

# How to Help Indie Authors

*You can help the cause of good books, and lesser-known authors you love with little or no money, and very little time. If you genuinely enjoy a book and want to support the author, here are a few ways to help:*



## FRIEND AND BEFRIEND

Check out and "like" fan pages on Facebook, author profiles on Goodreads, Amazon and other online booksellers, as well as LinkedIn. The small task of "friending," "liking," "endorsing," or "following" helps indie authors and their books become visible.

## IT TAKES A VILLAGE TO PROMOTE A BOOK

A book becomes a success when people tell others about it. If you enjoy a book, tell your friends. Use your social media outlets to mention and link to the book or the author. Ask your local bookstores and libraries if they'd consider stocking the book. Invite your book club to read an indie. Many authors visit book clubs to chat about their book either live or via Skype. Giving indie books as gifts is another way to share the love.



## OFFER ENDORSEMENTS OR REVIEWS

Write an honest, positive review on Amazon, Goodreads, or other online retailers—it helps a book grow legs. A positive review or an endorsement is more valuable to the author than a single sale because it makes the book visible. Tip: Don't refer to the author by her first name in the review. Keep it professional.

## HELP MAKE CONNECTIONS

Authors will often have giveaway download periods or big discount days on Amazon and other sites. This is essentially free advertising. Tell friends. If you want to go the extra mile, download it yourself—even if you have the book. If you are in the market for another book of a similar genre, purchase that one at the same time. This couples the indie book with the established one. The two books become linked, both are promoted. Magic!



## SUBSCRIBE AND INTERACT

Subscribe to and interact with writer's blogs and tweets. Blogs and tweets are another free—other than the labor—way for authors to gain visibility. Good blogs don't just hawk books. They provide information, inspiration, or entertainment for the reader with occasional information about a book launch or event. Bad blogs are just ads. Follow, like, friend, endorse...

## SHOW UP AND BRING FRIENDS

Attend book events for authors. Bring friends. The support means a lot. Readings and book events are almost always free. They benefit the author, the bookstore, or the coffee house that's hosting, and it's a fun way to spend an hour or so.



**I LOVE connecting with readers. Find me in all of the following ways:  
Linda Schuyler Horning: Email: [lindahorning.me@gmail.com](mailto:lindahorning.me@gmail.com) Web: [www.lindahorning.me](http://www.lindahorning.me).  
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