

# 5 Additional Free Book Promotion Strategies

*This is an extra resource to go along with the original article:  
[5+ Free and Easy Marketing Strategies to Promote Your Novel](#)*

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## 1. Get Book Reviews

Encourage everyone on your email list and those in your social circle to leave a review of your book. Check out these free book promotion sites (some of these sites also offer paid promotion to extend your reach):

1. [AllAuthor](#)
2. [Ask David](#)
3. [Authors Den](#)
4. [Book Bongo](#)
5. [Book Circle](#)
6. [BookDoggy](#)
7. [Book Praiser](#)
8. [Book Sliced](#)
9. [Choosy Bookworm](#)
10. [Content Mo](#)
11. [Digital Book Today](#)
12. [Discount Book Man](#)
13. [Ebooks Habit](#)
14. [eBookStage](#)
15. [The eReader Cafe](#)
16. [eReaderIQ](#)
17. [E Reader Love](#)
18. [Free Discounted Books](#)
19. [The Fussy Librarian](#)
20. [Indie Author News](#)
21. [Indie Book Lounge](#)
22. [Indies Unlimited](#)
23. [Inkitt](#)
24. [It's Write Now](#)
25. [Kindle Book Review](#)

26. [Lovely Book Promotions](#)
27. [New Free Kindle Books](#)
28. [One Hundred Free Books](#)
29. [Pretty Hot Books](#)
30. [Story Finds](#)

## 2. Get Interviewed for a Podcast

Research podcasters who speak to those in your target audience. Listen to a few shows first and then reach out to podcast shows that you're sure would be a good fit for your book.

Podcasters are always looking for new people to interview.

## 3. Start Your Own Podcast

In addition to being on a podcast, you can also start your own—for free! Use a tool like [Anchor](#) to create your own podcast. Then invite other authors or podcasters that you admire. You can use your podcast to gain more exposure for your own books.

## 4. Use Video

Videos are great for marketing, because they allow you to reach an audience that may not discover you otherwise. Create a book trailer, host live Q&As, or share behind-the-scenes of you at work. Videos immediately engage and are quickly consumed. Add video to your website, your Amazon Author Central page, and your social media (especially Facebook, Instagram, and YouTube).

## 5. Plan to Write More Books

If a reader enjoys one of your books, they'll definitely want to read more of your books. This is why you should always, always, *always* write multiple books. If you can write a series, do it. One book automatically promotes other books in your library.

## Bonus Tip: Focus on the Book Cover

Although they say you can't judge a book by its cover, millions of readers do it every day. People will either be attracted to or repelled by your book cover. Create a cover that sparks an interest.