GOODREADS

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It is very important for authors to make their books available on Goodreads. It is equally important that they have author accounts.

Here is some general guidance/advice about Goodreads opportunities.

Giveaways

Goodreads likes giveaways. If you want to do a giveaway, fine. It can help a little, but often it is disappointing. (It is similar with Kindle, in our experience – hundreds will take the free book; 1-2 will purchase the actual book once the giveaway is over.)

We recommend against shelling out money to Goodreads for promotion; we have not seen a good return on investment there. However, you are welcome to make your own decision on that matter.

New Releases Issue

If you want your book to be listed in the Goodreads new releases issue (a really good thing), you need to have established your account significantly in advance, ensure that the book is listed (with ARCs, this is usually automatic), and make sure that the release date is included. If no ARC, then you need to put up the jpeg in advance and get people to list it on their shelves as wanting to read it. There is an algorithm that grabs the most frequently listed books for inclusion in the newsletter.