

FREE RESOURCE 2025

AUTHOR

MARKETING TOOLKIT

The Complete System to Build Your Brand,
Grow Your Audience & Sell More Books

10 POWERFUL MODULES INSIDE

Author Brand Blueprint | Email List Building System

30-Day Social Media Calendar | Amazon Ads Starter Guide

Book Launch Playbook | Review Generation Templates

BookBub & Promo Sites Guide | Series Read-Through Strategy

Pinterest & Visual Marketing | Telegram Community Playbook

By Gyan Prakash Upadhyay | Founder, GPU Publishing Services | 50+ Books Published

What's Inside This Toolkit

Everything an indie author needs to market their books — built from real experience publishing 50+ titles on Amazon KDP.

| | | |
|-----------|---|--|
| 01 | Author Brand Blueprint | Define your identity, niche & voice |
| 02 | Email List Building System | Build the asset Amazon can never take away |
| 03 | 30-Day Social Media Calendar | Ready-to-post daily content plan |
| 04 | Amazon Ads Starter Guide | AMS campaigns that pay for themselves |
| 05 | Book Launch Playbook | Pre-launch, launch week & post-launch |
| 06 | Review Generation Templates | Scripts to ethically grow your reviews |
| 07 | BookBub & Promo Sites Guide | Discount promotion sites ranked & rated |
| 08 | Series Read-Through Strategy | The math behind sustainable KDP income |
| 09 | Pinterest & Visual Marketing | Drive traffic with zero ad spend |
| 10 | Telegram Community Playbook | Build a loyal reader hub that sells |

MODULE
01

Author Brand Blueprint

Before you market anything, you need to know WHO you are as an author. Your brand is the promise readers make to themselves when they pick up your book. Get this right and every other marketing activity becomes 10x easier.

The 5 Brand Pillars

Genre Identity

What do you write? Be specific. 'Romance' is not a brand. 'Small-town second-chance romance with a mystery subplot' is a brand.

Reader Avatar

Who is your ideal reader? Age, reading habits, what else they read, where they hang out online. Write for one person.

Author Voice

Are you warm and funny? Gripping and dark? Inspirational? Your voice must be consistent across books, emails, and social posts.

Visual Identity

Consistent color palette, fonts, and style across your covers, website, and social profiles. Readers recognise brands visually first.

Brand Promise

What can readers always expect from you? A happily-ever-after? A shocking twist? An educational takeaway? State it clearly.

Brand Worksheet — Fill This In

| | |
|-------------------------------------|-------|
| My genre(s): | _____ |
| My reader avatar: | _____ |
| 3 words describing my voice: | _____ |
| My brand colours: | _____ |
| My brand promise: | _____ |
| My author tagline: | _____ |
| My pen name / author name: | _____ |
| Where my readers gather: | _____ |

GPU Tip: Your pen name, cover style, and bio must all signal the same genre. A cozy mystery author with a thriller-style dark cover will confuse buyers and hurt conversions. Consistency = trust.

MODULE
02

Email List Building System

Your email list is the only audience you truly own. Amazon can change its algorithm. Facebook can kill organic reach. But your email list is yours forever. Every author needs one.

The Reader Magnet System

A reader magnet is a free piece of content you give away in exchange for an email address. It must be high-value and directly related to your books.

| Reader Magnet Type | Best For | Example |
|----------------------------|------------------------|------------------------------------|
| Free short story / novella | Fiction authors | A prequel story to your series |
| Character backstory PDF | Fiction with series | The origin story of your hero |
| How-to guide / cheatsheet | Non-fiction authors | 10 KDP Mistakes to Avoid |
| Exclusive chapter | Any genre | First 3 chapters of your next book |
| Resource list / toolkit | Non-fiction / business | This very toolkit you're reading |
| Quiz / personality test | Romance, fantasy | Which character are you? |

