



**booklikes**  
*for Authors*

## *What is BookLikes?*

**BookLikes is a blog platform designed for book reviewers, writers, and bloggers. Our community has called it “Goodreads and Tumblr combined” as it has both the features of a book-cataloguing site and of a blog with a strong social component.**

BookLikes has a lot to offer not only readers and bloggers, but also authors. It is a new and exciting experience; it's much more than just a plain profile on another literary social site.

BookLikes offers authors a personal webpage with a blog, virtual bookshelf, and reading timeline. It's a place where authors can promote their books and present themselves to the community of book lovers.

## *How can BookLikes help Authors?*

- BookLikes helps authors meet and interact with book bloggers
- BookLikes helps authors promote their books
- BookLikes is a tool to reach over 40,000 active book bloggers
- BookLikes is a place where authors can be discovered and stay connected with the influential book lovers' community
- BookLikes helps authors stay active on their social media channels -- authors can synchronize their BookLikes account with their Facebook Page, Twitter, and Amazon's Goodreads
- BookLikes is independent. BookLikes is free -- and always will be.

**In order to take best advantage of BookLikes' features for authors, follow the steps below:**

1. Sign up on BookLikes and request an official profile.
2. Customize your BookLikes webpage to make it more personal.
3. Share your reading life.
4. Stay active and interact with others.
5. Promote your books on BookLikes: get verified, be interviewed, add giveaways, share and sync.

# 1. Sign Up and Set Up Your Personal Webpage

Setting up a BookLikes account is quick and easy.

All you have to do is to create your unique username (it will be a part of your BookLikes URL), upload your photo, and write a short bio. Personalize your page by choosing a catchy blog title and a nice layout.

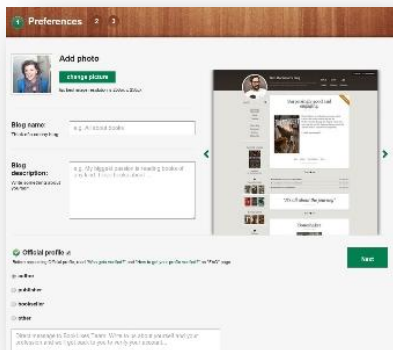
Request an **Official Profile** for your Author's Webpage

## Tips:

**Username:** consider using your author name / pen name / book title for your BookLikes Username. The address of your personal webpage on BookLikes will be: *yourusername.booklikes.com*

**Blog Title:** make it personal; use your name or your book title to help your readers find you.

**Make it official:** request the Official Profile for your BookLikes author's webpage and receive the official badge (write to us at [authors@booklikes.com](mailto:authors@booklikes.com)).



## 2. Customize Your BookLikes Webpage

**First impressions matter, so make them work for you.**

Your webpage should represent you, your writing, and your personality.

To make your BookLikes webpage stand out, be creative with the blog theme (the customization tab can be found in Settings/Blog -> Customize). You can upload your



own header or background, change the colors, and adjust the blog to your preferences. You can choose a free blog theme or a paid one: all are easy to customize and personalize.

### *Tips:*

**Be Social, get discovered:** connect your social profiles and add your social profile links to your BookLikes webpage. Switch on the social share buttons.

**Design:** your BookLikes Author's Webpage should represent you and your writing. Adjust it to your personality and writing style. Choose a layout and colors that work for you, your blog guests, and readers.

**LAUREN B. DAVIS**  
author of *THE EMPTY ROOM*, *ON A DAILY GREAT*,  
*THE LADY IN THE CITY* & *THE STUBBORN SEASON*.  
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**THE EMPTY ROOM**  
LAUREN B. DAVIS

### 3. Write About Books

**It's time for the fun part. Writing!** It's up to you what your BookLikes webpage will look like and what content you will share. You can write about books you love, promote your own books, and share your updates and new releases. The following writing options give authors new ways of promoting their books:

- **Quote Post:** you can share excerpts from your books or quotes you love
- **Video Post:** great for book trailers and interviews, as well as videos from book tubers and vloggers
- **Photo Post & Gifs:** you can share images that make you laugh, pictures of places that inspire you, or book covers of your future releases
- **URL:** You can easily link to articles and interviews that you find interesting
- **Text and Review:** your readers would love to know what books inspire you and what you are reading when not writing.

Additionally, you can easily connect your post with books you're writing about.



## *Tips:*

**Share your reading life, not just your writer's life:** authors can share their thoughts by using different post templates (text, quote, photo, video, url), easily connect a post with a book, mark it as reviewed, and add rating stars (including half stars!). This is a good way to stay in touch with your readers and show your personality as both an author and a reader.



