

Book Club Marketing Cheat Sheet

What kind of book club is this?

- What do they want to talk about?
- Why are these people in the club?
- How long has the club been around?
- Who is the organizer and how do they add new people?
- Where do they meet and why?

How serious is this club?

- Do they attend conventions?
- Do they have a selection process?
- Are they organized by a library?
- Do they read by genre?

How do you find these clubs?

- Google
- Libraries
- Goodreads
- Bloggers
- Facebook
- BookStaGrammers
- Twitter (via hashtags)
- Podcasts
- Schools
- Churches
- YMCA & other community organizations



What You Get

- Book sales
- Engagement with Readers
- Feedback on your work
- A chance to see your story differently

What You Bring

- The Book Club Guide
- Themes
- Choices
- Process stories
- Discussion Questions
- An open and accepting attitude
- Stories adjacent to this one
- Recommended reading
- Wine (or a hostess gift of some kind)



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