Email Platform Comparison

| Platform | Free Tier | Best For | Cost |
|------------|-------------------------|----------------------------|----------------|
| MailerLite | Up to 1,000 subscribers | New authors, clean UI | Free → \$9/mo |
| ConvertKit | Up to 1,000 subscribers | Author funnels, automation | Free → \$25/mo |
| Mailchimp | Up to 500 contacts | Beginners | Free → \$13/mo |
| Substack | Unlimited, takes 10% | Newsletter + community | Free |
| Beehiiv | Up to 2,500 subscribers | Growth-focused newsletters | Free → \$42/mo |

Your First 5 Emails (Welcome Sequence)

Email 1 — Deliver & Delight

Send the reader magnet immediately. Thank them. Tell them who you are in 3 sentences. Set expectations for future emails.

Email 2 — Your Story

Share why you write. What drives you. Make it personal. Readers buy from authors they feel connected to.

Email 3 — Your World

Introduce your books. Don't pitch — paint a picture of your fictional world or the transformation your non-fiction delivers.

Email 4 — Social Proof

Share reviews, reader messages, or bestseller moments. Let others sell for you.

Email 5 — Soft Ask

Now make an offer. Direct readers to your Amazon page, your next book, or your community. Include a clear CTA button.

Frequency: Email your list at minimum once per month, ideally every 2 weeks. Authors who email more than once a week see higher unsubscribe rates unless the content is truly exceptional.

MODULE
03

30-Day Social Media Calendar

Consistency beats brilliance on social media. This calendar gives you exactly what to post every day for 30 days. Adapt the captions for your genre and voice.

Platform Strategy by Genre

| | |
|--|---|
| Fiction (romance, fantasy, cozy mystery) | Instagram, TikTok/BookTok, Pinterest, Facebook Groups |
| Non-fiction (business, self-help, how-to) | LinkedIn, Twitter/X, Facebook, YouTube Shorts |
| Children's books | Pinterest, Instagram, Facebook parent groups |
| All authors | Telegram community (see Module 10) |

Week 1 — Introduce & Intrigue

| Day | Post Type | Caption Idea |
|-------|-------------------------------|---|
| Day 1 | Author introduction | "3 things you don't know about me (and 1 you'd never guess)..." |
| Day 2 | Book cover reveal / spotlight | "Meet [Book Title] — here's why I had to write this story..." |
| Day 3 | Behind the scenes | "What my writing space actually looks like at 6am..." |
| Day 4 | Reader question | "If you could live inside any fictional world, which would it be?" |
| Day 5 | Quote graphic | Pull a powerful line from your book. Bold font, your brand colours. |
| Day 6 | Recommendation | "If you loved [popular book], you'll love mine because..." |
| Day 7 | Weekly wrap + CTA | "This week in my author life + grab my free [reader magnet]" |

Week 2 — Educate & Entertain

| Day | Post Type | Caption Idea |
|--------|---------------------|---|
| Day 8 | Writing tip | "The one thing that made my writing 10x better (it's not what you think)" |
| Day 9 | Character spotlight | "Meet [Character Name]: the [adjective] [job/role] who [hook]..." |
| Day 10 | Poll / engagement | "Team [Character A] or Team [Character B]? Vote below!" |

| | | |
|--------|----------------------|---|
| Day 11 | Process post | "How I went from blank page to published book in 90 days" |
| Day 12 | Review highlight | Share a 5-star review (screenshot or designed graphic) |
| Day 13 | Bookshelf / flat lay | Aesthetic photo of your books + other books in your genre |
| Day 14 | Community shoutout | Tag your Telegram group, give readers a reason to join |

