ZOMZEY

SELL THROUGH CREATORS



The Essential

Authors Guide

A practical preparation and visibility guide
for independent authors

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zomzey.io

Welcome



This guide is designed to help independent authors prepare their book for stronger visibility before they spend money on outreach, advertising, or wider marketing support. It walks through the foundations -book page presentation, descriptions, review readiness, audience selection, launch sequencing -in clear, plain language.

It is self-directed. You do not need a consultation, a subscription, or any contact with Zomzey to use it. Work through it at your own pace.

When you have completed the relevant sections and your book is ready to be seen, the Zomzey™ marketplace gives you a structured route to visibility -connecting authors with the Creators (podcasters, reviewers, bloggers, newsletter writers, YouTubers) and Hubs (bookstores, libraries, book clubs, subscription boxes, awards panels, editorial curators) who already reach the kind of reader your book is written for.

> *Use this guide before buying traffic, sending outreach, or paying for larger marketing support. Designed for independent authors who want clear steps, fewer mistakes, and a stronger book page before wider promotion begins.*

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This guide is designed to be worked through in order, but each section can also be used as a standalone checklist before promoting a book.

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SECTION 1

Amazon A+ Content and Book Page Presentation

What A+ Content is and why it matters

Amazon A+ Content gives authors the chance to improve the presentation of a book's Amazon product page with additional images, formatted text, comparison sections, and visual sales-page material. Used well, A+ Content can make a book feel more professional, easier to understand, and more compelling to potential readers.

A+ Content should not be treated as decoration. It is part of the sales page. Its job is to help the reader quickly understand what the book is about, who it is for, why it matters, and what they can expect from it.

For independent authors, this is especially valuable because many book listings rely only on the cover, title, description, and reviews. A+ Content gives you more space to present the book clearly and visually -supporting the book's positioning, showing key themes, explaining benefits, displaying author credibility, and making the listing feel more complete.

Amazon rules and module requirements can change, so always check the latest KDP guidance before uploading. Images should be clear, high quality, readable, and accurately represent the book. Avoid blurry images, poor formatting, misleading claims, and unreadable text.

A good A+ Content section should achieve four things

- Explain the book quickly
- Make the book look more professional
- Reinforce the right buying reasons
- Reduce confusion for the reader

> *What does a reader need to understand before they feel confident enough to buy this book? That question should guide the whole section.*

For most authors, strong A+ Content includes

- A visual book banner
- A short positioning statement
- Key benefits or reader outcomes
- A section showing who the book is for
- A short author credibility section
- Supporting imagery connected to the book's subject
- A comparison or related-books section if appropriate

- Clean, readable design that works on mobile

The best A+ Content is simple, structured, and reader-focused. It should look premium, but it should also be easy to scan. Every image and line of text should help the reader understand the book better.

A+ Content does not guarantee sales, ranking, reviews, or conversion. It is a presentation tool. Its value is that it makes the book page stronger before you send traffic to it through outreach, advertising, social media, reviews, or reader discovery routes.

What to prepare before creating A+ Content

A+ Content works best when the book already has a clear title, strong subtitle, professional cover, clear description, and a defined reader audience. Do not start with images. Start with positioning.

Before designing anything, write down the following:

- The main promise of the book
- The target reader
- The main problem, desire, or interest the book serves
- Three to five reasons someone should read it
- The tone of the book
- Any author credibility or relevant experience
- Any related books or supporting titles
- The strongest visual theme for the book

The aim is to make the A+ Content feel connected to the book, not like a random design added afterwards.

For nonfiction, A+ Content should usually focus on clarity, outcomes, credibility, and reader benefit. For fiction, it should focus more on atmosphere, genre, emotional pull, world, theme, and reader experience.

For health, sleep, finance, business, or self-help books, the content should be especially careful. Avoid exaggerated claims, medical guarantees, financial promises, or unrealistic results. Use calm, responsible wording that helps the reader understand the subject without overpromising.

> *If the reader only looked at the A+ Content and nothing else, would they understand what the book is, who it is for, and why it may be worth reading?*

Recommended A+ layout

A strong author A+ Content section should be simple, visual, and easy to scan. The reader should not have to work hard to understand the book. Each section should have a clear job.

- Main visual banner
- Book positioning section
- Key reader benefits
- Who the book is for
- Inside the book -what readers will discover
- Author credibility
- Related books or next steps, if relevant

The main visual banner creates the first impression. Include the book cover, a clean background, and a short positioning line. Avoid filling this banner with too much text.

The positioning section explains the book in one clear sentence -what the book helps the reader understand, experience, solve, explore, or improve.

The key benefits section shows three to five reasons the reader may want the book. Be specific. Instead of “change your life”, say “understand your sleep rhythm”, “build a clearer launch plan”, or “avoid common publishing mistakes”.

The “who this book is for” section helps the right reader recognise themselves -especially important for nonfiction, business, self-help, health, finance, and practical guidebooks.

The “inside the book” section shows themes, chapters, methods, or major ideas. This gives the reader a stronger sense of substance before buying.

