

Indie Author Book Promo Cheat Sheet

Paid promotions, organic channels & launch strategy — all in one place

PAID PROMOS — NEWSLETTER & BOOK SITES

Get That Book 2 spots/month — 1 new release + 1 sale book per promo - Submit for Spot #1 or Spot #2 - Check for Author Events (\$10) <i>Submit via Google Form</i>	Best Book Monkey Bronze One book per author per week. Good for consistent ongoing exposure.	Fussy Librarian \$79 Strong genre filters — great for romance, cozy & mystery readers.
Robin Reads \$70–\$75 Free or \$0.99 books only. <i>☹️ 90-day cooldown between runs</i>	eReader News Today \$55–\$135 Free or \$0.99 books only. High reach. <i>☹️ 90-day cooldown between runs</i>	The eReader Cafe \$0.99+ Spotlight — \$25 - Freebie feature — \$40
My Romance Reads \$90–\$100 Romance-focused newsletter audience.	BookFunnel Paid tiers Group promos, ARC delivery, reader magnet distribution. Join existing promos or host your own. <i>Essential for list building & cross-promo</i>	Author Scale Author marketing platform — ads, promos, and visibility tools for indie authors. <i>Verify current offerings before booking</i>
BookBub Selective Highest reach, highest bar. Apply with strong reviews & sales history. Featured deals + new release alerts available.	Book Cave Reviews required before submission. Build your review count first. <i>★ Earn reviews before applying</i>	

WRITTEN WORD MEDIA

Bargain Booksy Wide romance reach to 450K+ subscribers. Best for sale-price books targeting sweet/clean readers.	Hello Books KU Free Days Run during your Kindle Unlimited 5-day free promotion for maximum page reads.	Red Feather Sweet Sweet/clean romance niche. Check WWM calendar for next available dates. <i>Check dates before submitting</i>	Subscriber Surge Periodic high-volume promos. Strong list-building event — add to calendar when dates open. <i>Check dates before submitting</i>
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ORGANIC & FREE CHANNELS

Genre Facebook Groups Permission-based posts in reader groups. Always read group rules first. Outperforms Reddit for direct signups.	Reddit r/romancebooks, r/KindleFreebies, r/fantasyromance. Value posts build authority. Organic only — paid ads have mixed results.	Your Email List Buyers-first drops. Early-access windows convert best. Reserve-close follow-up on days 2–4 is load-bearing.
Bookclicker Free Free book promotion community. Authors and readers share deals. Good for visibility without ad spend.	Bookswappy Free Author swap platform — exchange newsletter features with other indie authors. Builds list reach without cost.	Blog / SEO Genre keyword posts. Compound returns over 6–12 months. Optimize each post with Yoast or similar.
BookTok / Bookstagram Short video & photo content. Best for trope-driven romance. Partner with micro-influencers (<10K) for authentic reach.	ARC & Review Building NetGalley, BookSirens, or direct ARC team. Launch with 10+ reviews for algo traction & selective-site eligibility.	

LAUNCH SEQUENCE CHECKLIST

PRE-LAUNCH (4–6 WEEKS OUT) Book paid promos · Secure ARC readers · Schedule newsletter · Set up UTM tracking links	LAUNCH DAY Email buyers first · Social posts live · Reddit/FB group posts · All promos active	DAYS 2–5 Reserve-close follow-up email · Re-share on social · Respond to reader comments & reviews	90-DAY WINDOW Track which promos drove sales (UTM) · Reset cooldown timers · Plan your next promo run
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QUICK TIPS

PRICING FOR PROMOS Most newsletter sites require free or \$0.99. Price series #1 permfree to drive read-through on backlist.	STACK YOUR PROMOS Run 2–3 newsletter sites on the same day for amplified visibility and Amazon chart movement.	BOOKBUB STEPPING STONE Use BB New Release Alerts while building toward a Featured Deal — lower bar, still strong reach.	TRACK EVERYTHING UTM parameters on every promo link. Know exactly what drives sales before spending more.
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Prices and availability change — verify directly with each site before booking. Cooldown periods are approximate and vary by platform.

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