

where writers win

Why Book Clubs Matter:

And How to Grow Your Audience Using These Key Influencers

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What is an “Influencer?”


- Anyone who has the power to share your book message with multiple readers
- The most typical influencers include:
 - Book reviewers (traditional and online)
 - Book bloggers and “vloggers”
 - **Book clubs – both virtual and LIVE**
 - Libraries
 - Indie book stores
 - Conferences and festivals
 - “Affinity” groups



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Why Are Book Clubs Critical?


- Getting to one book club leader means 8, 10, 20 or 200 more readers, dependent on the club and its reach
- Book clubs are INVESTED in their reads – They talk about the books they’re reading and share those conversations with other friend AND other book clubs
- Book clubs can make a small book big
- Book clubs can make an old book new!



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What Attracts Book Clubs?

- Book Club or “Readers Guide” questions
- A well-thought out pitch
- A read they can “sink their teeth into” – especially books that are unique or “make a difference”
- Be willing to visit, in person or via Skype
- Being a Club member yourself



How to Write Your BC Qs


- Questions for Fiction: <http://www.litlovers.com/run-a-book-club/questions-for-fiction>
- Questions for Non-Fiction: <http://www.litlovers.com/run-a-book-club/questions-for-nonfiction>
- A list of general book club questions for discussion: http://classiciit.about.com/od/bookclubs/a/aa_bcquestions.htm
- More general discussion questions for fiction: <http://www.book-club-queen.com/book-club-questions.html>
- General non-fiction discussion questions: <http://www.book-club-queen.com/book-club-discussion-questions.html>
- For reading guides/book club questions from other books, visit: <http://www.booklistreader.com/2008/05/07/book-groups/stalking-the-online-reading-guide/>

Real-Life Author Examples

- Mary Arno’s Thanksgiving: <http://maryarno.com/book-club-questions/>
- Kat Varn’s Ameera Unveiled: <http://katvarn.com/book-club-questions/>
- Bruce T. Jones’ Lost Reflection Series: <http://www.brucejones.com/book-club-qs/>
- Jane Flagello’s Bamboozled: <http://www.janeflagello.com/book-clubs/>
- Learn more at <http://writerswin.com/authors-does-your-book-and-or-author-website-include-book-club-questions/>
- and <http://writerswin.com/five-questions-with-the-queen-pulpwood-queens-book-clubs-founder-kathy-murphy-speaks-out/>

Where to Post Your BC Qs

- Most Important: Back of Your Book!
- On Your Author Website
- A Link Included with Your Pitch to Book Clubs
- Across Your Social Media
- Taped Discussions on Website, You Tube, Social Media



The slide features the WIWIW logo with the tagline "where writers win" in a stylized font. To the right is a graphic of three colorful books (red, green, black) standing upright, with a white coffee cup in front of them. The word "CLUB" is written in a box below the books. There are small starburst icons around the books.

What to Include in Your Pitch


- A Book Club Pitch is Much Like a Query Letter:
 - Only Pitch Clubs You Know Would Have Interest
 - Include a Brief Bit About You
 - Include a Brief Bit About Book and Why It's Relevant
 - Let Clubs Know How They Can Include You
 - Be Kind, Always!



The slide features the WIWIW logo with the tagline "where writers win". To the right is a colorful illustration of several people sitting around a table, engaged in conversation and reading books. One person is holding a book high in the air.

Where to Find Book Clubs


- Meet-ups in your own area
- Library book groups
- Local indie book store clubs
- Virtual (via Goodreads at <https://www.goodreads.com/>)
- AND! WWW's Winner Circle...



The slide features the WIWIW logo with the tagline "where writers win". To the right is a graphic of a woman's portrait inside a decorative, shield-shaped frame. The words "Winner Circle" are written in a stylized, cursive font across the bottom of the frame.


LIVE and VIRTUAL Book Clubs

- Club Name and Contact Info
- Where the club is located (city or metro area and state)
- Whether the club is a live meeting, a virtual (i.e. Skype or Google Hangout) club or strictly online (excluding online clubs in the primary sites listed below)
- If the club is affiliated with a local bookstore or library
- The club's preferred genre(s)



Also "Behind the Curtain..."

- Vetted Reviewers by Genre
- Access to Indie Book Stores
- Sample Pitches
- Conference | Festival Calendars
- And... FREE access to thousands of libraries, too!



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Our Gift to You...

- Sign up for the Winner Circle here and get a full year's access for \$39.95
- (normally \$59.95)
- Use PROMO CODE **VIPW20**
- Enjoy!!!
- And by all means, email us at info@writerswin.com if you have a question or a book club you'd like to share!

