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. 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. 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.
5. Post your book in the [Newsletter Swap](#) so other authors can share your freebie with their readers.
6. Add a free book or short story to the [AXP Slot Machine](#). The Slots are played by hundreds of readers each day. Your book gets exposure AND you get the email of every player who plays for your book. People who WANT your book and picked it specifically!

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. 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.

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](#) to not only alert over 20k readers your book is free, but also get emails for adding to your personal newsletter list.
4. Add a free book or short story to the [AXP Slot Machine](#). The Slots are played by hundreds of readers each day. Your book gets exposure AND you get the email of every player who plays for your book. People who WANT your book and picked it specifically!

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!