

Ten Ways to Get a Little Help From Your Friends and Community

1. Enlist them to join in the hashtag craze - let them know what hashtags you're using to promote your book and ask them to share it when inspired.
2. Ask them to gather their peeps and host a book signing at their home. You'll get to be the star of the show, your friend will look like a big shot for having a Published Author as a friend and your friend's friends will feel totally cool that they got to meet the Author and get their book signed and personalized.
3. If you get your book on Amazon, send your friends over to write a stellar review!
4. Does your friend have a blog? Offer to write a guest post, a Q & A or make yourself available for an interview. Provide *everything* someone needs to promote your book, so they literally don't have to do anything other than paste and post.
5. Offer wholesale prices and/or bulk discounts to your especially supportive friends.
6. I mentioned book blurbs in the Marketing chapter, and the same thing applies here. If you have friends who have published books, popular blogs or other noteworthy endeavors, ask them for a blurb!
7. Ask your friends and community to share a quote, story or experience related to the topic of your book. Author **Mary Ann Mhina** wrote a book called *Listening to our Grandmothers: The Transformational Wisdom of Our Elders*, and she asked me to share a story about my grandma for her blog. She also has a section of her website called Celebrate Your Grandmother, where visitors can post a tribute to their grandmother. (See listeningtoourgrandmothers.com)
8. Ask your early readers to record a brief video about what they love about your book. Compile all these snippets together for a little promo. See the promo **Jen Lee** did for her film *Indie Kindred* [right here](#) for a great example of this.
9. Offer Give Aways for Facebook Shares and other social media promotion.
10. Remember: No matter who it is or what you are requesting - **release all expectations!!**