

# GOODREADS: THE PLATFORM THAT CAN MAKE YOUR CAREER

Robin Sullivan  
Write2Publish Meetup  
4/4/2015

# WHO AM I AND HOW TO REACH ME

- Business Manager of Author Michael J. Sullivan
- Ran a small press publisher – 5 years
- 8 years in the publishing business
- Michael.Sullivan.dc@gmail.com



# A BIT ABOUT MICHAEL'S CAREER

- Author Riyria Revelations, Riyria Chronicles, Hollow World
  - Half a million English Language Books Sold
  - 20 Foreign Language Contracts
  - Self, small-press, and big-five (3 contracts)
  - More than 100 “best of” or “most anticipated lists”
- At BEA (Book Expo America) Goodreads presentation used Michael as a case study for an author who “does Goodreads right.”
- #47 Most followed last 12 months; #48 Most followed this month; #47 Most followed this week
- 4-time Goodreads Choice Nominee

# WHERE TO LEARN MORE

- [reddit.com/r/write2publish](https://www.reddit.com/r/write2publish)
  - Author's Guide to Self Promotion
  - Query letters & Where to send them
  - Marketing Resources for Book Promotion
  - An Author's Guide to Goodreads
- [amazingstoriesmag.com/author/Michael-j-sullivan/](https://amazingstoriesmag.com/author/Michael-j-sullivan/)
  - Royalties / Contracts / Editing / Author Income
  - Industry Business News
  - Marketing Advice

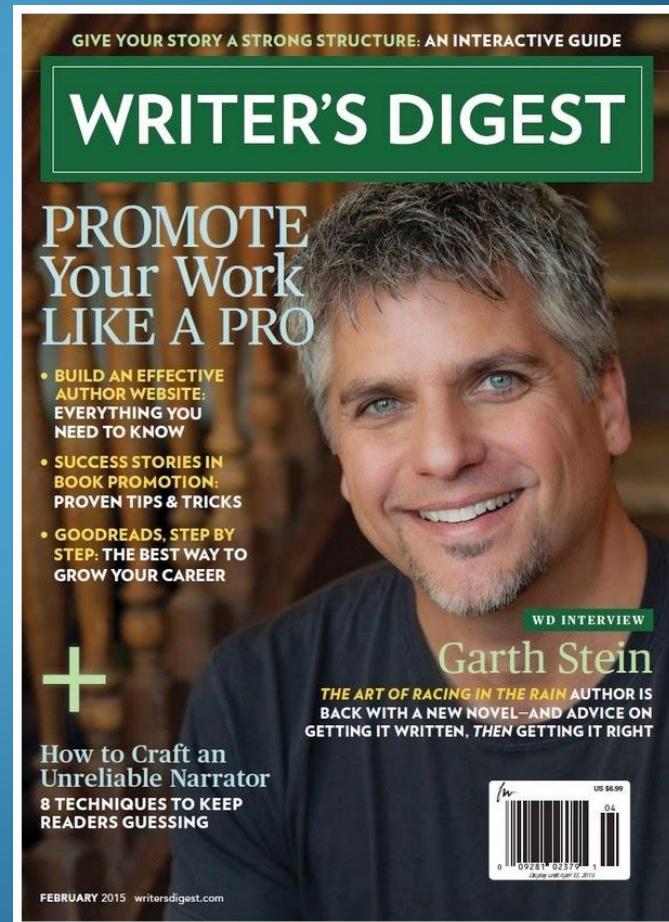
# GOODREADS RESOURCES

- Forbe's Author Brading Article
  - [www.forbes.com/sites/davidvinjamuri/2014/03/04/the-strongest-brand-in-publishing-is/](http://www.forbes.com/sites/davidvinjamuri/2014/03/04/the-strongest-brand-in-publishing-is/)
- Author's Guide to Goodreads
  - [www.reddit.com/r/Write2Publish/comments/1aqlo5/an\\_authors\\_guide\\_to\\_goodreads/](http://www.reddit.com/r/Write2Publish/comments/1aqlo5/an_authors_guide_to_goodreads/)
- Writer's Digest Presentation
  - [www.michaelsullivan-author.com/Michael%20J.%20Sullivan-Author-Goodreads%20Writer's%20Digest%20Annual%20Conference%202014.pdf](http://www.michaelsullivan-author.com/Michael%20J.%20Sullivan-Author-Goodreads%20Writer's%20Digest%20Annual%20Conference%202014.pdf)
- This Presentation
  - <http://www.michaelsullivan-author.com/Goodreads.pdf>

# WRITER'S DIGEST ARTICLE

February 2015

- Why Goodreads?
- What is Goodreads?
- How to get started
- Becoming a Goodreads Author
- Setting up your profile
- Adding/removing/combing books
- Using Goodreads for pre-release
- Goodreads giveaway
- Tracking your success



# GOODREADS HELP

- Slide share – 24 Presentations
  - Goodreads 201 – Advanced Tips (features Michael)
  - Goodreads 201 – Advanced Technique
  - Marketing your books on Goodreads
  - Building a Platform on Goodreads
  - Your Guide to Giveaways
  - Your Guide to Author Promotions
  - Helping Readers Find Your Books

<http://www.slideshare.net/GoodreadsPresentations/presentations>

# WHY GOODREADS?

- Social networking site for readers (Facebook, Twitter, and Pinterest – too broad)
- Over 30 million members (18M )
- Over 45 million monthly unique visitors
- Over 34 million reviews (24M)
- Over 900 million books shelved (570M)
- Over 13 million books added to readers' "Want to Read" shelves every month (11M)
- (More than 74,000 authors)

Data as of Early September 2014 (Data as of May 2013)

# WHAT READERS DO ON GOODREADS

- Add books to their shelves (which can be marked as read, currently reading, or want to read)
- Rate and review books
- Friend people with similar reading tastes
- Find new books by exploring other's shelves
- Find recommendations based on other books they've enjoyed
- Join groups (that focus on a particular genre or topic)
- Nominate, vote on, and discuss monthly group reads
- Send book recommendations to other Goodreads member
- Participate in group discussions on topics such as what they are currently reading or favorite titles
- Create and vote on lists (such as which books should be made into a movie)
- Test their knowledge by answering book trivia questions
- Follow, friend, or become a fan of authors
- Enter giveaways to receive free books
- Receive new release notifications for authors whose books they have shelved
- Have private conversations with an individual via in-application email
- Interact with other readers by adding comments to group discussions, reviews, profiles, polls, lists, recommendations, and status updates
- Interact with authors through the “Ask the Author Program”
- Interact with other readers through the “Ask the Reader Program”
- Receive announcements when authors attend an event in their area
- Show appreciation for blog posts, Q&As, reviews, or comments by “liking” them

# WHAT WRITERS DO ON GOODREADS

- Same things that readers do
- Find reviewers and beta testers
- List events where they can meet up with you
- Connect your blog (auto updates)
- Upload video content
- Answer Questions (Ask the Author Program)
- List all your books & organize into series
- Create trivia questions
- Advertise
  - Animated Gifs (\$5,000)
  - Self-serve (choose your budget)
  - Giveaways (cost of book + shipping)

# GETTING STARTED WITH GOODREADS

- Create account
  - Add books to your shelves (just like any other reader)
- Claim your author page
  - Make sure all your books are showing
  - Organize your series
  - Link to your blog
  - Post Sample Chapters
- Find groups to join
  - Participate as a reader first
  - Post in “author’s section”

# AUTHOR PROFILE

goodreads [Title / Author / ISBN](#) Home My Books Groups Recommendations Explore [23](#) [3](#)



144 ratings | 55 reviews | avg rating 3.84  
[more photos \(0\)](#)

#47 most followed



SHOP NOW >



It Takes A Hero To Change History  
ON-SALE NOW  
[Want to Read](#)  
Visit [SteveBerry.org](#)

Michael J. Sullivan [\(edit profile\)](#)  Goodreads Author

url <https://www.goodreads.com/MichaelJSullivan>  
born in Detroit, MI, The United States  
September 17, 1961  
gender male  
website <http://www.riyria.com>  
twitter username author\_sullivan  
genre Fantasy, Science Fiction, Adventure  
influences J.R.R. Tolkien, J.K. Rowling, C.S. Lewis, Stephen King  
member since October 2008

About this author [edit data](#)

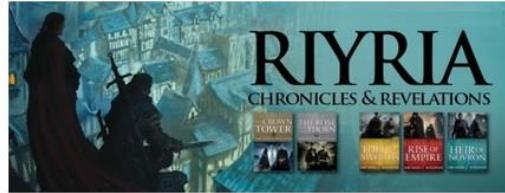
Four-time Goodreads Choice Award Nominee: 2010, 2011, 2012, 2014

[Newsletter Sign up](#)

WIN a limited edition of *Rhune*, book one of *The First Empire Series* before summer 2016.  
[Enter to win](#)

Michael writes classical fantasy and science fiction with unlikely heroes and epic adventures. His debut series, "The Riyria Revelations" has sold more than half a million English language copies and has been translated into 13 foreign languages.