Week 3 — Build Trust & Social Proof

| Day | Post Type | Caption Idea |
|--------|-----------------------|--|
| Day 15 | Milestone celebration | "We hit [X] reviews / downloads / subscribers — THANK YOU!" |
| Day 16 | Reader story | Share a message a reader sent you (with permission) |
| Day 17 | Genre education | "What makes a great [cozy mystery / romantasy / thriller]? Here's my take" |
| Day 18 | Sneak peek | Share a short unedited excerpt from your WIP |
| Day 19 | FAQ | "The #1 question readers ask me + my honest answer" |
| Day 20 | Comparison | "My book vs [similar popular book] — what's different" |
| Day 21 | Gratitude + CTA | "Why I write + where to find all my books" |

Week 4 — Convert & Launch

| Day | Post Type | Caption Idea |
|--------|--------------------|---|
| Day 22 | Book pitch post | Lead with the reader's problem / desire. End with the buy link. |
| Day 23 | Limited-time offer | "For 48 hours only — [Book] is \$0.99. Here's your link:" |
| Day 24 | Author collab | Feature another author in your genre. Ask them to share. |

| | | |
|--------|--------------------------|--|
| Day 25 | Aesthetic / mood board | Create a collage of images that capture your book's vibe |
| Day 26 | Publishing tip | "How I research keywords before publishing (step by step)" |
| Day 27 | Personal post | Share something real — a challenge, a win, a lesson learned |
| Day 28 | Newsletter CTA | "I send my best content to email first — join [X] readers here" |
| Day 29 | Upcoming book tease | "Something's coming. Here's your first clue..." |
| Day 30 | Month recap + next steps | "30 days, [X] posts, [X] followers gained — here's what I learned" |

Hashtag Rule: Use 5–10 niche hashtags, not 30 generic ones. #KindleUnlimited, #CozymysteryBooks, #RomanceReads outperform #books or #author every time — less competition, more targeted audience.

MODULE
04

Amazon Ads Starter Guide

Amazon Advertising (AMS) puts your book in front of readers who are actively searching on Amazon — the highest-intent buyers on the planet. Even a \$5/day budget can generate consistent sales when set up correctly.

Campaign Types Explained

| | |
|-----------------------------|--|
| Sponsored Products | Your book appears in search results and on competitor product pages. Most effective campaign type for new books. |
| Sponsored Brands | Banner ads at the top of search results. Requires Brand Registry. Better for established author series. |
| Lockscreen Ads (DSP) | Ads appear on Kindle lockscreens. Works well for KDP Select titles in Kindle Unlimited. |

Your First Campaign — Step by Step

- **Step 1: Go to advertising.amazon.com:** Select your Amazon marketplace (US recommended for highest volume).
- **Step 2: Create Sponsored Products campaign:** Name it clearly: [BookTitle] — Auto — [Date]
- **Step 3: Set daily budget:** Start with \$5–10/day. You can always scale up winners.
- **Step 4: Choose Auto targeting first:** Let Amazon find buyers while you gather keyword data. Run for 14–21 days.
- **Step 5: Set bid:** \$0.35–\$0.55 starting bid for most genres. Romance and thriller may need higher.
- **Step 6: Analyse after 2 weeks:** Look at Search Term Report. Which terms got clicks AND sales? Move winners to a Manual campaign.
- **Step 7: Manual keyword campaign:** Bid higher (£0.60–0.90) on your proven winners. Pause keywords with clicks but zero sales.
- **Step 8: Product targeting campaign:** Target competitor ASINs. Your book appears on their product pages as a 'also consider' option.

Key Metrics to Track

| Metric | What It Means | Target Range |
|--------|--|--|
| ACoS | Ad Cost of Sale — what % of ad revenue went to ads | Below 50% for established books; 70–100% OK for new launches |
| ROAS | Return on Ad Spend (inverse of ACoS) | Above 2x is healthy; 4x+ is excellent |
| CTR | Click-Through Rate — % of impressions that get clicked | 0.3–0.5% is average; 1%+ is strong |
| CPC | Cost Per Click — what you pay each click | Keep under \$0.70 in most genres |

| | | |
|-------------|----------------------------------|---|
| Impressions | How many times your ad was shown | Low impressions = raise bid or broaden keywords |
|-------------|----------------------------------|---|

Ads Secret: The best ads support good organic rank. Run ads to a book with fewer than 10 reviews and you'll waste money. Get reviews first, then turn on ads to amplify what's already working.