## 4. Discover and Be Discovered

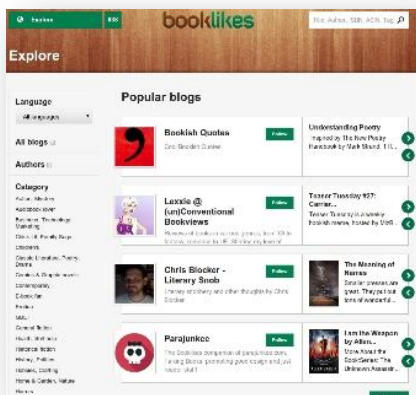
The best way to be discovered is to discover others.

Thanks to BookLikes Explore Page you can easily find and follow other writers and book lovers with similar reading tastes. The majority will follow you back and that can be the start of your own community. Staying active will help you in gaining new followers.

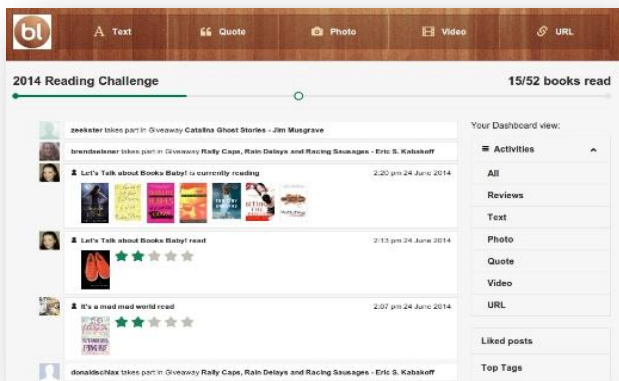
Start by importing your collection from other book-oriented social sites, and show the books you love on your BookLikes Shelf.

You can also connect your BookLikes account to your Kindle and update your reading progress on the go. Additionally, you can synchronize your Goodreads account with your BookLikes webpage (anything posted on BookLikes will go to your Goodreads profile automatically).

Interact with the site, add posts and reviews, like and reblog posts published by others, add comments and join discussion groups.



All your friends' updates will be visible on your Dashboard. You can also invite your friends from Facebook and Twitter to join.



## Tips:

**Stay active:** interact with your readers, add comments, and reply to notes from your followers. Show your interest by liking and reblogging posts published by others. Express yourself by adding comments -- you can use the BookLikes commentary system in the BookLikes home view, and add a Disqus and/or Facebook discussion box to your BookLikes webpage.

**Be part of the community:** explore BookLikes and find new blogs to follow. Share the news that you're on BookLikes and invite your friends.

**Write & shelf:** import your book collection from other book-social sites; sync your social profiles.

## 5. Promotional Opportunities for BookLikes Authors

BookLikes, with the largest book database of all book-oriented social sites, has several options that will help authors reach new readers and promote their titles. All options are free of charge.

- **Author's Profile and Verified Badge:** to take full advantage of the Author's Profile and get bigger exposure on BookLikes, each author can receive a Verified Badge.

Verified authors are promoted in the BookLikes Community, interviewed on the BookLikes Blog, and featured in the BookLikes Newsletter.



- **Book Pages:** Book pages present the books written by a given author, with detailed information about each book and its editions. Each book page presents the community's reviews and

ratings. Books by BookLikes Authors will be linked to the author's BookLikes webpage. Readers can easily find an author's page and start following it.

- **Giveaways:** One thing readers love more than a book is a free book. In particular, giveaways are highly popular with book bloggers, who love advanced copies and the possibility to share early reviews. Giveaways are also a great way to promote books and an opportunity to reach new readers. Authors can set up the giveaways for paper books or e-books.
- **Synchronize:** stay active wherever you are, on all your channels; import your book collection, sync your Goodreads profile with your BookLikes account, and share your reading progress straight from your Kindle (in Settings).
- **Share:** connect your BookLikes account with your social profiles and share your texts on Twitter, Facebook, and Goodreads (in Settings).

## *Tips:*

**Get verified:** Verified Author profiles are promoted in the BookLikes community and gain twice as many followers in comparison to the unverified profiles.

**Set up giveaways:** giveaways are excellent for spreading the word about your books and getting new readers, reviews, and feedback.

**Synchronize:** publish and add books to your Bookshelf on BookLikes and stay active on all your social media channels.

## *BookLikes in Quick Steps:*

1. Sign up on BookLikes and request an official profile.
2. Customize your BookLikes webpage, make it personal, and add your social-profile links.
3. Share your reading life.
4. Stay active, be part of the community, interact with others.
5. Promote your books on BookLikes: get verified, be interviewed, add giveaways, share, and sync.

*Thank You.*

The BookLikes team is always happy  
to help and support you.  
If you have any questions, remarks, or suggestions, let us  
know at [authors@booklikes.com](mailto:authors@booklikes.com)

*See you on BookLikes!*