

# Goodreads — What Good Is It for Authors?

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# What this class is about

Many authors are afraid of Goodreads, but they shouldn't be. Goodreads is where the readers are! Learn how to use Goodreads as an author to reach readers the right way and gain reviews and find superfans.

This class will cover:

- ▶ How Goodreads helps make your books more discoverable
- ▶ How to get your books listed on Goodreads
- ▶ How to use the features of the Goodreads author program
- ▶ How to interact with readers
- ▶ How to find groups where you can offer your books for review

# What is Goodreads?

- ▶ Launched in 2007. World's largest site where readers can list and rate the books they've read, interact with other readers and authors, and find new books to read.
- ▶ 65 million readers, who've added 2 billion books and have generated 68 million reviews
- ▶ Owned by Amazon (now) and recently integrated into Kindle e-readers
- ▶ Major features: Friends, groups, lists, reading challenges, emails, reviews, profile pages, TBR lists, book recommendation feature
- ▶ Author program

# How does Goodreads make your books more discoverable?

- ▶ Virality
  - ▶ When someone reviews your book or adds to their TBR list, an email goes out to their friends with the review or TBR addition
  - ▶ When you list a giveaway for a book, it's added to the TBR list of anyone who signs up
  - ▶ When someone has your book on their TBR, they get emails from Goodreads whenever you release a new book; they also get emails when your book is on sale
  - ▶ Readers who follow you also get alerts when you post to your blog or answer questions
- ▶ Readers categorize their books and create genre-centric or trope-centric lists of recommendations for other readers
- ▶ Another way to list your books (including links to retailers)
- ▶ Widgets for use on blogs and websites

# Example from Goodreads email about friends' activity



MarytheBookLover rated a book ★★★★★

2 days ago



Stillhouse Lake (Stillhouse Lake, #1)

by Rachel Caine

Want to Read

My Opinion:

I loved reading about this woman's journey. Amazingly written and passionately portrayed. I was immersed from the beginning of this book till the end. I had to know what was going to happen and loved all the twists in this story. I loved it so much, I wasted no time in getting the second one in the series.

# Example from “Updates from Authors You Follow” email

Dana,

Some of the authors you follow answered reader questions and wrote blog posts this week:



**"Ask the Author Answer" by [Mary Doria Russell](#)**

**Has there been any interest in making a mini-series based on "Doc" and "Epitaph"?  
[Russell's answer](#)**

Answered on April 27, 2018 06:09 | [0 comments](#)

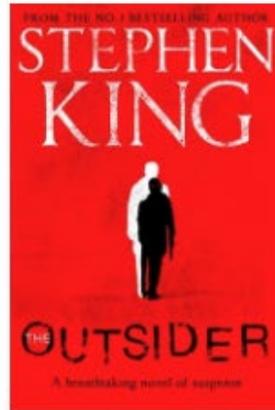
# Example email of “New releases from authors you’ve read or shelved”

goodreads

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New Books from Authors You Shelved

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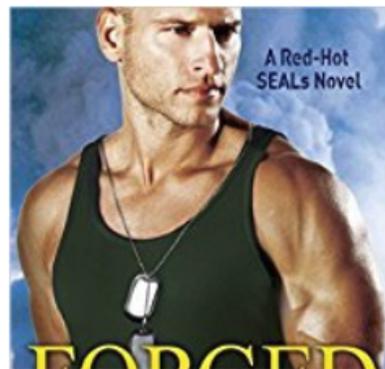
# Example of “Goodreads Deals” email

## goodreads Deals

Hi Dana,

We found a great deal for an ebook by an author you follow!

Want more deals? [Select your preferred genres](#) to get daily ebook deals.



### **Forged in Smoke**

by Trish McCallan

★★★★☆ 4.18 1,846 ratings

Author You Follow Romance

**\$2.00**

Regular price\*: \$4.99

# How do I get my books listed on Goodreads?

- ▶ If you're traditionally published, they should get listed automatically.
- ▶ If you're self-published, you might need to add them yourself or contact the Goodreads librarians to help you. (The ISBN submission process doesn't seem to work quickly.)
- ▶ TIP: If you're doing pre-release promotion and don't yet have your book links, manually add your book to Goodreads so that people can add your book to their TBR. Be sure to update the book listing with your ASIN and/or ISBN once the book is released.
- ▶ TIP: If you change your book cover, you'll need to manually add a new edition of the book with the new cover and then designate that edition as the primary edition of the book. You'll also need to make sure all of your editions have been combined. (Contact the Goodreads librarians to do that for you.)