**THE RIYRIA REVELATIONS & CHRONICLES: Some friendships are forged in blood.**  
Both the six-book Riyria Revelations and the two-book Riyria Chronicles were published by Orbit (fantasy imprint of Hachette Book Group). A third Riyria Chronicle novel is planned for 2015.



Hollow World: Award-nominated science fiction in the tradition of Asimov, H ...more

# AUTHOR PROFILE

- Author Picture
  - Your “reader” stats: ratings / reviews / average
  - Are you in the top 50 followed?
- Profile
  - Demographic info: gender / birthday / genre / influences
  - About the author
    - Can use “html” to provide formatting & pictures
    - Button Bars – quick access to contact info
    - Running a giveaway – advertise it!
    - Author bio
    - About your books

# BUTTON BARS

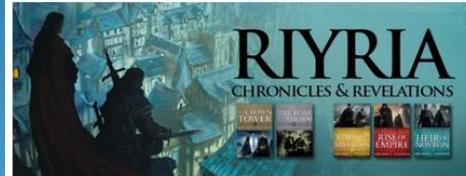


- [http://www.michaelsullivan-author.com/icon\\_setup.pdf](http://www.michaelsullivan-author.com/icon_setup.pdf)
- Icons provided
- Include as many or as few as you wish
  - Email
  - Website
  - Twitter
  - Facebook
  - Amazon
  - Wikipedia
  - Newsletter sign-up

# USING IMAGES

- Need it “hosted” somewhere on Internet
- Need the (URL)
- <img src=“url\_location”>
  
- Other formatting:
  - Bold: <b></b>
  - Italics: <i></i>
  - Link: <a href=“url”></a>

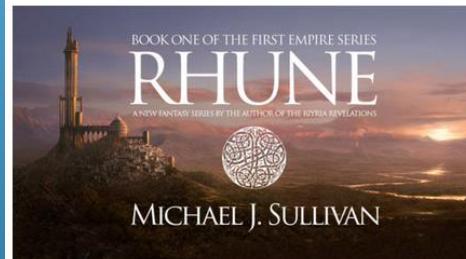
**THE RIYRIA REVELATIONS & CHRONICLES:** Some friendships are forged in blood. Both the six-book Riyria Revelations and the two-book Riyria Chronicles were published by Orbit (fantasy imprint of Hachette Book Group). A third Riyria Chronicle novel is planned for 2015.



**Hollow World:** Award-nominated science fiction in the tradition of Asimov, Heinlein, and Wells Science Fiction reviewers have high praise for Michael's time-travel action adventure. Here's one example from Justin Landon, "This is social science fiction that H.G. Wells or Isaac Asimov could have written, with the cultural touchstones of today. A modernized classic, Hollow World is the perfect novel for both new and nostalgic science fiction readers."



**The First Empire:** Discover the truth in myths and the lies of legends. Michael's most recent project, The First Empire, is a five-book epic fantasy exploring the difference between myth and reality and how the deeds of a group of ordinary people changed their world.



Michael enjoys his life as a full-time author, a dream that started after finding a manual typewriter in the basement of a friend's house at the age of eight. Michael inserted a blank piece of paper typed his first line and was hooked. Ever since then the desire to fill the blank page and see what doors the typewriter keys would unlock wouldn't let him go. For ten years, Michael developed his craft by studying authors such as Stephen King, Ernest Hemingway, and John Steinbeck. During that time, he wrote thirteen novels, and after finding no traction in publishing, he quit and vowed never to write creatively again.

# GROUPS: MEETING READERS

## Browse By Tag

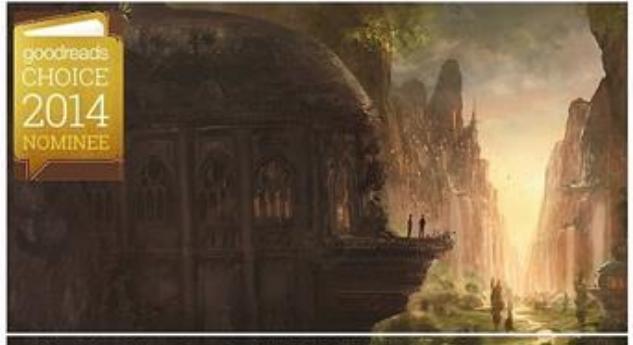
bookclub (5124)	literature (638)
fantasy (3442)	writing (596)
romance (2698)	adventure (565)
roleplay (1932)	role-play (559)
fiction (1790)	reading (498)
young-adult (1523)	thriller (480)
fun (1485)	sci-fi (472)
books (1380)	authors (466)
book-club (1240)	historical-fiction (462)
rp (1162)	love (458)
science-fiction (973)	paranormal-romance (447)
mystery (786)	history (405)
ya (768)	non-fiction (400)
paranormal (763)	magic (386)
horror (652)	friends (384)

- Few authors seem to know or use them
- Check the rules!!
- Find groups that match your genre
- Usually have a section for author's to post
- Usually do monthly polls to choose “to read” books
- BE A MEMBER FIRST

# GROUP AUTHOR POST

- Thank them for opportunity
- Graphic or book cover
- 15 word “headline”
- One paragraph “back of book blurb”
- Reviews (with links)
- Any accolades
  - Most anticipated books
  - Best book of xxxx

message 1: by Michael (last edited April 16, 2014 09:45 AM) added it Nov 14, 2013 08:36AM

 Thanks to the group for providing a place for authors to talk about books that they may like. My most recent release should be right up the alley for those in this group. It's called *Hollow World*.

**HOLLOW WORLD**  
PUBLISHING | 160 PAGES

The future is coming...for some, sooner than others. Ellis Rogers is an ordinary man who is about to embark on an extraordinary journey. All his life he has played it safe and done the right thing, but when faced with a terminal illness, he's willing to take an insane gamble. He's built a time machine in his garage, and if it works, he'll face a world that challenges his understanding of what it means to be human, what it takes to love, and the cost of paradise. He could find more than a cure for his illness; he might find what everyone has been searching for since time began...but only if he can survive *Hollow World*.

**REVIEWS:**  
*"This book made me laugh. It also made me cry. And in the end, it made me think. I highly recommend *Hollow World* for anyone looking for a book that brushes on and plays out some political and social issues we face today."* — N. E. White, SFFWorld.com

*"Hollow World establish Sullivan as a force to be reckoned with in any genre he chooses to ply his talent to."* — Matt Gilliard, 52 Book Reviews

*"This is social science fiction that H.G. Wells or Isaac Asimov could have written, with the cultural touchstones of today. A modernized classic, *Hollow World* is the perfect novel for both new and nostalgic science fiction readers."* — Justin Landon, Staffer's Book Reviews

**LISTS FEATURING HOLLOW WORLD:**

- Audible's Spring Preview 2014: The Best New Sci-Fi & Fantasy.
- Barnes and Noble's Top Fantasy and Science Fiction for April 2014.
- The Book Probe's 2014 Most Anticipating Sci-Fi Novels.
- The Bibliorachetum's Top 10 Reads of 2013.
- Fantasy Review Barn's Award for outstanding reads of 2013.
- Gaunting Dragon's Ten Fantasy and Science-Fiction Novels Worth Reading in April 2014.

# PRIVATE GROUPS

- By invitation only
  - Exclusivity = desirability
  - Part of the “in-crowd”
- Secret - what is said in the group stays in the group
  - No posts are sent out to the person’s feeds
- Give them special things they can’t get elsewhere
  - Short story, afterward, playlist used when writing books

# FRIENDS & FOLLOWERS

- Friends – 5,000 limit
  - Two-way relationship (see their feeds and you theirs)
- Followers (unlimited)
  - One-way
- Shows “activity” on goodreads
  - Reviews you’ve posted
  - Comments you’ve made
    - On reviews
    - In Groups
    - On blog posts
    - Ask the author
    - Posted events
    - Books to read
    - Liked comments

# NOTIFICATIONS

- Likes my status update, review, writing or blog post
- Sends me a message
- Adds me as a friend
- Follows my reviews
- Invites me to join a group
- Invites me to an event
- Invites me to play trivia
- Asks me to vote on a Listopia list, take a quiz, or like a quote
- Invites me to answer a poll
- Mentions me as a recommender
- Recommends me a book

# CONFIGURABLE (EMAIL OR NOTIFY)

- Comments on my profile
- Likes my Listopia list
- Comments on my Listopia list
- Comments on my book recommendation
- Comments on my poll
- Comments on my trivia question
- Comments on my status
- Comments on a review I commented on
- Comments on my answer for Goodreads Q&A
- Likes my question or answer for Goodreads Q&A
- Lists a Giveaway with a book I added as To-Read
- Comments on my friendship with another user

# BEYOND GOODREADS

- Can be linked to Facebook
  - Auto accept Facebook friends that join Goodreads
  - Publish on Facebook
    - Add a book or mark it “to read”
    - Rate a book
    - Update reading status
    - Review a book
    - Follow a user
    - Like a quote or review
- Twitter
  - Reviews
  - User statuses

# GOODREADS URLs TO MARKET

- Your goodreads profile
- Your “books” page (from profile more books by...)

