

A still life scene featuring a vase of purple and white flowers, an open book with glasses on it, and a floral teacup on a saucer. The background is a light-colored wall.

YOUR ROLE IN A BOOK'S SUCCESS

Jan Ashton &
Summer Hanford

GENERAL SUPPORT

- Buy the book
- Review the book
- Recommend the book
- Attend online and in-person events for authors you love
- Comment on any blog posts or reviews at bloggers' sites
- Ask your favorite blog, podcast, magazine, etc. to feature the book
- Ask the author if you can be on their Advance Reader Team

SOCIAL MEDIA SUPPORT

- Check the author's website for where they can be found on social media, or search for them in a search engine
- Follow the author on social media
- Feature the book in your social media, tagging the author
- Share author posts about the book
- Comment on and like social media posts by the author or about the book
- Post images of the book 'in the wild,' tagging the author

ALTERNATIVE MEANS OF SUPPORT

- Gift the ebook or leave a paperback in the little libraries sharing boxes.
- Invite authors to talk about their work, in-person or via zoom, at your local JASNA meeting, writing class, or book group.
- Subscribe to author, publisher, and/or JAFF group newsletters, and read them.
- Subscribe to author, publisher, and/or JAFF websites, and read, interact with, and share their blog posts.

HOW TO BE A GOOD ADVANCE/BETA READER

- Let the author or publisher know if you can't read the book in a timely manner.
- Make sure you understand how you will get the book (e.g. Bookfunnel, NetGalley).
- Keep a record of errors/comments by searchable line, i.e. the words directly before or after the error.
- Advise the author or publisher privately of typos/errors so they can fix them before the book's release.
- When the book comes out, leave your review on as many sites as possible – It is okay, and encouraged, to note in your review that you received an advance copy.
- Once the book is out, recommend the book on social media.

AMAZON

- Follow the author
- Buy the book, or read in Kindle Unlimited
- Review the book
- Rate the book
- Click 'helpful' on helpful five- and four-star reviews
- Click 'helpful' on critical but positive three-star reviews

GOODREADS

- Follow the author
- Review the book
- Like other positive reviews
- Add the book to your to-be read, currently reading, or read lists
- Add the book to relevant lists you build or follow
- Recommend the book to your Goodreads friends

BOOKBUB

- Follow the author
- Review the book
- Rate the book
- Like other positive reviews



REVIEWS: DO's, DON'Ts, & FAQs

- Does it matter if I give a review vs. a star rating?
 - Reviews are far more impactful because they show you and your thoughts are real—and that you bought and read the book.
 - Reviews allow the author feedback (and hopefully some accolades).
- Does it matter when I review the book?
 - Yes! Reviews within the first two weeks of a book's release have the greatest impact on sales.

REVIEWS: DO's, DON'Ts, & FAQs

- How do I write a good review?
 - Be honest.
 - List positives and negatives.
 - Warn if there are spoilers.
 - Speak from the heart.
 - Avoid subjective, polarizing phrases like “trigger warning” or “steamy” in your headline and save those thoughts for the text of the review, if needed.
 - Do not refer to an earlier online version of the story and judge it better (i.e. because it was longer or steamier) than the published work.

GENERAL FAQs

- Should I buy paperback or ebook?
 - While some assume paperback purchases are better for the author, it's really a personal preference for the reader.
 - Do buy the paperback if you love the cover—it's an endorsement for the book designer too.
- Should I buy from someplace other than Amazon?
 - In the wider world of publishing, maybe, but in our genre of Austen Inspired Variations, no one should feel any guilt about buying on Amazon.

GENERAL FAQs

- What social media platforms do authors use?
 - Blogs, Facebook, Instagram, Twitter, YouTube, TikTok, Pinterest, Podcasts, Discord, Snapchat... You can find authors everywhere.
 - Check out an author's or publisher's website to find what social media they use.
- Should I pre-order?
 - No one really knows!
 - Every book that goes out to a reader is a good thing.

KINDLE UNLIMITED FAQs

- Does reading in Kindle Unlimited help or hurt authors?
 - Anytime readers are reading helps an author. KU is helpful for longer works, but it's always most helpful to buy!
- Does an author get paid if I re-read a book in Kindle Unlimited?
 - No. The author only gets paid for the first read, but that's the same if you buy an ebook or print book as well.

KINDLE UNLIMITED FAQS

- Does it matter if I read through all the pages, including front and back matter?
 - No. Amazon states that the number of pages in your book starts at the Start Reading Location (SRL) and goes to the end of your eBook. So front and back matter page reads do not add to an author's Kindle Unlimited royalties.
 - As an aside, Amazon typically sets the SRL at the start of Chapter One, so not only are prologues often missed by kindle readers, they generally don't count toward the paid page count.

A still life scene featuring a white vase with purple and white hydrangeas, an open book with glasses, and a floral teacup on a wooden tray.

YOUR CHECKLISTS

HELP YOUR FAVORITE BOOK SUCCEED!

- Buy the book, or read it in Kindle Unlimited, or both
- Review the book as promptly as possible on: Amazon, Goodreads, and/or BookBub
- Like other positive reviews of the book on: Amazon, Goodreads, and/or BookBub
- Post about the book on your favorite social media, and tag the author. Possible posts include:
 - Your thoughts
 - Your fan art
 - Your 'book in the wild' image
 - Your review
 - Your recommendation
- Interact with and share posts about the book on your favorite social media sites
- Ask your favorite blog, podcast, magazine, etc. to feature the book

GOOD REVIEW CHECKLIST

- Is my review honest?
- Did I list positives?
- Did I mention negatives?
- Did I give fair warning if I included spoilers?
- Did I avoid polarizing phrases like “trigger warning” or “steamy” in my headline?
- Did I remember not to refer to an earlier online version of the story?

*Checklist PDFs are available on the JAFF Event Site:
www.jaffwriterreadergettogether.org



THANK YOU!

Thank you to each and every reader for all you do to support our unique and special genre. Without your love of and enthusiasm for Jane Austen's work, her world, and the enduring impact of her writing, there would be no Austenesque Literature or JAFF Get Together. We would all miss the comradery and joy this wonderful genre adds to our lives, and to the world.



We appreciate you!