The author credibility section should be short. Explain why the author is worth listening to without becoming a long biography.

Image and module ideas

A strong A+ Content set may include:

- Hero banner
- Three-benefit image
- Inside-the-book section
- Who-this-book-is-for section
- Author credibility block
- Related books or comparison module

> *One image, one job. Each image should explain one thing clearly.*

Example wording templates

Main banner

[Book Title] -a practical guide to [main subject] for readers who want to [main outcome or benefit].

Book positioning

This book helps readers understand [problem/topic] and take clearer steps towards [desired result].

Three benefits

Inside, you will discover how to:

- Understand [key area]
- Improve [key area]
- Avoid [common mistake]

Who this book is for

This book is for readers who:

- Want clearer guidance on [subject]
- Feel stuck with [problem]
- Prefer practical steps over vague theory
- Want to improve [specific area]

Author credibility

Written by [Author Name], this book brings together [experience, research, practical knowledge, personal journey, or professional background] to help readers approach [subject] with more clarity and confidence.

Common A+ Content mistakes to avoid

- Using tiny text inside images
- Making every image look like an advert
- Repeating the same message in every section
- Using low-quality or blurry graphics
- Adding too many claims or promises
- Making the design inconsistent with the book cover
- Using images that do not match the book's subject
- Writing long paragraphs that are hard to scan
- Forgetting how the page looks on mobile
- Treating A+ Content as decoration instead of sales-page support

> *Can a reader understand this section in five seconds? If not, simplify it.*

Final A+ Content checklist before uploading

- The book title is shown correctly
- The subtitle or positioning line is accurate

- The images are clear and high quality
- Text inside images is large enough to read
- The design matches the book cover and genre
- The wording does not make exaggerated claims
- The content does not promise guaranteed results
- The author section is short and relevant
- The page works for both desktop and mobile readers
- Each image has one clear purpose
- The book's main audience is obvious
- The A+ Content supports the sales page rather than repeating it

✦ Zomzey™ next step

Once the book page is stronger, Zomzey™ helps you put it in front of the right audience. Authors on Zomzey can connect with Creators and Hubs who already speak to your target readers -podcasters, reviewers, book bloggers, newsletter writers, bookstores, libraries, book clubs, subscription boxes and more.

Your improved book page becomes the conversion point for every Zomzey-driven introduction.

SECTION 2

Practical Author Marketing Guidance

Book marketing works best when it is treated as a structured process, not a last-minute panic after publication. Many authors finish the book, upload it, and then wonder why readers are not arriving. The problem is not always the book. Often, the problem is that the author has no clear route to visibility.

Practical author marketing begins with three questions:

- Who is this book for?
- Where do those readers already spend attention?
- What reason have they been given to care?

If those three questions are unclear, marketing becomes scattered. The author may post randomly on social media, run weak adverts, message the wrong people, or spend money before the book page is ready.

Before doing any outreach, the book should be checked for basic market readiness -the cover, title, subtitle, description, author page, categories, pricing, reviews, and the strength of the Amazon or sales page. Sending traffic to a weak page usually wastes effort.

A practical marketing plan should include

- A clear target reader
- A strong book description
- A professional cover
- A complete Amazon or sales page
- Review-copy preparation
- Suitable outreach categories
- A simple email approach
- A basic follow-up plan
- A way to track replies and results

The aim is not to do everything at once. The aim is to choose the next useful step.

Strongest early marketing routes for most authors

- Improving the Amazon product page
- Preparing review outreach
- Contacting relevant blogs or reviewers
- Building a small reader/reviewer list
- Approaching podcasts or YouTube channels where suitable
- Exploring bookstore and library visibility routes

- Approaching book clubs and subscription boxes for genre-fit titles
- Using social media to support, not replace, the wider plan

Marketing should match the type of book. A business book may need finance, entrepreneur, leadership, or professional audiences. A sleep book may fit health, wellness, lifestyle, productivity, or wellbeing audiences. A novel may need genre reviewers, book bloggers, reader communities, or fiction-focused channels.

> *Market the book to the reader who already has a reason to care.*

This means the author should not simply shout “buy my book” to everyone. They should identify people, platforms, communities, reviewers, shops, libraries, or audiences that already connect with the subject, genre, or reader need.

Practical marketing also means being realistic. Not every contact will reply. Not every reviewer will accept the book. Not every campaign will create visible sales. Cover quality, pricing, reviews, subject, timing, genre, and market demand all affect outcomes.

The steady, organised approach

- Prepare the book page
- Choose the right audience
- Send clear outreach
- Follow up professionally
- Track what happens
- Improve the next attempt

This is how author marketing becomes manageable. Not random. Not overwhelming. Not dependent on luck alone.

✦ Zomzey™ next step

When you’re ready to move from preparation into visibility, Zomzey™ turns each of these routes into a single workflow. Post a brief once -the platform matches you against relevant Creators (podcasters, newsletter writers, bloggers, YouTubers, Instagram and TikTok creators) and Hubs (bookstores, libraries, book clubs, subscription boxes, awards panels, editorial curators).