Books by Michael J. Sullivan



Michael J. Sullivan  
Average rating 4.27 · 96,748 ratings · 6,744 reviews · shelved 195,720 times

Showing 30 distinct works.

sort by  « previous [1](#) [2](#) next »

 <b>Theft of Swords</b> (The Riyria Revelations, #1-2) by Michael J. Sullivan (Goodreads Author)  4.20 avg rating — 19,701 ratings — published 2011 — 20 editions	<input checked="" type="checkbox"/> Read  Rate this book 
 <b>Rise of Empire</b> (The Riyria Revelations, #3-4) by Michael J. Sullivan (Goodreads Author)  4.34 avg rating — 15,110 ratings — published 2010 — 13 editions	<input checked="" type="checkbox"/> Read  Rate this book 

# SERIES LIST

- Combines books & stats

Michael J. Sullivan > Series

 Michael J. Sullivan  
96,748 ratings (average 4.27)  
38 works

**The Riyria Revelations** (6 books)  
by Michael J. Sullivan (Goodreads Author)  
 4.30 avg rating — 73,469 ratings

**Riyria** (5 books)  
by Michael J. Sullivan (Goodreads Author)  
 4.29 avg rating — 69,449 ratings

**Riyria Revelations (Omnibus Editions)** (3 books)  
by Michael J. Sullivan (Goodreads Author)  
 4.32 avg rating — 49,447 ratings

**The Riyria Chronicles** (3 books)  
by Michael J. Sullivan (Goodreads Author)  
 4.23 avg rating — 20,019 ratings

**Riyria Short Stories** (2 books)  
by Michael J. Sullivan (Goodreads Author), Tim Gerard Reynolds (Narrator)  
 4.07 avg rating — 3,141 ratings

**The First Empire** (5 books)  
by Michael J. Sullivan (Goodreads Author)  
 4.18 avg rating — 111 ratings

**NEBADOR Book Four: Flight Training**  
"If you can't see the feelings in a donkey, a ship, or a delicate tool, then it's just as easy to not see them in your brother or sister..."  
[www.nebador.com](http://www.nebador.com)

**Summer Letters - A Nicholas Sparks Genre**  
Enter for a Chance to Win a Copy!  
In a story about love, family, and faith... If you believe that life is a puzzle, eventually you find out how all the pieces fit together.  
[www.summerletters.com](http://www.summerletters.com)

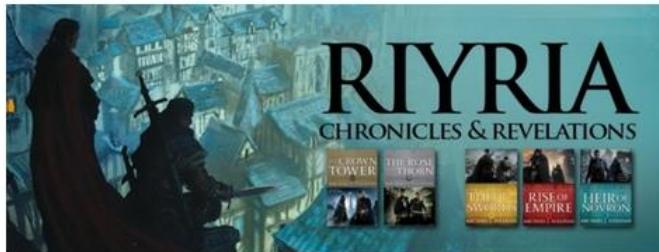
[more books...](#)

# INDIVIDUAL SERIES

## Riyria Revelations (Omnibus Editions) series

3 works, 3 primary works

The six-book version of this series originally published from 2008 - 2010 has been sold to Orbit and are now out of print. To read the series, these are the books you need to buy.



**Three of these books were Goodreads Choice Award Nominees** ...[more](#)  
[\(edit\)](#)

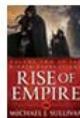


**Theft of Swords (The Riyria Revelations, #1-2)**  
by Michael J. Sullivan (Goodreads Author)

**★★★★★** 4.20 avg rating — 19,701 ratings — published 2011 — 20 editions [book 1](#)

[Read](#)

[Rate this book](#)



**Rise of Empire (The Riyria Revelations, #3-4)**  
by Michael J. Sullivan (Goodreads Author)

**★★★★★** 4.34 avg rating — 15,110 ratings — published 2010 — 13 editions

[Read](#)

[Rate this book](#)

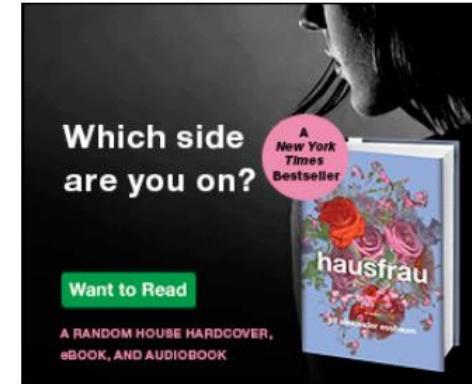


**Heir of Novron (The Riyria Revelations, #5-6)**  
by Michael J. Sullivan (Goodreads Author)

**★★★★★** 4.44 avg rating — 14,636 ratings — published 2012 — 14 editions

[Read](#)

[Rate this book](#)



sponsored books

### [The Sultan of Monte Cristo: First Sequel](#)

"The Sultan of Monte Cristo is a quick and fascinating read that fulfills the fantasies so many readers have longed for..." PBR  
[www.goodreads.com](#)  
[view 124 reviews »](#)

### [STAGED: A Broadway Novel](#)

"Will have you dreaming of Broadway even if you're miles away!" - TheaterMania \*Buy STAGED today!\*

[www.amazon.com](#)

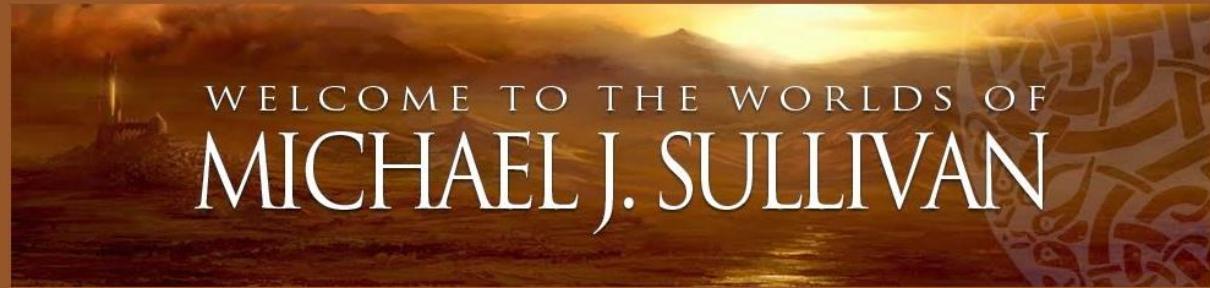
[view 10 reviews »](#)

[more books...](#)

# WIDGETS FOR YOUR BLOGS

- Reader: Reviews
- Reader: Books (read, to be read, certain shelf)
- Both: Updates
- Writers: Quotes from your books
- Writers: Reviews of your books
- Writers: Add books
- Writers: Book Widget

# WIDGETS IN ACTION



WELCOME TO THE WORLDS OF  
**MICHAEL J. SULLIVAN**

Home Books Store Free Stuff WIP Reviews Plotholes Extras Press Appearances About

**Reviews**

**Theft of Swords**

[Write a review](#) (you'll need to sign in to your Goodreads account or sign up) (showing 1-19 of 1,162)

By **seak** (Fruita, CO) · ★★★★☆ · September 28, 2012

Theft of Swords is an omnibus of the first two books in the Riyria Revelations, The Crown Conspiracy and Avempartha. It's also somewhat the story of an independently published author turned major publishing success as is nicely explained here by Iceberg Ink.

