



Authors Uncovered

Have you uncovered an author yet?

## 8 Steps to get the most out of your Authors Uncovered membership

We are confident that your Authors Uncovered membership offers great value for money. However, it may not be immediately obvious to everyone how to extract the most from it! This guide explains how you can maximise the benefits of your membership.

Readers often like to choose a book based upon an emotional connection, whether to the plot of the book, or to the author behind the book, and don't underestimate the importance of an intriguing cover design in the choice of a book.

Authors Uncovered is different to many book sites, as we offer booklovers that emotional connection, but we go even further; we feature the author using personal videos. Authors are celebrities to booklovers, so they are going to love seeing you in a video! It's a new approach, bridging the gap between an author and their readers. Search engines love videos too.

The more readers feel they know about the author, the more likely they are to buy the book. And once a reader has read one book by a chosen author, they are likely to read all of their works.

*"With so many books to choose from these days, once I find an author I like, I usually work my way through all the books they have written."*

So, here at Authors Uncovered, we're all about building that emotional connection to readers. To do it, you need to appear as a real human being so booklovers can relate to you. This is all about the author video (of which more later) and being someone who is approachable.

Interaction is the secret to being approachable – you need to invite, and respond to, interaction.

So, here are 8 steps to getting the most out of your membership. This is a very new site so content is still being added and will continue to be added all the time so do keep coming back to visit us to take advantage of the new material.

### Step 1 – Comment on your Author Profile on Authors Uncovered

By including a video in your author profile on Authors Uncovered you immediately become more interesting and approachable to potential readers. By commenting on your own profile you are cementing that view and encouraging readers to engage with you.

Commenting yourself also ensures that if anyone else comments on your profile, you will be notified, and can follow-up and engage with them.

### Step 2 – Like us on Facebook

Clearly we hope that you do like us, but clicking that "Like" button is important because it puts Authors Uncovered posts on your Facebook timeline, making the third step simpler. Find us at <https://www.facebook.com/authorsuncovered>.

### Step 3 – Comment on your Facebook author announcement



When you login to Authors Uncovered, and complete your Author Profile for the first time, we will create an announcement about you as an author on our Facebook page. Whilst this is good on its own, it will be much better if you then post a comment on it and hopefully share it with your friends.

It could be something as simple as “I’m excited to be appearing on Authors Uncovered, and look forward to hearing from my readers”.

Alternatively you could try and start off a discussion, perhaps by asking for questions. “Hello everyone, do you have any questions for me?”, “Is there something you would like to know about my writing day?”

Doing this has four immediate benefits:

1. It ensures that if anyone else comments on your announcement, then you will be notified of it by Facebook, and can follow-up appropriately.
2. It presents you as an approachable human being, which is the first step in building that emotional connection with potential readers.
3. It makes the original announcement post more likely to be featured on Authors Uncovered friends’ timelines, because there is some interaction about it.
4. If you also share the announcement post with a comment, then it will show up on all of your Facebook friends’ timelines, reminding them that you are an author. Now if they like it, or comment on it, then it will show up to all of their friends as well...all of a sudden, your name is getting seen out there, benefitting from social media networks!

### Step 4 – Comment on your Facebook book announcements



When you complete a book profile on Authors Uncovered, we will create an announcement about this on Facebook. Just as with the announcement that we created on Facebook when you completed your Author Profile, you should comment and invite questions or start a debate.

There is huge scope for how to do this. At its simplest, assume you are talking to a friend who hears you have written a book, and imagine what you would say to them.

Something like “I’d be interested to know what you think of it”, or “I struggled with a few different endings, but I think I got the right one. What do you think?”

However you do it, you get the same benefits as with the author announcement.

## Step 5 – Follow us on Twitter



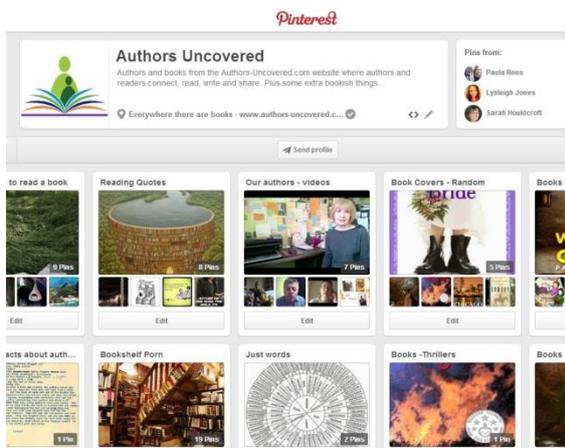
If you are a Twitter user, then follow us on @AuthorsUnc. This is a new Twitter account so most of the promotion will be using the Authors Uncovered founder’s Twitter account which is @Sarah\_VA where she will be tweeting to her ever increasing 3,500+ followers. You may like to re-tweet our announcements of you as an author, and the same for your book profile announcements.