You receive priced offers, choose what fits, and pay only for accepted matches.

SECTION 3

Review and Discovery Outreach

Review and discovery outreach is the process of presenting a book to suitable reviewers, bloggers, podcasts, YouTube channels, niche platforms, and audience routes that may be interested in the book's subject, genre, or readership.

The aim is not to force reviews or guarantee coverage. The aim is to place the book in front of relevant people and platforms who already discuss, review, recommend, feature, or share books and ideas with the right type of audience.

For independent authors, this can be one of the most useful visibility routes because it moves the book beyond the author's own website, social media, or Amazon listing. A good outreach route can help a book reach people who may not otherwise discover it.

Review and discovery outreach may include

- Book review blogs
- Book review podcasts
- Book review YouTube channels
- Genre-specific reviewers
- Subject-specific blogs
- Niche websites and publications
- Reader communities and discussion forums
- Book feature opportunities and "best of" lists
- Newsletter writers in adjacent topics
- Specialist media or content creators

> *Who already speaks to the kind of reader this book is trying to reach? That question should guide the outreach route.*

A business book may fit business blogs, entrepreneur podcasts, finance platforms, leadership channels, or professional audiences. A sleep or wellness book may fit health, wellbeing, lifestyle, productivity, or recovery-related audiences. A novel may fit genre reviewers, fiction blogs, reader communities, or book-focused YouTube channels.

Review and discovery outreach works best when the book is already prepared. The book page should be clear, the cover should look professional, the description should explain the book properly, and the author should have a digital review copy ready if requested.

Review outreach preparation

Before contacting reviewers, blogs, podcasts, YouTube channels, or audience platforms, prepare these items:

- A clean PDF or EPUB review copy
- The live Amazon or book sales link
- A short book description
- A longer book description
- Author name and short author bio
- Book cover image
- Publication date
- Genre and category
- Target reader
- Any relevant credentials or background
- A simple outreach email
- A polite follow-up message

The review copy should be easy to open and clearly named. Avoid sending large confusing files, unfinished drafts, or documents with formatting issues. If the book is not final, make that clear.

> *Book-Title-Author-Review-Copy.pdf*

A good review outreach message

- A polite greeting
- A short reason for contacting them
- The book title and genre
- A one or two sentence book summary
- Why the book may suit their audience
- A link to the book page
- An offer to send a review copy
- A polite closing

Follow-up should be restrained. One polite follow-up is usually enough unless the contact replies and continues the conversation.

> *Make it easy for the right reviewer to say yes.*

Ethical and platform-safe review outreach

Keep review outreach honest and platform-compliant. Do not buy fake reviews, ask friends to leave misleading reviews, pressure reviewers to be positive, or offer incentives for Amazon reviews. Review opportunities should be presented as honest consideration, not as guaranteed praise.

It is acceptable to provide a review copy for consideration, but the reviewer must remain free to decide whether to read, mention, review, or ignore the book. If a platform requires disclosure of free review copies, the author and reviewer should follow that platform's rules.

Review and discovery outreach does not guarantee reviews, replies, purchases, media coverage, rankings, or sales. It creates opportunities for the book to be seen, considered, requested, reviewed, mentioned, or shared by relevant contacts.

> *Outreach is not a promise of results. It is a route to opportunity.*

✦ Zomzey™ next step

Zomzey™ connects authors directly with relevant book reviewers, podcasters, YouTubers, bloggers, and newsletter writers -sorted by genre, audience size, and engagement.

Submit your brief, receive priced offers, and choose the matches that fit your book. The platform handles introduction, brief delivery, and payment automatically -leaving you free to focus on the book.

SECTION 4

Bookstore, Library and Sales Visibility

Bookstore and library visibility is different from ordinary reader marketing. A reader may buy a book because the cover or description interests them. A bookstore or library usually needs to think about suitability, presentation, audience demand, format, pricing, availability, and whether the book feels professionally prepared.

Before approaching bookstores or libraries, the author should check that the book is ready to be considered.

The book should ideally have

- A professional cover
- A clear title and subtitle
- A polished book description
- A defined genre or category
- A suitable paperback or hardback edition
- A sensible retail price
- A live sales page or ordering link
- Author details
- A short book summary
- A longer book description
- Any review quotes or endorsements if available
- A clear target reader or readership group

Bookstores and libraries are more likely to take a book seriously when it looks complete and easy to understand. They do not want to guess what the book is about or who it is for.

For bookstores, think about the customer who might buy the book. The approach should make it clear why the book may suit that shop's readers, subject area, local interest, genre, or existing customer base.

For libraries, think about public value and reader suitability. A library may be interested in books that serve a clear reader group, support education, cover a useful subject, fit a popular genre, or meet community interests.

A simple bookstore or library approach

- The book title
- Author name
- Genre or subject area
- Short description

- Target reader
- Format availability
- Where the book can be viewed or ordered
- Why it may suit their customers, readers, or collection

Avoid sending vague messages such as “please stock my book”. A stronger approach explains why the book may be relevant.