I have to first confess that this is... [...more](#)

By **Jonathan** (Melbourne, 07, Australia) · ★★★★★ · March 07, 2013

This is a brilliant piece of storytelling that any fantasy or action/adventure lover should go and read this. However before I divulge more information in that manner I would like to raise a few points. My first point being about fantasy in general while my second point will be about cliché and s... [...more](#)

By **Wendell** · ★★★★☆ · September 17, 2013

Originally reviewed at Bookwraiths Reviews

When a friend lent me Theft of Swords by Michael J. Sullivan, I have to admit I was tentative about beginning it. Not because I did not want to sample this series which I had read and heard

Reviews from Goodreads.com

GOODREADS  
BOOK GIVEAWAY



Rhune  
by  
Michael  
J.  
Sullivan  
[giveaway details »](#)

[Enter to win](#)

Rhune  
Giveaway

 MAILING LIST  
[Sign up here](#)

+ Add to  
**goodreads**



## Michael J. Sullivan's books on Goodreads



Theft of Swords (The Riyria Revelations, #1-2)

reviews: 1484

ratings: 19701 (avg

rating 4.20)



Rise of Empire (The Riyria Revelations, #3-4)

reviews: 689

ratings: 15110 (avg

rating 4.34)



Heir of Novron (The Riyria Revelations, #5-6)

reviews: 839

ratings: 14636 (avg

rating 4.44)



The Crown Tower (The Riyria Chronicles #1)

reviews: 648

ratings: 8773 (avg

rating 4.29)

# INTERACTING WITH READERS

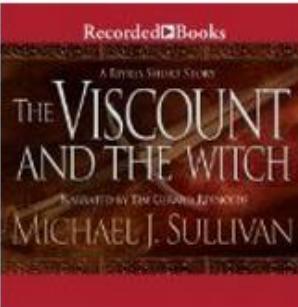
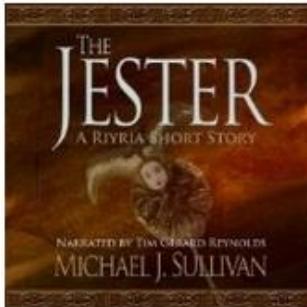
- Messages – Personal Interaction
  - After request for friendship
  - When they review your books
  - If they follow you
  - If they sign up for a giveaway
  - Commented about your book in a group
- Use a “signature” so they can easily see your books
  - Graphic or text based
  - Links to your books
  - Eliminates need to “push your books”

# EXAMPLE MESSAGE

 you said to Sara:  
Hey Sara,

Thanks for the friend request. Goodreads is one of my favorite sites, and I was so glad to see one of my books on your shelf. If you would like to try my writing without any cost I have a few short stories on Audible which are free.

Apr 02, 2015 11:11AM  
[view](#) | [delete](#)



Just click on the cover to go to the page. If you don't listen to audio books, I'll send you an ebook if you shoot me your email.

Michael



The Riyria Revelations  
The Riyria Chronicles

Hollow World  
First Empire (coming soon)

Riyria Revelations: Theft of Swords | Rise of Empire | Heir of Novron  
Riyria Chronicles: The Crown Tower | The Rose and the Thorn | Book #3 (Untitled)  
Recently Released: Hollow World | The Jester  
Coming soon: Rhune | Dherg | Rhist | Phyre | Fhrey

# MESSAGE TEMPLATES

- Do a “compare books” – see if they’ve read your books
  - No books
  - Books shelved but not read
  - Read some books but not others
  - Read all your books
  - Your books on their “favorite shelf”
  - Reviewed your books
  - New to goodreads
  - Fellow Author (provide helpful links)

# MESSAGE FELLOW AUTHOR

- Be Helpful
- Provide links
- Can introduce your books
- Use your signature

**from:**  Michael Sullivan

**to:**  Joyce Mitchell

**subject:** Thanks for the friend request

**message:**

Hey Joyce,

Thanks for the friend request, I hope things are going well with your writing, and I'm glad to see you here on Goodreads. It's a platform that has been instrumental in my career, and I'm proud to have received four Goodread's Choice Award Nominations (2010, 2012, 2013, 2014). While Goodreads is a great site, I know some struggle with using it. Writer's Digest recently had me write an article on the subject (Check out February's edition), and in a recent Forbe's article Patrick Brown (Director for Author Marketing at Goodreads) cited me as an example of an author that utilizes Goodreads well. Patrick, Lee Child, and I gave a lot of good pointers in that article. You can find it, and some other helpful resources, here:

- [Forbe's Author Brading Article](#)
- [An Author's Guide to Goodreads](#)
- [My subreddit that has advice for authors](#)
- [My Goodreads Presentation from the 2014 Writer's Digest Annual Conference](#)

If any of those resources are useful, please let me know as it encourages me to spend a bit of my time on them. Also if you have any questions, feel free to ask. It's not an easy business, but it's very rewarding and I try to do what I can to help others join me in living the dream of writing full-time.

Michael



The Riyria Revelations  
The Riyria Chronicles  
Hollow World  
First Empire (coming soon)

Riyria Revelations: Theft of Swords | Rise of Empire | Heir of Novron  
Riyria Chronicles: The Crown Tower | The Rose and the Thorn | Book #3 (Untitled)  
Recently Released: Hollow World | The Jester  
Coming soon: Rhune | Dherg | Rhist | Phyre | Phrey

# ASK THE AUTHOR

## Ask the Author

[Learn more](#)

"Hey all, I'm so excited to have this opportunity to answer any questions you might have. Anything goes, it can be with regards to my books, writing in general, or publishing." **Michael J. Sullivan** 10 months ago



Ask Michael J. Sullivan a question

### Popular Answered Questions

Will there be more books in the Riyria Chronicles? If so, any time frame on the third book?



**Michael J. Sullivan** Hey Cordelia,

There will be another Riyria Chronicle in the not too distant future. I've been very protective over Royce and Hadrian and sensitive...more

81 Likes · Like · 6 Comments

Hi, Michael. I remember reading somewhere that your upcoming series, The First Empire, is related to the Riyria books. Is this true? And will the connections be accessible to new readers and exciting for those of us who are already Riyria fans? Thanks, Geoff



**Michael J. Sullivan** Hey Geoff, thanks for dropping by and asking. You are correct there are some connections between the two series...and yes the intention is for it to be...more

42 Likes · Like · 2 Comments

[See all 116 answers from Michael J. Sullivan...](#)

# BOOK GIVEAWAYS: BEST VALUE

- Must be a physical book (no ebook only)
- Can pick “countries” to control shipping cost
- Only cost is book + shipping (free to list)
- Get reviews first
- Choose your categories well
- Doesn’t have to be a ton of books 1-2 is fine
- Make a compelling description
- Use images to get more attention
- Start early (pre-order)
- Can run multiple giveaways for the same book
- Use the widget to advertise

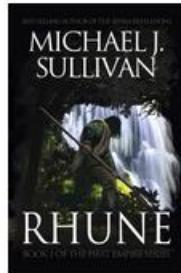
# BOOK GIVEAWAYS: WIDGET



- Add to your website
- Automatically updates
- Provides a link to sign-up
- Shows # entries

# BOOK GIVEAWAYS: EXAMPLE

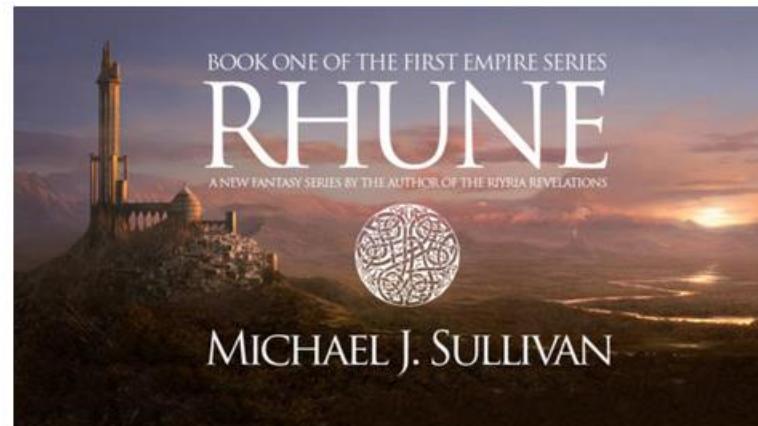
## Book Giveaway For Rhune (The First Empire #1)



Rhune (The First Empire #1)  
by Michael J. Sullivan (Goodreads Author)  
Release date: Jul 01, 2016  
**SIGNED and NUMBERED**  
**Limited-edition copy.** Read *Rhune* a year before everyone else!

