



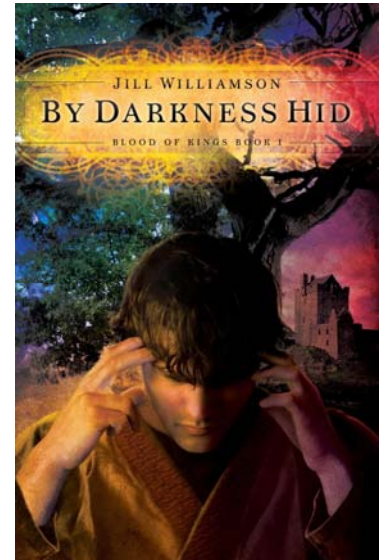
## How to Be an Influencer for *By Darkness Hid*, book one in *The Blood of Kings* series

Thanks! If you're reading this, that means you've decided to help me promote my book, which not only supports my writing career, but supports Marcher Lord Press, a new publishing house that believes in printing Christian speculative fiction. How cool is that?

The truth is, I couldn't do this without people like you. The only thing that helps a book do well today is when people talk about it. So if you like my book, please consider doing as much as you can to spread the word.

The list below contains several ideas that you can do to help people learn about my book. There are lots of ideas to fit different personalities, so pick the ones you feel comfortable doing.

To thank you for all your help, I'm running a monthly influencer contest on my Web site. To earn an entry, you can do several things. Each time you post a review of my book online and send me the link, you earn an entry. It doesn't have to be a glowing review, either. I'd like you to be honest about what you write. You can post the same review in many places. You get one entry for each place you post it. So if you write a review and post it on Amazon.com, BarnesandNoble.com, Shelfari.com, GoodReads.com, LibraryThing.com, and your blog, I'll give you six entries.



If you haven't already, register for my newsletter and I'll give you an additional entry. You'll also get an entry for any online discussions you start about the book. You can start a discussion on many online communities including GoodReads groups, Amazon, and your own blog. The same applies to discussions on Kindle sites. I'd love to spread the word to Kindle owners that *By Darkness Hid* is available in that format. If you do any of these things, send me the link and you'll get another entry.

You can email entries to me at [info@jillmwilliamson.com](mailto:info@jillmwilliamson.com).

### How to help from home:

✦ Write a book review for my book to post on your blog, website, online bookstores, and online book review sites. You don't have to give a professional analysis of the book, just write what you thought about the story. If you need help, you can see my article on writing a book review on my [www.novelteen.com](http://www.novelteen.com) book review blog.

Post your book review at any of the following (Amazon & Barnes & Noble are most helpful):

[www.Amazon.com](http://www.Amazon.com)

[www.GoodReads.com](http://www.GoodReads.com)

[www.LibraryThing.com](http://www.LibraryThing.com)

[www.Epinions.com](http://www.Epinions.com)

[www.BarnesandNoble.com](http://www.BarnesandNoble.com)

[www.Shelfari.com](http://www.Shelfari.com)

[www.Facebook.com](http://www.Facebook.com)

[www.FaithfulReader.com/wom/wom.asp](http://www.FaithfulReader.com/wom/wom.asp)

- ✦ Use the features on Amazon, Good Reads, and other online sites to recommend the book to your friends by listing their emails to receive a link to the book page.
- ✦ Start a discussion about the book on your blog, MySpace or Facebook page, or on e-mail loops you are a part of.
- ✦ If you write a newsletter, consider featuring the book or interviewing me.
- ✦ After reading and reviewing it, give it away as a prize in a drawing on your Web site or blog.

#### **How to help in your community:**

- ✦ Word of mouth is still the number one way books hit bestseller lists, so simply start conversations about the book. Tell your friends and family what you liked about it.
- ✦ Recommend the book for a book club. Print out the discussion questions from the Free Downloads page on my website.
- ✦ Request that your local library (or school library) stock the book if they don't already have it. Most libraries honor patron's requests. Print out some of the press materials from the Free Downloads page on my website and show them to your library for consideration.
- ✦ If you live in the northwest, ask if your school would like to have an author come and speak.
- ✦ Suggest that your local bookstore order some copies of the book. Tell them why you liked it and show them the press materials if necessary.
- ✦ Distribute my bookmarks. Most bookstores, libraries, and gift shops are happy to have freebies on their counters. You can also post one on public bulletin boards.
- ✦ Prison ministries and juvenile detention centers are often looking for books to distribute. Consider donating a copy. Google groups like Prison Book Project to see if there is one near you.

#### **How to help at church:**

- ✦ Request that your church library carry a copy of the book. See if your youth pastor or women's ministry chair might want to invite me to speak at a teen event or ladies retreat. I have speaking topics listed on my Web site.
- ✦ Give a bookmark to people you know and tell them about the book.

## **Thanks for you help in spreading the word about my book!**

Got a question? Email me at [info@jillmwilliamson.com](mailto:info@jillmwilliamson.com) and I'll get back to you ASAP.  
Put "influencer" in the subject line.



Jill Williamson is a novelist, dreamer, and believer. She writes stories that combine danger, suspense, and adventure for people of all ages. An avid reader, she started Novel Teen Book Reviews ([www.novelteen.com](http://www.novelteen.com)) to help teens find great books to read. She lives in Oregon with her husband and two book-loving children. *By Darkness Hid* is her first novel.