This helps to re-enforce the message about you and your books, and can be a good way for your followers to interact you.

If you have not yet ventured into the world of Twitter then you will find information in the Author Treasure Chest (more about that later) to help you get started.

## Step 6 – Pin your book covers on Pinterest

Pinterest has enjoyed increasing popularity recently and focuses on images ([www.pinterest.com](http://www.pinterest.com)). If you are not already on Pinterest you might like to look through the information in the Author



Treasure Chest (more about that later) which will give you help and guidelines for making use of this social media site as an author.

Follow us on Pinterest (search for “authors uncovered” and you will find us on the “Pinner’s” tab) and we will follow you back and help promote your own pins and boards.

You can re-pin photos and book covers from the Authors Uncovered site. Hover over the book cover or author image and a Pinterest button will appear for you to click on.

## Step 7 – Offer your book to Star Reviewers



We know how valuable book reviews are to authors, so here at Authors Uncovered we are encouraging readers to sign up to become one of our “Star Reviewers”. These are booklovers who will leave a properly written review based on our guidelines. We do not include a rating system as we want to encourage visitors to actually read the reviews rather than just skim through the ratings. To participate, you need to have an e-book which you are willing to provide for free in return for a review.

For details on how this works, please contact us at [discover@authors-uncovered.com](mailto:discover@authors-uncovered.com).

## Step 8 – The Author Treasure Chest



This is the part of the site developed specifically for you, the author and is only available to members of the site. We suggest you spend a little time exploring the Author Treasure Chest, to learn everything that it has to offer. New content is being added all the time, so keep checking back.

There are several aspects to the Author Treasure Chest so we have summarised them all for you below.

- Competitions and literary prizes
  - Look through our list of competitions and prizes that you can enter each month
  - If you have already entered a competition then tell us about it. If you have won a competition we would love to know about that too.
- Services
  - Take a look through our hand-picked list of services to assist you with all of your writing and publishing needs. We are researching and finding new ones all the time.
  - Take advantage of the special offers for Authors Uncovered members, and you could easily save more than the cost of your membership!
  - If you have been particularly happy with a service provider then let us know about them too by emailing us on [discover@authors-uncovered.com](mailto:discover@authors-uncovered.com).
- Directory of blogs
  - We are continually coming across blogs that review books or that may be interested in the subject matter of your non-fiction book. Here we give basic information and links to the blogs so that you can approach the hosts directly.
  - This list is great if you are thinking of conducting your own virtual book tour.
- Ask our expert
  - How many times have you had a question about the publishing industry, but not known where to turn for an answer? Our resident industry expert will answer your questions, and post them to the site.
  - Be the first to ask a question, or later browse through the collection of questions and answers which will be added, to see what nuggets of useful information you can uncover.
- How to ...
  - Are you struggling with the online world? Are you new to the internet? The information in this section will help make online life easier and save you time.
  - If you are finding a particular task or subject difficult then tell us about it so we can post information to help you and others.
- Mastering social media
  - This section is for those of you who wish to enhance your social media knowledge or have not yet ventured into the world of social media, but would like to give it a go.
  - Again, here you can ask questions if you are having difficulty in this area.
- Reader's eye view
  - Many authors struggle to connect with their readers. Often this simply comes down to authors not really knowing or understanding what readers want. We will be

getting together articles by readers and about readers to help you better understand what it is that readers really want and like.

- Here we also give you the chance to pose questions to readers.
- Writer's World
  - This is specifically to offer help with the writing process and will have contributions from other authors
  - We will also be looking for writing courses and workshops which you might find useful as an aspiring author or as a refresher for existing authors
- Writer's Forum
  - This leads on from the Writer's World and gives you a chance to connect with other authors on the Authors Uncovered website.
  - Ask for your fellow author's advice or opinion here.

So that's about it as far as features on the website are concerned, we hope you will take advantage of all the site has to offer and will visit us regularly. As members, whilst all this is available to you, we will be encouraging your future readers to visit the website through the other sections of the site which are aimed at booklovers.

By combining everything on one website we will be maximising the opportunities for more booklovers to find you and read your books. This also means that if you do not wish to become involved with social media or spend a great deal of time promoting your own books then we can bridge that gap and do it for you.

All that remains now is for you to explore for yourself what Authors Uncovered has to offer.

Enjoy!