

## LEVEL UP YOUR BOOKBUB PROMOTIONS GAME

With over 15 million readers waiting to find YOUR books, BookBub is one promotional platform authors can't afford to overlook. Use these quick tips to level up your BookBub promotions game. Their readers are one of the most voracious and are looking to binge everything their next favorite author writes. Help them find you!

1. Claim your author profile – **FREE**
2. Add your books and add eligible audiobooks to their Chirp catalog – **FREE**
3. Double-check that your new release has been added and a new release alert has been scheduled – **FREE**
4. Once you hit 1,000 followers send a pre-order alert – Price \$0.2/follower
5. Consider submitting a *New Releases for Less Feature* with your new release – Prices vary
6. Submit a backlist book for a *Featured Deal* – Prices vary
7. Submit for a Chirp audiobook deal – Prices vary
8. Run BookBub ads for free, discounted, or newly released books – Prices vary
9. Run Chirp audiobook ads for free, discounted, or newly releases audiobooks – Prices vary
10. Cross-promote by swapping book recommendations with other authors – **FREE**

**Notes:** If you are based outside of the US, BookBub still encourages you to update your country to the US to access all their features. BookBub has many, many readers outside of the US and if you're wide, you'll be able to target all retailers.

Remember, a comprehensive promotion's strategy is best, and BookBub is only one piece of your overall marketing puzzle!

Looking for other promotion tips?

1. Pick a book a month if you have a large catalog and sign up for a few promotions – don't overlook the small guys! New readers come from everywhere.
2. Look for promotions featuring new releases, full-price, or genre-specific promotions if you only have one—or a couple—of books out.
3. Track the results by booking promotions over a span of days instead of all at once so you can measure how successful a promotion is and start making a list to return to.

**Looking for affordable and fun promotions of all kinds?  
Check out [LitRing.com](http://LitRing.com) and use coupon code writepub to get \$5 off your next promo!**