> *Make the book easy to assess. Bookstores and libraries are busy. The clearer the information, the easier it is for them to decide.*

Sales visibility preparation

Sales visibility means preparing the book so that when people arrive on the page, they can understand it quickly and decide whether it is relevant. This includes the book page, description, formats, pricing, reviews, images, and author information.

- Check that the book link works
- Check that the book cover appears clearly
- Check that the price is sensible for the format
- Check that paperback or hardback information is accurate
- Check that the description is not vague or confusing
- Check that A+ Content or supporting images are readable
- Check that the author bio supports credibility

Bookstore and library outreach does not guarantee stocking, orders, replies, purchases, reviews, rankings, or sales. It is a visibility route. Its purpose is to place the book in front of relevant decision-makers in a more organised and professional way.

✦ Zomzey™ next step

Zomzey’s™ Hub tier connects authors with bookstores, libraries, book clubs, subscription boxes, awards panels, editorial curators, gift guides, reading and discovery apps, wholesalers and distributors -fourteen Hub categories in total.

Hubs review your brief, submit offers based on their format and audience, and you choose which to accept. Zomzey covers payment, delivery confirmation, and dispute mediation.

SECTION 5

Audience Selection and Outreach Planning

Audience selection is the process of choosing which contact categories, platforms, reviewers, stores, libraries, or niche routes are most relevant to a book. It is one of the most important parts of outreach because the wrong audience can waste time even when the book is strong.

A good audience is not simply a large audience. A good audience is relevant. Choose routes based on genre, subject, reader type, and the kind of visibility you want to build.

Possible audience routes

- Book review blogs and book bloggers
- Book review podcasts and literary podcasts
- Book review YouTube channels and BookTube
- Bookstores -indie and chain
- Libraries -public, academic, school
- Book clubs -in-person and online
- Subscription boxes -book and lifestyle
- Awards and prize panels
- Editorial curators and “best of” lists
- Reading and discovery apps
- Affiliate networks and gift guides
- Business and finance audiences
- Health, wellness, sleep, or lifestyle audiences
- Self-help, coaching, or personal development audiences
- Fiction and genre-specific reviewers
- Memoir, spiritual, poetry, or specialist audiences
- Newsletter writers covering adjacent topics
- LinkedIn creators for B2B and professional non-fiction
- Pinterest creators for visual, evergreen, lifestyle and how-to titles

Do not select every route simply because it is available. A business book does not need romance reviewers. A poetry book does not necessarily need finance podcasts. A sleep book may fit health, wellness, lifestyle, productivity, or wellbeing routes, but may not fit every general book blog.

How to choose audience routes

- Does this audience already discuss this subject or genre?

- Would their readers, listeners, viewers, customers, or visitors understand the book quickly?
- Is the book presented well enough for this audience?
- Does the outreach message explain the relevance clearly?
- Is the author ready to send a review copy or supporting material if requested?

If unsure, it is better to choose fewer suitable routes than many unrelated ones. Relevance is usually more valuable than volume.

A practical approach

- Choose the main book category
- Choose the most relevant reader type
- Select review or discovery routes first
- Add bookstore, library or book club routes if the book is suitable
- Add niche routes only where the subject clearly fits
- Track replies and adjust future outreach

✦ Zomzey™ next step

Zomzey™ replaces manual list building with structured matching. Choose your book's category, target reader, and budget -the platform surfaces ranked Creator and Hub matches across fourteen Creator categories and fourteen Hub categories.

From Pinterest creators to wholesalers and distributors, you reach the right route without compiling lists yourself. Match scores explain why each match is suggested, so you understand the fit before you send anything.

SECTION 6

Book Description and Image Presentation Guidance

A book's description and visual presentation are two of the most important parts of its sales page. Before a reader buys, reviews, recommends, stocks, or shares a book, they usually need to understand what the book is, who it is for, and why it is worth their attention.

> *The cover gets attention. The description creates understanding. The images and page presentation support trust.*

A weak description can make a good book feel unclear. Poor images can make a professional book look unfinished. Strong presentation does not guarantee sales, but it gives the book a better chance when readers, reviewers, bookstores, libraries, or audience contacts arrive on the page.

Book description guidance

A good book description should not simply summarise the whole book. It should help the right reader decide whether the book is for them.

A strong description usually includes:

- A clear opening hook
- The main subject, problem, story, or promise
- Who the book is for
- What the reader can expect inside
- Why the book is different, useful, timely, or interesting
- A confident closing line

For nonfiction, focus on clarity and reader benefit. Explain the problem the book addresses, the outcome it supports, and the type of reader it is written for.

For fiction, focus on genre, atmosphere, conflict, stakes, character, and emotional pull. Do not reveal too much of the plot.

For practical guides, make the value obvious. Readers should quickly understand what they will learn, improve, avoid, build, or achieve.