[Enter to win](#)

Giveaway dates: Feb 16 - Apr 15, 2015  
2 copies available, 7155 people requesting  
Countries available: US, CA, and GB [more](#)



**WHAT DOES IT MEAN IF THE GODS CAN BE KILLED?**

In the land of the Rhun...[more](#)

# BOOK GIVEAWAYS: MORE W/o GRAPHIC



## Outlander (Outlander #1)

by Diana Gabaldon (Goodreads Author)

Enter to win a signed copy of *Outlander*, the Season One Volume One DVD and a Jamie poster! **Outlander returns April 4 at 9pm on Starz!**

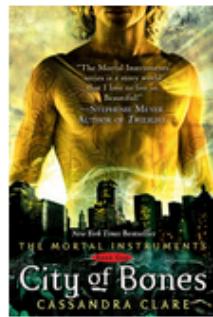
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[Enter to win](#)

Giveaway dates: Mar 23 - Apr 18, 2015

10 copies available, 11169 people requesting

Countries available: US



## City of Bones (The Mortal Instruments, #1)

by Cassandra Clare (Goodreads Author)

Enter for the chance to win a finished copy of CITY OF BONES, the first installment of the internationally bestselling Mortal Instruments series and "...more"

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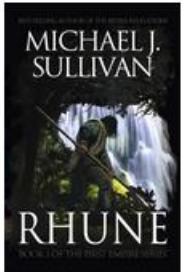
[Enter to win](#)

Giveaway dates: Mar 13 - Apr 10, 2015

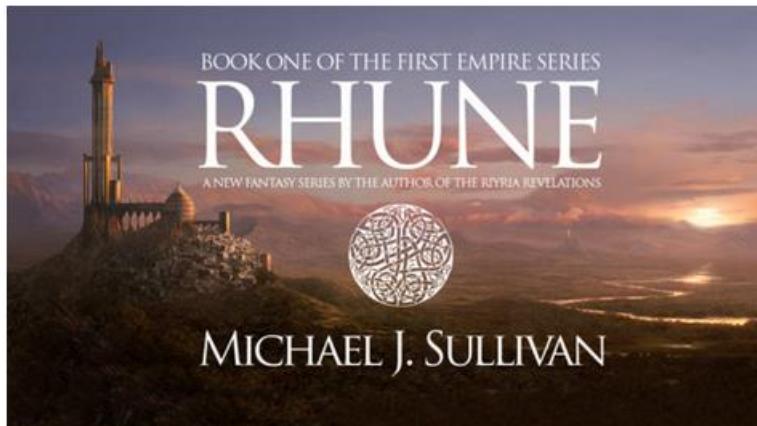
100 copies available, 10593 people requesting

Countries available: US

# MORE EXPOSURE



Rhune (The First Empire #1)  
by Michael J. Sullivan (Goodreads Author)  
Release date: Jul 01, 2016  
**SIGNED and NUMBERED**  
**Limited-edition copy.** Read *Rhune* a year before everyone else!



**WHAT DOES IT MEAN IF THE GODS CAN BE KILLED?**

In the land of the Rhun...[more](#)

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Giveaway dates: Feb 16 - Apr 15, 2015  
2 copies available, 7155 people requesting  
Countries available: US, CA, and GB [more](#)

[ending soon](#) [most requested](#) [popular authors](#) [recently listed](#)

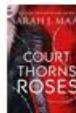


The Girl on the Train  
by Paula Hawkins (Goodreads Author)  
Release date: Jan 13, 2015  
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[Enter this giveaway to win one of 5 "SIGNED" copies of the #1 New York Times \[View Details »\]\(#\)](#)

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Giveaway dates: Mar 26 - Apr 11, 2015  
5 copies available, 16234 people requesting  
Countries available: US



A Court of Thorns and Roses (A Court of Thorns and Roses, #1)  
by Sarah J. Maas (Goodreads Author)  
Release date: May 05, 2015  
Win an ARC!

When nineteen-year-old huntress Feyre kills a wolf in the woods, a beast-like creature arrives to demand retribution for it. Dragged to a ...[View Details »](#)

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Giveaway dates: Feb 05 - Apr 18, 2015  
5 copies available, 15395 people requesting  
Countries available: US and CA



Outlander (Outlander #1)  
by Diana Gabaldon (Goodreads Author)  
Enter to win a signed copy of *Outlander*, the Season One Volume One DVD and a Jamie poster! *Outlander* returns April 4 at 9pm on Starz!  
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Giveaway dates: Mar 23 - Apr 18, 2015  
10 copies available, 11189 people requesting  
Countries available: US



City of Bones (The Mortal Instruments, #1)  
by Cassandra Clare (Goodreads Author)  
Enter for the chance to win a finished copy of *CITY OF BONES*, the first installment of the internationally bestselling Mortal Instruments series and ...[more](#)  
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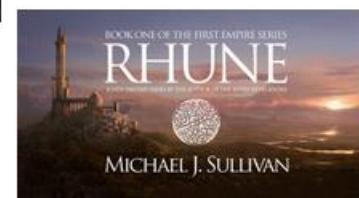
Giveaway dates: Mar 13 - Apr 10, 2015  
100 copies available, 16263 people requesting  
Countries available: US



Rhune (The First Empire #1)  
by Michael J. Sullivan (Goodreads Author)  
Release date: Jul 01, 2016  
**SIGNED and NUMBERED**  
**Limited-edition copy.** Read *Rhune* a year before everyone else!

[Enter to win](#)

Giveaway dates: Feb 18 - Apr 15, 2015  
2 copies available, 7155 people requesting  
Countries available: US, CA, and GB [more](#)



WHAT DOES IT MEAN IF THE GODS CAN BE KILLED?

In the land of the Rhun...[more](#)  
[View Details »](#)



The Opposite of Loneliness: Essays and Stories  
by Marina Keegan  
Release date: Apr 14, 2015  
Enter to win a paperback copy of *Marina Keegan's THE OPPOSITE OF LONELINESS*, winner of the Goodreads Choice Award for Best Nonfiction 2014.  
[View Details »](#)

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Giveaway dates: Mar 18 - Apr 11, 2015  
10 copies available, 6399 people requesting  
Countries available: US

# EXAMPLE MICHAEL GIVEAWAYS

Start	End	Copies	Number	Title	Entries	Per book	Days
2/16/2015	4/15/2015	Michael	2	<a href="#">Rhune</a>	7,155	3577.5	58
9/8/2014	10/12/2014	Michael	2	<a href="#">Rhune</a>	6,475	3237.5	34
11/14/2014	2/4/2015	Michael	2	<a href="#">Hollow World</a>	4,752	2376.0	82
11/5/2013	12/5/2013	Michael	2	<a href="#">Hollow World</a>	2,682	1341.0	30
6/10/2013	7/10/2013	Orbit	10	<a href="#">The Crown Tower</a>	1,862	186.2	30
2/1/2014	2/28/2014	Michael	2	<a href="#">Blood of Thieves</a>	1,649	824.5	27
2/8/2014	3/14/2014	Michael	2	<a href="#">Hollow World</a>	1,502	751.0	34
12/26/2009	3/15/2010	Ridan	2	<a href="#">The Crown Conspiracy</a>	1,494	747.0	79
7/11/2013	8/6/2013	Orbit	10	<a href="#">The Crown Tower</a>	1,454	145.4	26
2/18/2014	3/20/2014	Orbit	1	<a href="#">The Crown Tower</a>	1,371	1371.0	30
11/5/2013	12/4/2013	Michael	2	<a href="#">The Crown Tower</a>	1,317	658.5	29
7/1/2012	7/27/2012	Orbit	10	<a href="#">Theft of Swords</a>	1,255	125.5	26
6/1/2012	6/27/2012	Orbit	10	<a href="#">Theft of Swords</a>	1,200	120.0	26
4/25/2013	5/25/2013	Michael	3	<a href="#">Theft of Swords</a>	1,096	365.3	30
10/3/2011	11/22/2011	Michael	3	<a href="#">Theft of Swords</a>	1,091	363.7	50
8/7/2013	8/31/2013	Orbit	10	<a href="#">The Rose and the Thorn</a>	957	95.7	24
3/31/2010	6/16/2010	Ridan	2	<a href="#">Avempartha</a>	889	444.5	77
7/27/2012	8/25/2012	Orbit	10	<a href="#">Theft of Swords</a>	846	84.6	29
5/1/2012	5/31/2012	Orbit	10	<a href="#">Theft of Swords</a>	844	84.4	30
7/21/2010	11/1/2010	Michael	3	<a href="#">The Emerald Storm</a>	688	229.3	103
11/4/2008	12/15/2008	Robin	5	<a href="#">The Crown Conspiracy</a>	659	131.8	41
3/23/2009	5/1/2009	Robin	5	<a href="#">Avempartha</a>	597	119.4	39
6/8/2009	8/1/2009	Robin	5	<a href="#">Nyphron Rising</a>	580	116.0	54

# ADVERTISING: SELF-SERVICE



## Unlikely Heroes...Classic Adventure

They killed the king. They pinned it on two men. They choose poorly. ★ RIYRIA

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  - By genre
  - By authors

# GETTING REVIEWS

- Find books like yours
- Sort 5-star reviews
- Sort “Newest”
- Send messages offering review copy

Community Reviews

filter: 5 stars | sort newest (?) |  (showing 1-30 of 2,813)

 Pam rated it ★★★★★ - review of another edition  
Shelves: fantasy Apr 04, 2015

I cannot say the number of times I've laughed out loud while reading this book, or, alternatively, grimaced/gasped in horror and disgust. Yes, those two very different reactions come about a few times while going through *Locke Lamora*. It is enjoyably light and unapologetically brutal at the same time. Those two different atmospheres mesh together to create a world of criminal gangs and con men in a fantastical city that is part Venice, part Ankh-Morpork, and with bits of alchemy and elven constr [...more](#)

[like](#) · [see review](#)

 Peter W rated it ★★★★★  
Fantastic Apr 01, 2015

Fantastic

[like](#) · [see review](#)

 Han rated it ★★★★★ - review of another edition Mar 31, 2015

Better than 3 stars Ameli!! hahaha

[like](#) · [see review](#)

 1nkpen rated it ★★★★★ Apr 01, 2015

Hilarious banter and dialogue. Excellent plot twists, adventure, and mix of fantasy. Loved it!