# Adding a book to Goodreads

## Author Dashboard

Check the stats for your books and giveaways, and learn more about how to promote your books on Goodreads.

- [My Author Profile »](#)
- [Edit My Author Profile »](#)
- [Add a book »](#)

Dana Delamar's Stats



### Dana Delamar's Stats

★★★★★ 3.89 avg rating – 1,887 ratings

number of works	18	added by unique users	5,085
total books added	7,189	followers	423
total ratings	1,887	friends	1,557
total reviews	306	books I've added	1,087
on to-read shelf	3,781	books I've reviewed	403

### AUTHORS & ADVERTISER

Stay updated about new pr case studies for authors.



# Adding a book to Goodreads

## Add a New Book

**Note:** Goodreads has over 12 million books in its database already, so please [do a search](#) before adding a book, as it may be a duplicate. Please also carefully read the guidelines to the right, especially the part about what kind of books to add.

title *	<input type="text"/>
sort by title *	<input type="text"/>
author *	<input type="text" value="Dana Delamar"/> <a href="#">Add Role</a>
	<a href="#">Add new author</a>
isbn	<input type="text"/> isbn 13 <input type="text"/> <a href="#">Click for ASIN</a>
publisher	<input type="text"/>
published	year: <input type="text"/> month: <input type="text"/> day: <input type="text"/>
number of pages	<input type="text"/>
format	<input type="text"/> <a href="#">Other</a>
edition	<input type="text"/>
official url	<input type="text"/>
description	<input type="text"/>

Add a cover image for this book.

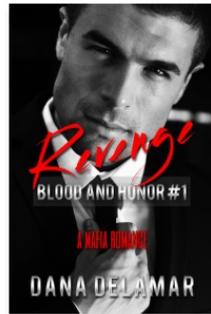
No file chosen

## Guidelines

- **Authors:** Add authors in the order they are listed on the book cover, or alphabetically if there is no cover or various editions disagree.
- **Format:** Should generally be Hardcover, Paperback, Audio CD, Ebook, etc
- **Title:** If the book is in a series, put which book it is in parenthesis after the title. For example: Harry Potter and the Sorcerer's Stone (Harry Potter, #1). [More rules are here.](#)
- **Types of books:** Please only add books. Books generally have ISBN numbers (but don't have to), and are usually published. Periodicals such as newspapers, magazines, and comics are not books. However a volume of comics or articles or a graphic novel is considered a book.

For more tips please read the [Librarian Manual](#).

# Sample Goodreads book listing



## Revenge

(Blood and Honor #1)

by Dana Delamar (Goodreads Author)

★★★★☆ 3.78 · Rating details · 760 Ratings · 94 Reviews

\*\*\* Double-finalist (Romantic Suspense and Best First Book) in the 2013 Booksellers' Best Awards! \*\*\*

Top Pick, 5 Stars from The Romance Reviews (TRR) - "This story truly exceeded my expectations. Revenge is action packed, and when the pace picks up, it does not slow down.... Pick up this book today; it will grab your attention from the beginning. I cannot wait to read the ...more

Want to Read ▾

Rate this book



★★★★★

You want to get readers to add your book to their TBR list.

### GET A COPY

Kindle Unlimited \$0.00 Amazon Stores ▾ Libraries

Or buy for \$3.99

Kindle Edition, 302 pages  
Published January 1st 2012 by Dana Delamar

ASIN B006U5U9PK  
Edition Language English  
URL <http://www.danadelamar.com>  
Series Blood and Honor #1  
Other Editions (5)



All Editions | Add a New Edition | Combine

...Less Detail



Another way to get readers to buy your book.

Edit your book's details here.



edit details

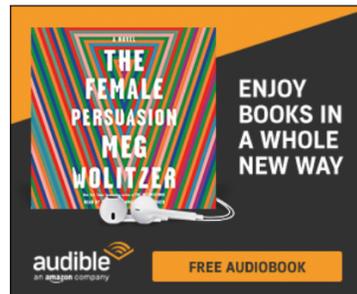
# The Goodreads Author Program Features

- ▶ See <https://www.goodreads.com/author/program>
- ▶ Sign up for an author account (gives you the option of becoming a Goodreads librarian)
- ▶ Fill out questions to answer and link your blog
- ▶ Use the Goodreads widgets (see your Author Dashboard) on your blog and website to make it easy for readers to add your book to their TBR
- ▶ Giveaways ([https://www.goodreads.com/giveaway/show\\_create\\_options](https://www.goodreads.com/giveaway/show_create_options) and <https://www.goodreads.com/help/list/giveaways>) – I've heard mixed things about the effectiveness of these; I do not recommend the Premium option because of the cost
- ▶ Ads – from what I've heard, these are not an effective use of your money
- ▶ See tips for authors at: <https://www.goodreads.com/authors-advertisers>

# Example of a Goodreads author profile



648 ratings | 381 reviews | avg rating:4.37



DANA DELAMAR'S FOLLOWERS (412)



More followers...



