

## How to Support your Favorite Indie Authors—A Few Tips

Promoting a book is almost as hard as writing one. Maybe harder. Publishers only promote their high-profile authors. Lesser known authors shoulder the expense and burden themselves. You can help the cause of good books and authors you love, with little or no money and very little time. If you genuinely enjoy a book and want to support its author, here's how:

- **Friend and befriend:** Check out and “like fan pages on Facebook, author profiles on Goodreads, Amazon and other online booksellers, as well as LinkedIn. The small task of “friending,” “liking,” “endorsing,” or “following” seems trivial, but it helps indie authors and their books become visible.
- **It takes a village to promote a book:** A book becomes a commercial success when people tell others about it. If you enjoy a book, tell friends. Use your own social media outlets to mention and link to the book or the author. Put the link for purchasing the book right on your post...to make it really easy. Ask your local bookstores and libraries if they'd consider stocking the book because you know others will enjoy it. Invite your book club to read an indie. (Lots of authors will visit book clubs to chat about their book either live or via Skype). Giving indie books as gifts is another way to share the love.
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