A useful structure

- Hook the reader
- Explain the book
- Show what is inside
- Identify who it is for

- Close with a clear reason to read

Avoid vague claims such as

- “This book will change your life”
- “A must-read for everyone”
- “The only book you will ever need”
- “Guaranteed results”
- “Best book ever written on this subject”

Use specific, credible wording instead

- “A practical guide for authors preparing to launch their first book”
- “A clear introduction to sleep habits, rhythm, and recovery”
- “A business-focused book for readers who want to understand digital income routes”
- “A story for readers who enjoy atmospheric fiction, emotional tension, and character-driven discovery”

Image presentation

Images should support the book’s credibility. They should not make the page feel cluttered or amateur.

Useful image assets

- High-quality book cover image
- 3D book mock-up where appropriate
- Author photo
- A+ Content graphics
- Back-cover style summary graphic
- Key benefits image
- Inside-the-book visual
- Quote or endorsement graphic if available
- Series or related-books image

Images should be clear, consistent, and connected to the book’s subject. Avoid random stock images that do not match the tone of the book.

Text inside images should be large enough to read, especially on mobile. Many readers view Amazon pages on phones, so small text can weaken the presentation.

> *If the image cannot be understood quickly on a phone, simplify it.*

Final presentation check

- Is the cover clear and professional?
- Does the description explain the book properly?

- Is the target reader obvious?
- Are images clear and readable?
- Does the page feel trustworthy?
- Is the pricing sensible for the format and market?
- Are the book formats correct and linked where possible?
- Would a reviewer, bookstore, library, or reader understand the book quickly?

Good presentation makes every marketing route stronger. Outreach, advertising, social media, reviews, bookstore contact, library visibility -all work better when the book page is clear, polished, and easy to understand.

SECTION 7

Suggested Promotion Routes

A book can be promoted in many ways, but not every route is right for every author. The best promotion route depends on the book's subject, genre, audience, format, price, presentation, and author platform.

> *Where does the right reader already pay attention?*

Strongest promotion routes for most authors

- Amazon book page optimisation
- A+ Content and improved visual presentation
- Review outreach
- Book review blogs
- Podcasts
- YouTube channels
- Bookstores
- Libraries
- Book clubs and subscription boxes
- Newsletter writers and Substack authors
- Author website
- Email list
- Social media
- Reader groups and communities
- Paid advertising where suitable
- Cross-promotion with related books or guides

Amazon and sales page promotion

Before sending traffic anywhere, the book's Amazon or sales page should be ready. This includes the cover, description, categories, pricing, images, A+ Content, author bio, and available formats. If the page is weak, promotion can waste money and attention. If the page is strong, every visitor has a better chance of understanding the book.

Review outreach

Review outreach is one of the most useful early routes for authors. Reviewers, book bloggers, podcasts, YouTube channels, and niche platforms can help create visibility around a book. This route is especially useful when the book is clear, professionally presented, and easy to explain.

Bookstores, libraries, book clubs

Bookstores, libraries, and book clubs can be useful discovery routes when the book has a clear genre, subject, readership, local relevance, educational value, or professional presentation. The aim is to present the book properly for consideration, not to assume automatic stocking or orders.

Author website

An author website gives the author a place to control their own presentation. It can hold the book description, author bio, media information, review-copy instructions, book links, and email capture. Even a simple website can make an author look more serious.

Email list

An email list is one of the most useful long-term author assets. Social platforms can change, advertising costs can rise, and algorithms can reduce reach -but an email list gives a direct route to interested readers. You do not need a huge list to begin. You need a reason for people to join and a simple way to stay in contact.

Social media

Social media can support book promotion, but it should not be the whole plan. Posting randomly is rarely enough. Use social media to share useful ideas, book themes, reader insights, launch updates, behind-the-scenes content, quotes, short videos, and links to the book page.

Paid advertising

Paid advertising can work, but it should usually come after the book page is ready. Advertising a weak page often increases cost without improving results. Test carefully, track results, and avoid spending heavily before you understand the book's conversion strength.

Cross-promotion

Authors with more than one book, guide, website, or reader resource should connect those assets. A short guide can lead to a full book. A full book can lead to an author website. A website can lead to an email list. A reader list can support future launches.

> *Do not leave each book standing alone. Each book should support the wider author platform.*

✦ Zomzey™ next step

Zomzey™ brings most of these promotion routes into one workflow -review outreach, bookstores, libraries, podcasts, newsletters, YouTube, book clubs, subscription boxes, awards panels -each as a Creator or Hub category you can match to your brief.

A future Zomzey™ feature, Beacon, will also include outreach to niche routes that don’t yet exist on the platform, so authors with ultra-specific needs still get reached.

SECTION 8

Email Approach and Follow-Up Guidance

Email outreach should be clear, polite, and easy to respond to. The aim is not to pressure anyone. The aim is to introduce the book to a relevant contact and give them enough information to decide whether they want to review it, feature it, request a copy, stock it, share it, or learn more.

A good outreach email should be short enough to read quickly and specific enough to feel relevant.

