Twitter Thread by Louie Stowell: The Wizard in the Wood out now!

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@Louiestowell

Having a book out when the bookshops are shut and publicity tours aren't an option (except via zoom) is tough. Lockdowns favour big names over smaller or newer authors. But here are some amazing things you can do to help authors ride this out...

1) Review their books on amazon: it's most people's book search engine, and even more when there are no bookshops to browse or booksellers to ask... for example ahem... https://t.co/Q4WgFc2JMl

2) TELL THEM you enjoyed their book. They may be feeling glum. You will 100% make their day.

3) If their book isn't out yet, preorder it! For eg this from @ldlapinski is coming in April. Most booksellers will be ordering smaller quantities than usual, this gives them a reason to order more! Also you might get a lovely package from @rshipbshop https://t.co/7Gao5zDsJi

Oops forgot a bridgerton gif for the last one. Enjoy this one.

4) Tell your friends about their books! Booksellers are usually out there hand selling and recommending books, authors are normally out there doing school events and festivals, but now word of mouth is all online. Finding new books is hard, but you can help. Thank you!

5) If the author with a book out writes series and you haven't read the previous titles...well, isn't now just the perfect time to catch up on some reading? You know, for example...https://t.co/8CjpmmWkRA

6) Bonus: if you recommend a book, drop a link to your favourite indie bookshop to make it even reasier for the recommend-ee to buy!

If you do any of these things or all these things...

If you're an author with a book out under lockdown, drop a link here so we can all boost! Or if you've read a book published under lockdown, same, link! Share the love!

This WHALE-y good book is making a SPLASH in spite of lockdown. Please buy it to stop my terrible puns. @NizRite @NosyCrowBooks https://t.co/zov6gDqgl1

If anyone else has suggestions for how to support authors in lockdown, drop them here too!

Oh, but one thing...do not for the love of The Plot tag authors in bad reviews. While locked up in their houses they WILL obsessively mull over it and ignore all good reviews.

When you're recommending books, remember that some books already have shed loads of marketing, so definitely think about recommending books someone might not have heard of. Boost books by under represented authors especially as those SO OFTEN get less marketing (different rant)

If you've reviewed their book on Amazon, why not copy that review across to other platforms? https://t.co/ak5Zi2bXrD