



10 Ways to Help a Book Author You Love

Tim Cosby

1. **Pray.** Pray for your friend and for the wide distribution of his or her book.
2. **Buy** your friend's book. Encourage other friends to buy the book. Buy books as gifts. Where should you buy the book? Buy from Amazon.com. Don't put off buying the book. The more sales at the beginning of the book's life, the more attention it will get from key decision makers, the media, and consumers.
3. **Recommend** your friend's book. If you like the book, recommend it to friends. Blog about it. Tweet a review or mention. Share a note on Facebook. Recommend the book to your book group. Review their book on Amazon.com and other reader social networks.
4. **Help** your friend get speaking engagements. If your friend is comfortable speaking, recommend your friend to your Rotary Club, Jaycees, churches, non-profit organizations, etc.
5. **Recommend** your friend's website. Link to it from your website, blog, Facebook page, etc. Tweet about it. When your friend writes a blog post, link to it. If your friend tweets something great, re-tweet it. Feature a quote from your friend's book on your website. Or tweet the quote.
6. **Help** your friend with the media. If you know of any newspaper editors or reporters, magazine editors, radio producers or hosts, TV show hosts or producers, columnists, bloggers, etc., send them a copy of the book or a note about the author. Or tell your friend about your connection, and introduce them to your contacts.
7. **Ask.** Ask your friend how you can help. You may have some talent, connection, specialized knowledge, etc. that might be just the thing they need. Or they might just need some of your time to help pack and ship some books or make a few phone calls.
8. **Blog** about your friend or their book. Post an article about the book, a review of the book, etc.
9. **Write** a review on Amazon, even if the book already has quite a few and/or you've reviewed it elsewhere. There's evidence that ratings and reviews factor into the Amazon algorithms that decide which books are promoted on the site (i.e. certain books are recommended to customers who bought books in similar genres). If reviewing isn't your bag, don't worry about writing paragraphs-long in-depth studies of the book; maybe you could just pen a few sentences with a couple of specifics about why you liked the book.
10. If you have a Kindle, **highlight and share** some wise or fun quotations from the book. If enough people share their highlights, they'll show up at the bottom of a book's page.