[like](#) · [see review](#)

 Walter Bouchard rated it ★★★★★ Mar 25, 2015

One of the best Fantasy Books I've read in a LONG time!

[like](#) · [see review](#)

# GETTING REVIEWS OR BETA TESTERS

- Personalize - name
- Mention why you picked them
- No strings attached
- Looking for an honest review
- Headline
- Image
- Paragraph “blurb”
- Reviews (optional)
- Closing
- Signature

from:  Michael Sullivan

to:  Robin

subject: I'm glad you liked Likes of Locke Lamora, have something to ask you...

message: Hey Robin,  
I'm so glad you enjoyed Scott Lynch's book [The Lies of Locke Lamora](#). My own Riyria Revelations is very similar to Scott's. Both are action-packed fantasy with witty banter and lovable rogues. I was wondering, if you'd be interested in a complimentary review copy? While I hope you'll read the book the book (of course) I offer this copy without strings attached. If you do decide to read and review it, the only thing I ask is an honest opinion. Here is a bit about the books to help you decide:

THE RIYRIA REVELATIONS & THE RIYRIA CHRONICLES: Unlikely heroes...classic adventure



*They killed the king. They pinned it on two men. They chose poorly.*  
There's no ancient evil to defeat or orphan destined for greatness, just two guys in the wrong place at the wrong time. Royce Melborn, a skilled thief, and his mercenary partner, Adrian Blackwater, are enterprising thieves who end up running for their lives when they're framed for the death of the king. Trapped in a conspiracy that goes beyond the overthrow of a tiny kingdom, their only hope is unraveling an ancient mystery before it's too late. *NOTE: Two books in this series were Goodreads Choice Award Nominees.*

I can offer you the book in any ebook format that you prefer, just let me know what type(s) you would like to receive and an email to send [Theft of Swords](#). Thank you for your time and attention, and I'm looking forward to hearing from you.

Michael



Riyria Revelations: [Theft of Swords](#) | [Rise of Empire](#) | [Heir of Novron](#)  
Riyria Chronicles: [The Crown Tower](#) | [The Rose and the Thorn](#) | Book #3 ([Untitled](#))  
Recently Released: [Hollow World](#) | [The Jester](#)  
Coming summer 2016 from Random House: [Rhune](#) | [Dherg](#) | [Rhist](#) | [Phyre](#) | [Fhrey](#)

# ADVERTISING: CAMPAIGN

Dogs have a way of finding the people who need them...



The Dog Who Saved Me

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**Readers Also Enjoyed**



**Theft of Swords (The Riyria Revelations #1-2)**

by Michael J. Sullivan (Goodreads Author)

★★★★★ 4.20 ·  rating details · 19,702 ratings · 1,484 reviews

**THEY KILLED THE KING. THEY PINNED IT ON TWO MEN. THEY CHOSE POORLY.**

There's no ancient evil to defeat or orphan destined for greatness, just unlikely heroes and classic adventure. Royce Melborn, a skilled thief, and his mercenary partner, Hadrian Blackwater, are two enterprising rogues who end up running for their lives when they're framed for the murder of the king. Trappe ...more

---

Paperback, 694 pages  
Published November 23rd 2011 by Orbit

**original title** Theft of Swords  
**ISBN** 0316187747 (ISBN13: 9780316187749)  
**edition language** English  
**series** The Riyria Revelations #1-2, Riyria, Riyria Revelations (Omnibus Editions) #1, more  
**characters** Royce Melborn, Hadrian Blackwater, Alric Essendon, Esrahaddon, Myron Lanakin  
**literary awards** WordTipping Top 3 Favorite Reads (2012), BattleHymns Books of the Year: Honorable Mention (2012), AudioBookaneers Favorite Listen Nominee (2012), Patrick's Book Award (2012), Black Gate Noteworthy Fantasy Debuts (2011) ...more  
**other editions (19)** 

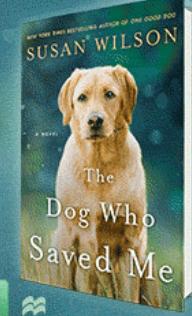
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**NEW FROM AUTHOR**  
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**The Dog Who Saved Me**

*A poignant and beautiful novel*

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**Genres**

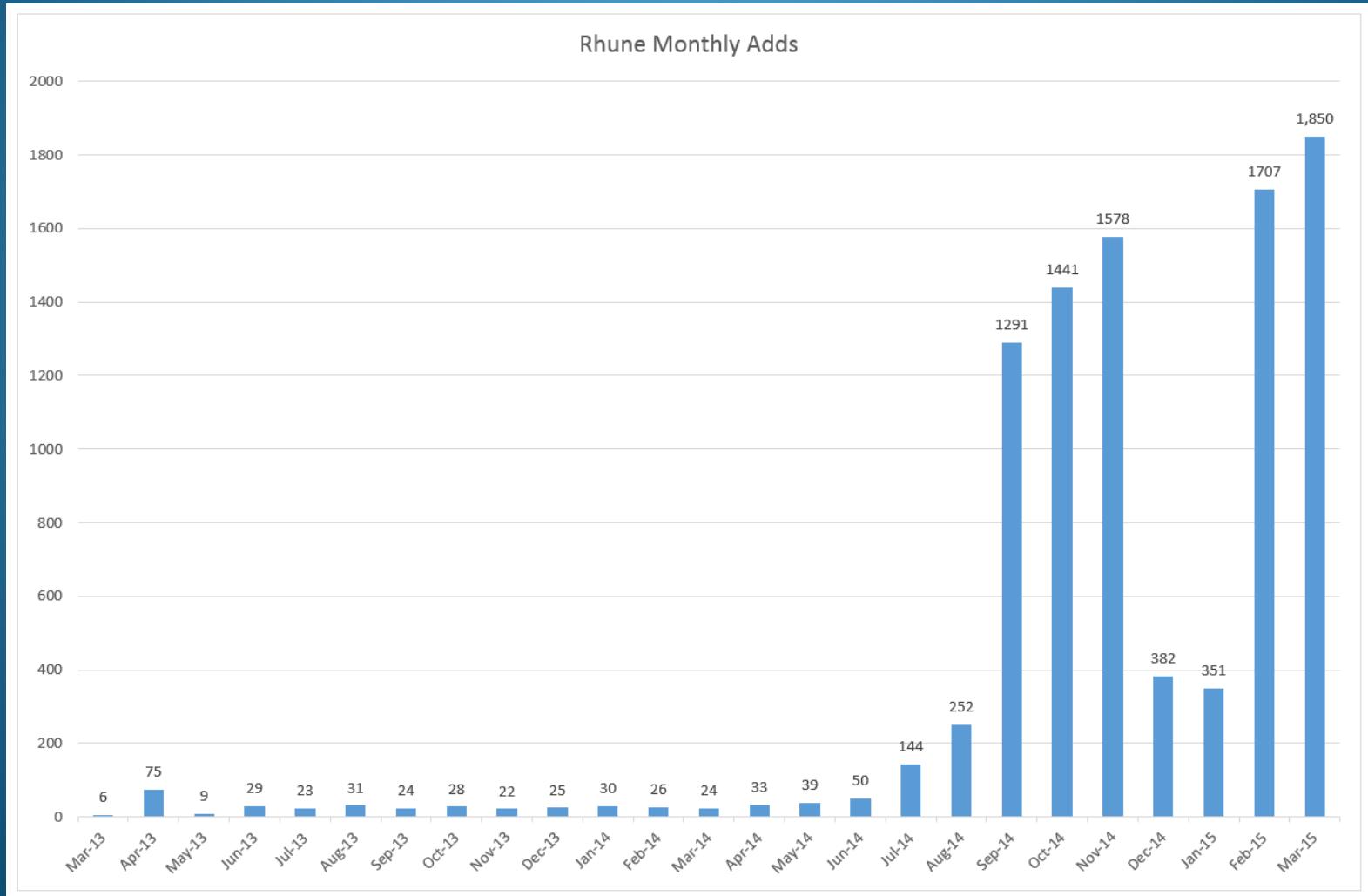
Fantasy	1,123 users
Fiction	117 users

# PRE-RELEASE PROMOTION

- Add books as soon as possible
  - Get people to add them to their shelves
  - Get them added to lists
  - Run some early giveaways