Before sending any email, prepare

- The recipient's name or platform name
- The reason they may be relevant
- Book title
- Author name
- Genre or subject
- Short book summary
- Book link
- Review copy availability
- Contact details

Basic outreach email structure

- Polite greeting
- Brief reason for contacting them
- One or two sentence book introduction
- Why the book may suit their audience
- Book link or review-copy offer
- Simple call to action
- Polite close

Example: review outreach email

> *Subject: Review consideration: [Book Title]*
>
> *Hi [Name],*

I’m contacting you because your platform covers [genre/topic], and I thought [Book Title] may be relevant for your readers.

[Book Title] is a [genre/type of book] by [Author Name]. It explores [short summary of subject, story, or value] and is written for readers who [target reader].

You can view the book here: [Book Link]

If it looks suitable, I’d be happy to send a digital review copy.

Kind regards,
[Author Name]

Example: bookstore or library email

Subject: Book consideration: [Book Title] by [Author Name]

Hi [Name],

I’m contacting you to introduce [Book Title], a [genre/subject] book by [Author Name].

The book is written for [target reader] and may be relevant to readers interested in [subject/genre/theme].

You can view the book here: [Book Link]

If suitable, I’d be grateful if you would consider it for your store, library, collection, or reader recommendations.

Kind regards,
[Author Name]

Follow-up guidance

Follow-up should be polite and limited. Many contacts are busy, and some will not reply. A single follow-up after a reasonable period is usually enough -typically 7 to 14 days.

Subject: Following up: [Book Title]

Hi [Name],

I just wanted to follow up on my previous message about [Book Title].

If it is not suitable, no problem at all. If it may be of interest, I'd be happy to send over a digital review copy or any further details.

Kind regards,
[Author Name]

Avoid sending repeated messages, emotional appeals, or aggressive sales language. Do not demand a reply. Do not ask for a guaranteed positive review. Do not offer payment for an Amazon review.

> *Be easy to help, easy to ignore, and professional either way.*

✦ Zomzey™ next step

Authors who don't want to draft and send every outreach email manually can use Zomzey™ to post a single brief and receive offers from interested Creators and Hubs.

The marketplace handles introduction, brief delivery, offer submission, and payment -so the author can focus on the book, not the inbox.

SECTION 9

Book Launch and Promotion Checklist

A book launch does not need to be complicated, but it does need structure. The author should know what must be prepared before the book is promoted, what should happen during launch, and what can continue after publication.

Many authors think the launch is a single day. In reality, a good launch is a sequence of preparation, visibility, follow-up, and ongoing promotion.

Before launch

- Final manuscript edited and proofread
- Professional cover completed
- Book title and subtitle checked for clarity
- Book description written and polished
- Amazon categories and keywords considered
- Author bio prepared
- Author photo prepared if needed
- Book formats prepared: Kindle, paperback, hardback, audiobook if relevant
- Book pricing checked
- Book cover and sales page checked on mobile
- A+ Content planned or uploaded where available
- Review copy prepared as PDF or EPUB
- Short book summary prepared
- Longer book description prepared
- Outreach email draft prepared
- Reviewer, blog, podcast, YouTube, bookstore, library, book club lists selected

During launch

- Check the live Amazon/book page carefully
- Confirm all formats are linked correctly where possible
- Share the book with existing contacts and followers
- Begin suitable review outreach
- Send the book to selected reviewers or contacts when requested
- Post clear launch announcements
- Keep the message focused on who the book is for
- Track replies, review requests, and useful contacts

After launch

- Follow up politely with interested contacts
- Update the book description if needed
- Add approved A+ Content if it was not ready at launch
- Share reviews or reader feedback where appropriate
- Continue outreach in controlled batches
- Test different audience routes
- Improve images, wording, or sales-page presentation if weak points appear
- Keep a record of what worked and what did not

A launch is not the end of the marketing process. It is the starting point for wider visibility. Some books sell steadily over time when the author keeps improving the sales page, building review opportunities, and reaching relevant audiences.

> *Prepare before you promote. If the book page is weak, more traffic may only expose the weakness.*



SECTION 10

Common Mistakes and Final Readiness Checklist

Author marketing becomes much harder when the book is promoted before it is ready. Many mistakes are not caused by lack of effort. They are caused by unclear positioning, weak presentation, unrealistic expectations, or sending the book to the wrong audience.

Common author marketing mistakes to avoid

- Promoting before the book page is ready
- Using a weak or confusing book description
- Sending traffic to a poor cover or unfinished listing
- Trying to market to everyone
- Choosing the wrong audience routes
- Asking for reviews in a pushy or inappropriate way
- Offering payment for Amazon reviews
- Sending long, unclear outreach emails
- Failing to prepare a review copy
- Not following up politely
- Expecting instant results
- Spending heavily on ads before testing the book page
- Ignoring mobile presentation
- Making exaggerated claims
- Giving up after one attempt

One of the biggest mistakes is assuming that more exposure automatically means more sales. Exposure only helps when the book is clear, relevant, and presented well.

Another common mistake is copying another author's strategy without understanding the difference between books. A finance book, a sleep guide, a romance novel, a memoir, and a children's book may all need different routes to readers.