## Dana Delamar (edit author profile)

GOODREADS AUTHOR

**Born** in The United States  
**Website** <http://www.danadelamar.com>  
**Twitter** DanaDelamar  
**Genre** Romance, Gay and Lesbian, Suspense  
**Member Since** February 2009  
**URL** <https://www.goodreads.com/DanaDelamar>

[edit data](#)

Dana Delamar is the author of erotic romance, LGBTQ romance, and the "Blood and Honor" Mafia romance series, which is set in Italy among the Calabrian Mafia. Her first book, REVENGE, received 4 stars from RT Book Reviews, was a Top Pick at The Romance Reviews, and was a double-finalist for Best First Book and Best Romantic Suspense in the 2013 Booksellers Best Awards. Her second book, RETRIBUTION, received 4 stars from RT Book Reviews and was a semi-finalist in the Kindle Book Review's 2013 Best Indie Book Awards. Her book MALAVITA was a quarter-finalist in the 2014 Amazon Breakthrough Novel Awards, and her book REDEMPTION was a finalist in the 2014 Maggie Awards and a semi-finalist in the Kindle Book Review's 2014 Best Kindle Book Awards. ...more

ASK THE AUTHOR

[Learn more](#)

"RECKONING is LIVE!!!! You can get all the purchase links here:

<http://www.danadelamar.com/Books.html>

Feel free to ask me questions about the books or my writing process at any time. " Dana Delamar



Ask Dana Delamar a question

POPULAR ANSWERED QUESTIONS

Will there be a book #4 to your Blood & Honor series?



Dana Delamar Sorry Ty, just now saw this! Yes, there will be another book. In fact, I'm planning to have Reckoning out some time in October-Nov 2015.

2 Likes · Like · 1 Comment

# How to interact with readers

- ▶ DO NOT EVER comment on reviews. SERIOUSLY. You can like a review. That's it.
- ▶ DO NOT SPAM readers in groups. READ THE RULES of the groups. Post about your books in the places where authors are allowed to post.
- ▶ DO NOT bring up your book over and over again during group discussions.
- ▶ DO interact as a reader who's passionate about books. Join groups, participate in discussions, accept friend requests. Fill out your author profile and author questions. Respond to emails. Track books you read, post reviews of your own (I review only books I enjoyed), do reading challenges.
- ▶ DO consider creating a group to interact with your fans (as an alternative to using Facebook groups).
- ▶ And DO offer your book for review (see next slide).

# How to get reviews on Goodreads

- ▶ Look for genre- and trope-specific groups.
- ▶ Within those groups, see whether they have an ARR (Authors Requesting Reviews) or R2R (Read2Review) program, and follow the rules for it.
- ▶ If there is no formal ARR or R2R program, find the place where authors are allowed to post about their books and offer your book for review there.
- ▶ See handout for groups to start with

# How to offer your book for review

- ▶ Suggested text for introducing yourself and offering your book for review:

Hi! I'm <author name>. I've recently written a <genre of book> called "<title>", <brief one-line summary>. As you know, reviews are very important to help readers discover new authors and books, so I'm looking for readers interested in receiving a free copy of these stories in exchange for an honest review to be posted on both Goodreads and Amazon.com (if you want to post your review on other retailers, I'd appreciate that). Here's the book's description:

<insert blurb>

If you're interested in reading and reviewing the book, please reply to this post or message me with your email address and let me know which ebook format you need (.mobi, .epub, or .pdf). If possible, I'd like the reviews to be posted on both Goodreads and Amazon.com by <date>.

Thanks for your help!

<name>

# How to send your book to people who request it

- ▶ You may get requests for the following formats:
  - ▶ .mobi file (Kindle ereaders and Kindle app)
  - ▶ .epub file (Apple iBooks, B&N Nook, Kobo, Google Play readers/apps)
  - ▶ .pdf file
- ▶ Delivery methods (see the handout for specifics):
  - ▶ E-gifting (you pay the cost of the book)
  - ▶ Emailing the files (100% free, but higher piracy risk)
  - ▶ Prolific Works (formerly Instafreebie) or BookFunnel (you may have to pay for these)

# Questions?

- ▶ Bottom line: Explore Goodreads, see what it has to offer, and have fun!