Title	Release Date	Shelved
Rhune	7/1/2016	8,953
Dherg	7/1/2017	975
Rhist	7/1/2018	959
Fhrey	7/1/2019	844
Phyre	7/1/2020	590
<b>Total</b>		<b>12,321</b>

# BOOKS SHELVED BY MONTH



# TRACKING RESULTS: DASHBOARD

Michael J. Sullivan's Stats



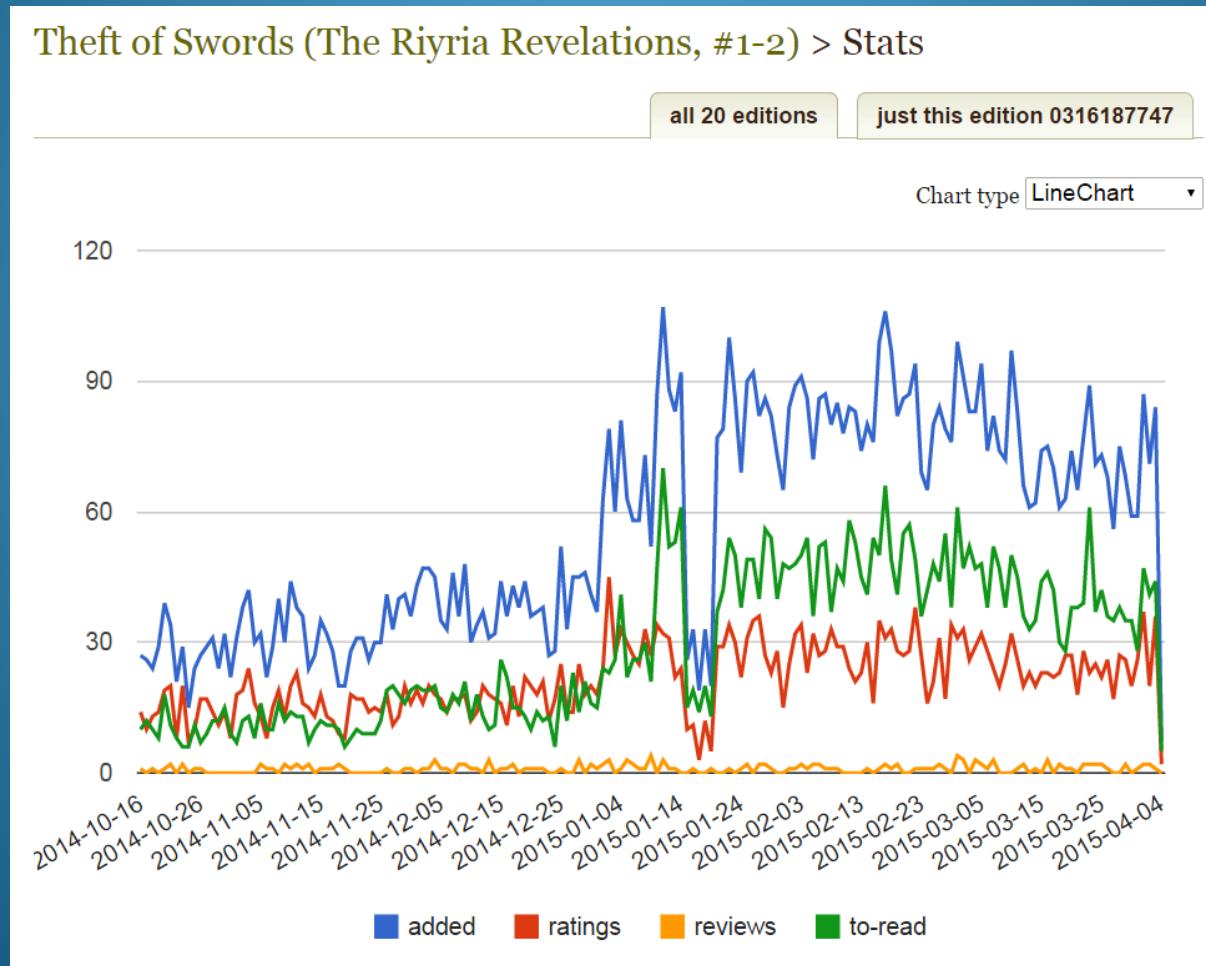
Michael J. Sullivan's Stats

★★★★★ 4.27 avg rating — 96,748 ratings

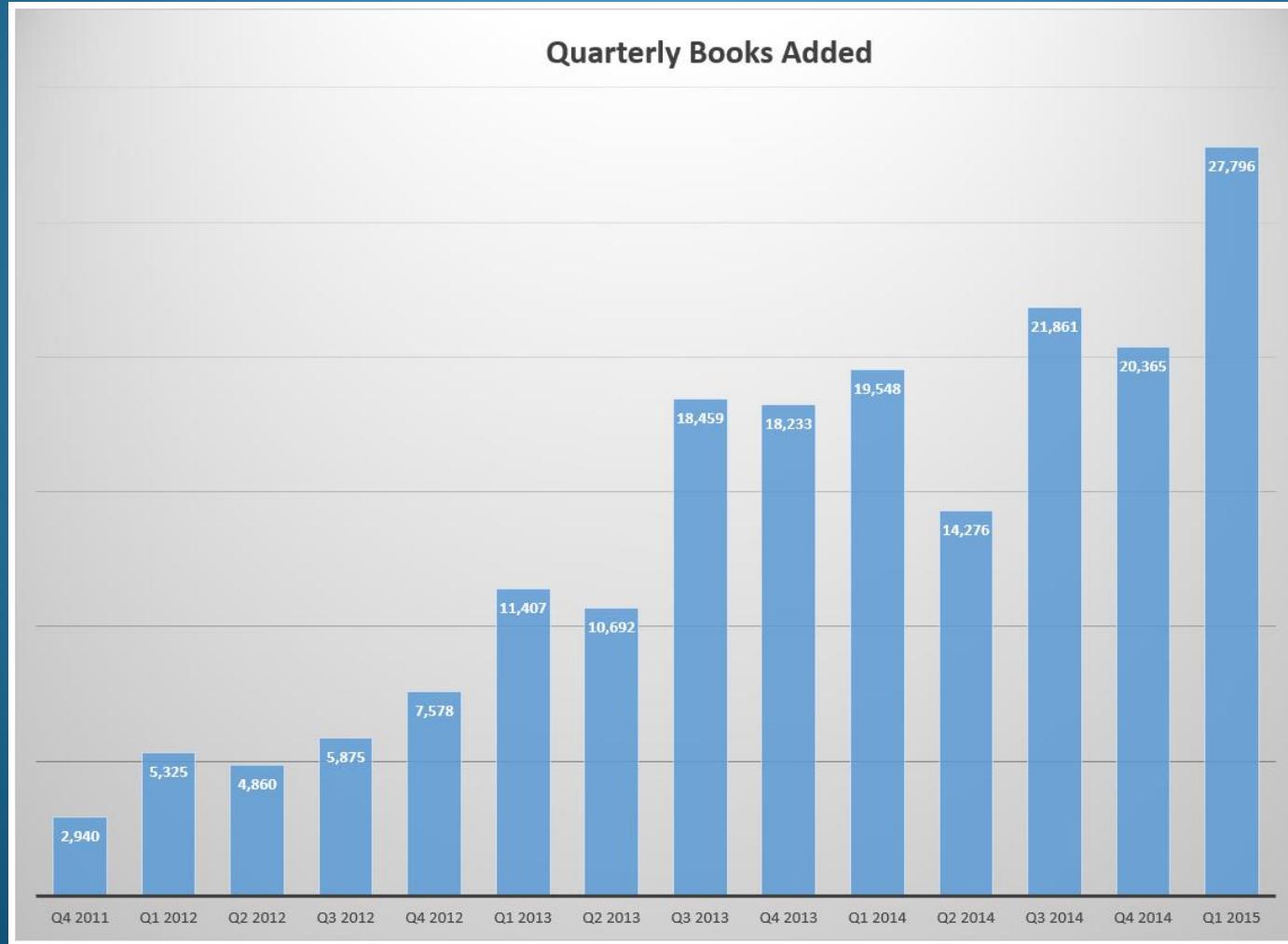
<b>number of works</b>	38	<b>added by unique users</b>	77,346
<b>total books added</b>	195,719	<b>followers</b>	15,502
<b>total ratings</b>	96,748	<b>friends</b>	2,731
<b>total reviews</b>	6,744	<b>books I've added</b>	554
<b>on to-read shelf</b>	62,694	<b>books I've reviewed</b>	55

