



Britain's Next
BESTSELLER

Launch Week

Hints & tips to maximise launch week

Britain's Next BESTSELLER

Well done!

By the time you read this your book project page will either be having the finishing touches done or already be up and running. That in itself is worth celebrating! Ultimately though, you chose Britain's Next Bestseller because you want to see your book in print, so now the focus must be on hitting your target. This document has been put together to offer some hints and tips to help you make the most of that all-important launch week.

A word of caution...

We hate to be a kill joy but whilst for BNBS and our launch author team this is HUGE, we're all eating, sleeping and breathing the launch of BNBS and the start of your campaigns, unfortunately that isn't the case for the rest of the world. Not yet anyway. Don't bombard them with tweets, Facebook posts, emails, texts, phone calls etc. Too much and it will become white noise, they'll simply tune out. Throw 1000's of tennis balls and they will all miss, throw a selection of carefully targeted balls and the success rate will be so much greater.

Be strategic

Your campaign will last anything from 30-60 days. This is a significant period of time and you need to keep a consistent level of energy around your campaign. So don't throw everything at it in the first week or you won't have anything else to give to it in the following weeks. Think about the different stages of the campaign... what will you do for the launch? what will you do when pre-orders dip in the middle? how about towards the end? and then those final few hours! By having a strategy in place of what you will do and when each week you will make the whole process organised and effective.

Hints & tips

We have already shared with you information about running a successful campaign but here let's focus on that crucial first week:

1. Make sure you have a list ready of everyone you know (friends, family, extended network...) both online and offline and share the news of your page with them. Decide who you will inform about your campaign each week.
2. Get a list ready of online and offline clubs, blogs, etc. that you can connect with. Strike up a conversation with them, get to know them and they will then naturally want to know about you.
3. Be aware of Twitter & Facebook etiquette. It is very easy to get accused of 'spamming' so beware of the number of messages you put out there and their content.

The logo for 'Britain's Next Bestseller' features the text 'Britain's Next' in a standard sans-serif font, with 'BESTSELLER' in a larger, bold, all-caps sans-serif font below it. Above the text are several horizontal lines of varying lengths, creating a stylized graphic element.

Britain's Next BESTSELLER

4. Vary your message so that people don't get bombarded with '*Buy my book*' and '*Visit my book page*'. Your BNBS Project page has lots of information that you can share in bite size pieces with your audience and use to draw them to your full book page for more information. Here are some examples you could use:
 - a. Help them understand what Britain's Next Bestseller is all about. A great way to engage with other authors is to suggest they submit to BNBS! And of course check your page out in the process...
 - b. Remind them what their support means to you with a video
 - c. Share your book trailer
 - d. Share your book cover
 - e. Share what inspired you to write your book
 - f. Share some interesting facts about you for more information about you
 - g. Share reviews that you have had about your book
 - h. Share any radio interviews, etc.
 - i. Fancy a peak at my book? – read a sample at <insert link>
 - j. Teasers about your character - <insert your page link>
 - k. Bored? Created some competitions for keep the interest high
5. You will see a number of tabs on your page – just above the video: Book Home, Author Update, Supporters, Comments and Help us Decide.
 - You can post updates about your book and campaign in the Author Updates section.
6. Monitor the reaction you are getting to your communications and adapt accordingly, don't just keep churning out messages without reacting to your audience. E.g. if certain messages get re-tweeted and others don't take those learnings on board.
7. We will all benefit from BNBS growing in popularity, but think about how often you include @BNBSbooks in your tweets. It's great to tie us back to you, but please be cautious of over using us. If all our authors include us in all their tweets then it will become wallpaper to our followers and they will stop listening. Think tactically.
8. Please make us aware of any media coverage you know you are getting/ find out you have received. We will be able to help you to maximise this exposure – please tell kelly@bnbsbooks.co.uk

Britain's Next **BESTSELLER**

9. Set up 'Google Alerts' with keywords related to your book subject matter so that you can piggy back off any newsworthy items that crop up online. Also set up your name as a keyword to be alerted when anyone mentions you online. You can also use an app called 'Mention'.
10. If you are asked what BNBS is – here is a standard response we would like our authors to use please:

"Britain's Next Bestseller enables writers to 'pitch' their manuscripts to the reading public and empowers readers to choose what gets published."

We hope you find this helpful. If you have any difficulties do get in touch with us. All that is left to say is good luck and enjoy. You have all worked hard to get to here, we really hope you top the best seller charts!

From everyone at the BNBS team xxx