

## KILLER WAYS TO TEASE A NEW RELEASE

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### SOCIAL MEDIA HEADER GRAPHICS

Sites like Canva let you design your own for free, or you can hire this out for cheap and they're a bold way to keep your release front and center.

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### AUTHOR Q&A EVENTS ON FACEBOOK

You can set these up as official events, have people RSVP and they're really fun and easy!

3

### SNAPCHAT SHORTS

This platform is shockingly easy to use and a great way to get "video" out there without a lot of effort and add variety to your fan engagement.

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### GIVEAWAYS

Signed copies, gift cards, swag that fits your book's theme - ask for proof of purchase for entry and you're set!

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### EXCERPTS

This is great way to get people excited. It can be a paragraph at a time, a chapter, leave them wanting more (so they have to buy!)

6

### BEHIND THE SCENES SNEAK PEEKS

Alternate covers you considered, images of your creative space, a stack of freshly printed new releases - getting personal pays.

7

### GOODREADS GIVEAWAYS

If your book is up for pre-order you can do a giveaway and send the winners galley copies! Talk about buzz worthy!

8

### GOODREADS EVENTS

When you create an event on Goodreads you get to invite anyone in your network as part of the set up, so take advantage.

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### CHARACTER PROFILES

Release in-depth character profiles, quirky facts, likes and dislikes, and a photo of a celebrity you'd pick to play them in a movie!

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### BOOK TRAILERS

Book trailers are exciting! And the more visuals you put out there the more memorable your book and brand will be.