Authors should also avoid treating reviews as something they can control. Reviews must be honest, voluntary, and compliant with the platform's rules.

> *Do not market harder until the book is ready to receive attention.*

Final readiness checklist

- The book page is live or ready to be shared
- The cover looks professional and genre-appropriate

- The description explains the book clearly
- The target reader is obvious
- The price and formats make sense
- The author bio supports credibility
- A+ Content or supporting presentation has been considered
- A review copy is ready if outreach is planned
- Audience routes have been selected carefully
- The outreach message is short and relevant
- Follow-up is planned but limited
- Results expectations are realistic

✦ Zomzey™ next step

When the readiness checklist is complete, you're ready to use Zomzey™ for structured visibility. The platform is designed for authors who've prepared properly -better-prepared books receive better-quality offers from the right Creators and Hubs.

The work you've done in this guide is what makes the marketplace actually convert for you.

SECTION 11

Self-Directed Use -No Consultation Required

This guide is designed to be used independently. You do not need to book a consultation, wait for approval, or request permission before using the guidance inside it. This makes the guide useful for authors who want a clear starting point without unnecessary delay.

The guide should help the author

- Understand the main marketing routes available
- Check whether the book page is ready for attention
- Improve the book description and presentation
- Prepare review outreach material
- Understand bookstore, library and book club readiness
- Plan suitable promotion routes
- Avoid common marketing mistakes
- Decide whether wider visibility support is needed

Work through the guide at your own pace. Some authors will use it before publication. Others will use it after launch to improve a book that is already live.

A useful way to use the guide

- Read the whole guide once
- Check the current book page
- Improve the weak areas first
- Prepare outreach material
- Choose the most suitable promotion route
- Track what happens
- Adjust the next step

This guide is not intended to replace professional publishing, editing, design, advertising, or legal advice. It is a practical author marketing resource designed to help authors become better prepared before they spend more money or begin wider promotion.

> *Use the guide before buying traffic, sending outreach, or paying for larger marketing support. Strengthen the foundations first.*

✦ Zomzey™ next step

After working through this guide, you can move from preparation into structured outreach via Zomzey™ -choosing Creator categories, Hub categories, or both, with full control over budget and matches.

The marketplace is open to all authors, with subscription tiers (Orbit, Nova, Galaxy) suited to different stages of growth.

SECTION 12

Publishing Readiness: ISBN, Metadata and Distribution

Before wider marketing begins, the book should be properly prepared as a publishable product. Marketing works better when the basic publishing foundations are clear, complete, and professionally presented.

Many authors focus on the cover and description but overlook the details that help a book look serious to readers, reviewers, bookstores, libraries, and distribution routes.

ISBN guidance

An ISBN is a unique identifier for a book edition. It helps identify the title, format, edition, and publishing details. Paperback, hardback, eBook, audiobook, and revised editions may need separate handling depending on the publishing platform and distribution route.

Authors using Amazon only may be offered platform-based options for print editions. Authors who want a stronger publishing identity, wider distribution, bookstore routes, or library visibility should understand whether they need their own ISBNs and imprint details before major promotion begins.

Authors should check

- Does each format need its own ISBN?
- Is the book only being sold through Amazon, or more widely?
- Does the author want to use their own imprint name?
- Is bookstore or library visibility part of the plan?
- Are the title, subtitle, author name, format, and edition details correct?
- Is the ISBN metadata accurate before outreach begins?

ISBN decisions should be made before serious bookstore, library, or distribution outreach begins. Changing details later can create confusion and weaken the professional presentation of the book.

Formats and availability

- Kindle or eBook edition
- Paperback edition
- Hardback edition where suitable
- Audiobook where relevant
- Large print where suitable
- PDF or EPUB review copy for reviewers and media contacts

Fiction may perform well as eBook and paperback. Premium nonfiction, gift books, children's books, visual books, business books, health books, and practical guides may benefit from stronger print presentation. The format should match the reader and the market.

Metadata, categories and keywords

Metadata is the information that helps platforms, retailers, reviewers, and readers understand what the book is. Weak metadata can make a book harder to find, harder to categorise, and harder to assess professionally.

- Book title and subtitle
- Author name and imprint
- Book description
- Categories and keywords
- ISBN and format details
- Publication date
- Page count and trim size
- Language and territory details
- Target audience and subject area
- Contributor names where relevant

Categories and keywords should be chosen with the reader in mind. Avoid vague terms that are too broad. A better keyword phrase usually reflects the subject, reader problem, genre, desired outcome, or niche interest connected to the book.

> *Good metadata helps the right reader, reviewer, bookstore, library, or platform understand the book faster.*

Pricing and royalty readiness

- Is the Kindle or eBook price sensible?
- Is the paperback price realistic after print costs?
- Does the price match the perceived quality of the book?
- Is the price suitable for the genre and market?
- Are international prices checked where relevant?
- Are royalty settings and print costs understood?

Author press sheet and media materials

Authors who want reviews, interviews, features, bookstore consideration, library visibility, or media attention should prepare a simple author press sheet. It should make the book easy to understand and easy to assess.