- Summary of all your books
- Overall rating – how much people like your books
- How many people are shelving and have read the books

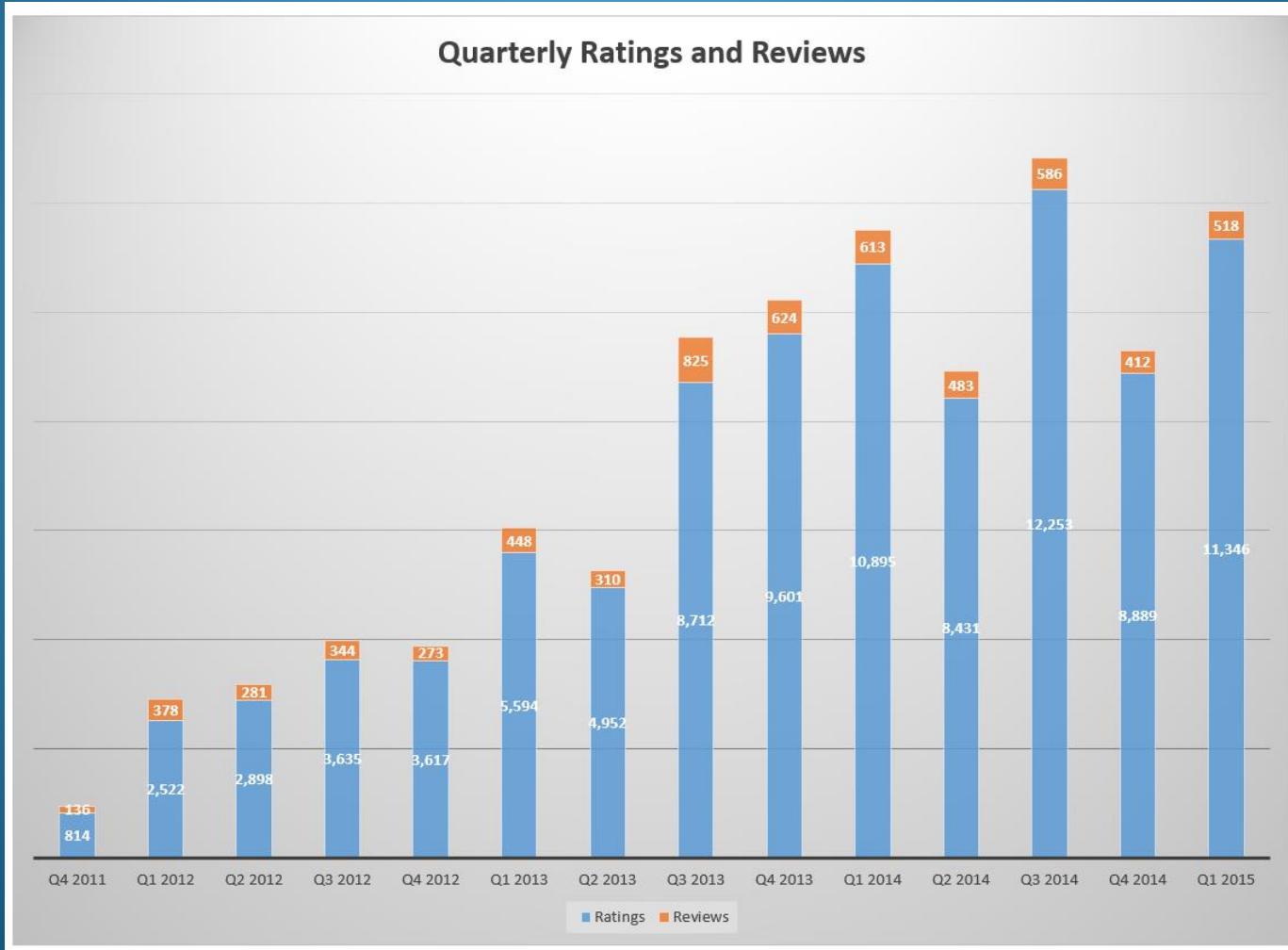
# TRACKING RESULTS: BOOK STATS



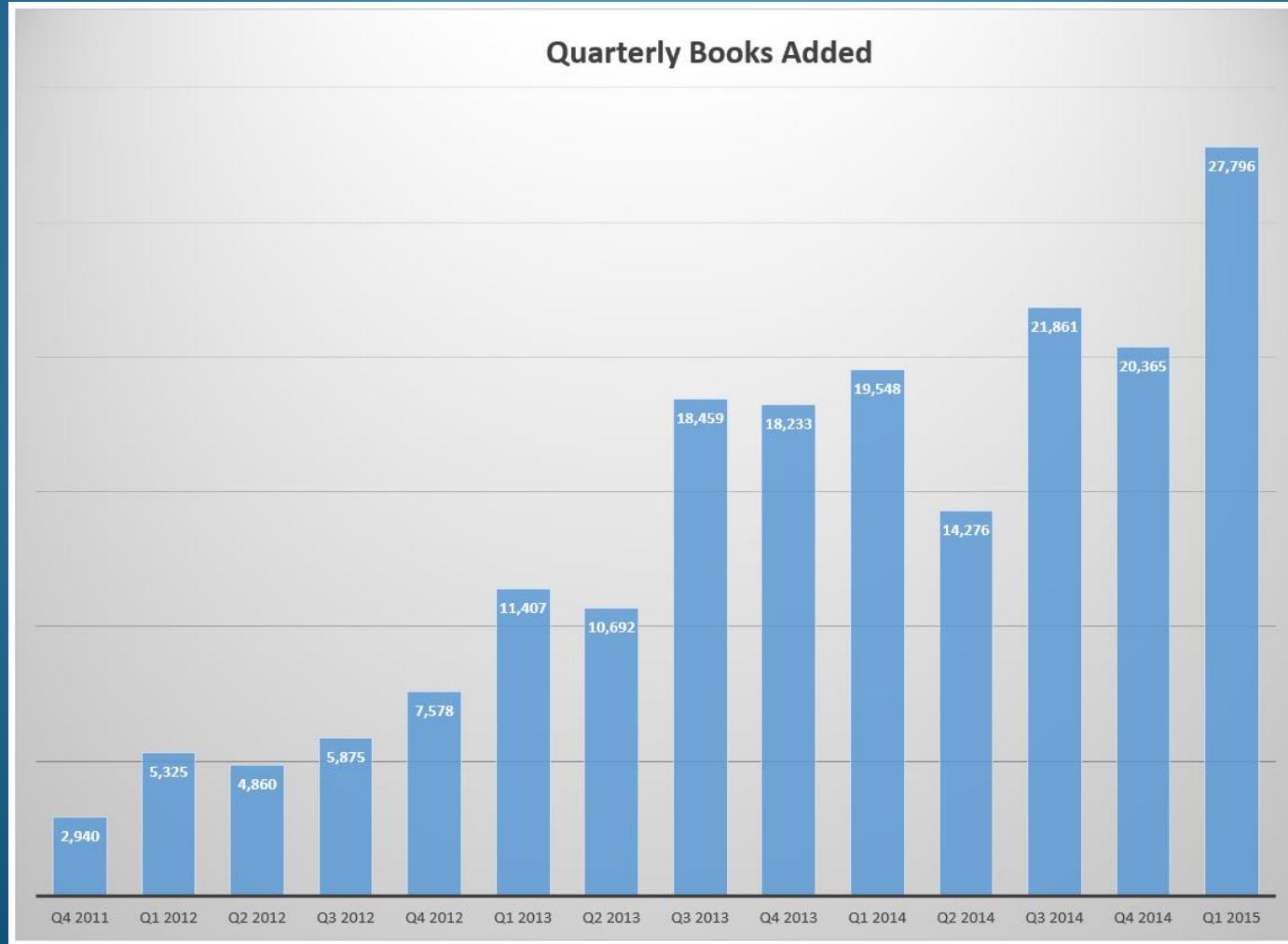
# TRACKING RESULTS: BOOKS ADDED



# TRACKING RESULTS: BOOKS ADDED



# TRACKING RESULTS: BOOKS ADDED



# IN CONCLUSION

- You build an audience one reader at a time
- Goodreads is where you connect with them.
- Be a “member/reader” first
- You get what you give
- Even a “small-fry” can be a star
- All authors start at the same place
- Keep at it...you'll build over time