- Book title and subtitle

- Author name and short bio
- Book cover image
- Short book description
- Longer book description
- Genre and target reader
- Publication date and formats
- Book links and author website
- Review-copy availability
- Key themes or talking points
- Contact details

Publishing readiness checklist

- ISBN decisions are clear
- Book formats are ready or planned
- Title and subtitle are final
- Author name and imprint are consistent
- Description is polished
- Metadata is accurate
- Categories and keywords are considered
- Pricing is sensible
- Book cover and interior files are checked
- Review copy is ready
- Author bio and author image are prepared
- Sales page is live or close to ready
- Distribution route is understood

✦ Zomzey™ next step

Once these publishing foundations are in place, Zomzey™ helps you move from preparation into visibility -review and discovery outreach, bookstore and library visibility, audience route selection, and matched outreach across genres and readerships.

A stronger ISBN, metadata, sales page, description, cover, and format setup gives you a stronger starting point for every Zomzey-driven introduction.

SECTION 13

Using the Zomzey™ Marketplace After This Guide



Once the work in this guide is done -the book page strengthened, the description tightened, the review copy ready, the audience routes identified -the question becomes: how do I actually reach the people who can help my book get seen?

That's what Zomzey™ is built for.

How Zomzey™ works for authors

Zomzey is a three-tier marketplace connecting authors and other Pioneers (people with something to promote) with Creators (individual broadcasters with audiences) and Hubs (organisations with established reader reach).

As an author, you are a Pioneer. You post a brief describing what you want, who your book is for, and your budget. The platform shows you matching Creators and Hubs, sorted by relevance to your book. They submit priced offers. You choose which to accept. Zomzey handles the introduction, payment, and delivery confirmation.

> *Pay only for what you accept.*

Who you can reach -Creators (14 categories)

- YouTubers -long-form video, reviews, tutorials, deep-dives, interviews
- TikTok creators -short-form video
- Instagram creators -feed, Reels and Stories
- Podcasters -interviews, narrative, niche commentary
- Bloggers -SEO-driven, evergreen, deep niche authority
- Newsletter writers -Substack, Beehiiv, ConvertKit and others
- Twitch streamers
- X / Twitter creators
- Short-form video creators (cross-platform Reels/Shorts/TikTok)
- LinkedIn creators -ideal for business books, B2B nonfiction, courses
- Threads creators
- Pinterest creators -strong for visual, evergreen, lifestyle, recipes, design
- Facebook Page and Group hosts
- Community hosts -Discord, Circle, Skool, Slack

Who you can reach -Hubs (14 categories)

- Bookstores -indie and chain
- Libraries -public, academic, school
- Book clubs -in-person and online
- Subscription boxes -book and lifestyle
- Trade shows and conferences
- Trade press and industry publications
- Awards and prize panels
- Association newsletters
- Editorial curators -“best of” lists, editor picks
- Independent retailers
- Affiliate networks -deal sites, coupon platforms, roundup blogs
- Reading and discovery apps -Goodreads lists, StoryGraph, niche tools
- Gift guides -seasonal, holiday, editorial
- Wholesalers and distributors

Subscription tiers

Zomzey is open to all authors. Three subscription tiers give you the level of access that fits your stage:

- Orbit -basic access. Receive briefs and submit offers, basic profile, post opportunities.
- Nova -enhanced profile, saved opportunities, priority in match lists.

- Galaxy -AI matching engine access, daily AI-surfaced opportunities, hot-match notifications, and concierge-style match explanations.

Coming soon -the AI matching engine

The Zomzey AI matching engine reads both sides of the marketplace -your brief on one side, Creators and Hubs on the other -and produces ranked, scored matches. Each match shows a percentage fit and a one-line explanation: why this Creator's audience aligns with your book, what their recent performance looks like, and why they might suit the brief.

This is the difference between guessing which routes might work and being shown the routes most likely to.

Coming soon -Beacon

If your book is so niche that the perfect match doesn't exist on Zomzey yet -a Welsh-language gardening podcast, a regional book club for one specific genre, a subscription box that hasn't signed up yet -Beacon will help reach the closest available matches on your behalf, with the opportunity already attached.

> *The Pioneer always finds their match.*

Why Zomzey works for authors who've done this guide

This guide is the preparation layer. Zomzey is the visibility layer.

Better-prepared books receive better-quality offers -because Creators and Hubs see strong covers, polished descriptions, clear positioning, and serious authors. They match more readily, price more confidently, and deliver better outcomes.

If you skip the preparation in this guide and post a brief with a weak page and unclear positioning, fewer Creators or Hubs will respond, the offers will be lower-quality, and the marketplace will work less hard for you. The work in Sections 1–12 isn't there to delay you. It's there to make Zomzey actually convert.

Visit zomzey.io to get started

Free to register.

SECTION 14

Final Notes, Copyright and Disclaimer

This guide has been created by ITXL Ltd, publisher of the Zomzey™ platform, to provide practical author marketing guidance, preparation steps, and visibility suggestions for independent authors.

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