MODULE
05

Book Launch Playbook

A great launch compresses months of organic growth into a single week. The goal is velocity — Amazon rewards books that sell quickly with better organic placement, creating a compound effect.

Pre-Launch (30–60 Days Before)

- ✓ Write and send your book to 10–20 ARC (Advance Review Copy) readers
- ✓ Build a launch team on Telegram or Facebook — readers who commit to review on day 1
- ✓ Schedule your first 3 social media posts for launch week
- ✓ Submit to BookSirens or NetGalley for wider ARC distribution (non-fiction especially)
- ✓ Set up your Amazon Author Central page if not already done
- ✓ Write your book description (blurb) — get feedback before you go live
- ✓ Research and finalise your 7 keywords and 2 categories
- ✓ Line up any paid promotions (BookBub feature, genre newsletters) for week 2
- ✓ Set up Amazon Ads campaigns in draft mode — ready to activate on launch day
- ✓ Tease the launch on all your social channels — build anticipation

Launch Week Schedule

| Day | Action |
|--------------------|--|
| Day 1 (Launch Day) | Go live on KDP. Post on all social channels. Email your list. Activate Amazon Ads. Message your launch team. |
| Day 2 | Post a behind-the-scenes 'book is live!' story. Thank early reviewers publicly. Check for any formatting issues. |
| Day 3 | Price promo — drop to \$0.99 for 48 hours. Submit to free/discount book deal sites. |
| Day 4–5 | Share first reader reactions and reviews. Run a reader poll related to the book topic. |
| Day 6 | Return to regular price. Increase Amazon Ads budget. Send email follow-up to list. |
| Day 7 | Celebrate wins publicly. Share your BSR screenshot. Remind readers to leave reviews. Plan week 2. |

Post-Launch (Weeks 2–4)

- ✓ Submit to BookBub Featured Deal (if eligible) for a second sales spike
- ✓ Reach out to book bloggers and bookstagrammers in your genre for coverage
- ✓ Add the book to your email signature and bio links
- ✓ Begin writing book 2 (the best marketing for book 1 is publishing book 2)

- ✓ Monitor keyword ranking in your categories — adjust bids as needed
- ✓ Update A+ Content if you have more reviews to quote
- ✓ Cross-promote with authors in your genre (newsletter swaps, social shoutouts)

MODULE
06

Review Generation Templates

Reviews are the lifeblood of Amazon sales. The algorithm needs them. Readers need them. And you need a system to generate them ethically — without violating Amazon's Terms of Service.

Amazon TOS: You cannot pay for reviews, offer incentives, or ask friends/family to review. You CAN ask readers directly for honest reviews. All templates below are ToS-compliant.

Template 1 — Backmatter Review Request

Add this to the last page of every book:

Thank you for reading [BOOK TITLE]! If you enjoyed this book, I would be incredibly grateful if you could take 2 minutes to leave an honest review on Amazon. Reviews help other readers discover the book — and they mean the world to independent authors like me. Just search [BOOK TITLE] on Amazon or scan the QR code below. Thank you from the bottom of my heart. — [YOUR NAME]

Template 2 — Email to ARC Readers

Subject: [BOOK TITLE] is LIVE — your review would mean everything Hi [First Name], The day is finally here — [BOOK TITLE] is live on Amazon! As one of my advance readers, you've already experienced this book. If you enjoyed it and feel comfortable sharing your honest thoughts, I'd love it if you left a review. Here's the direct link: [AMAZON LINK] No pressure at all — I'm grateful for your support regardless. But if you do leave a review, know that it genuinely makes a difference for an indie author. Thank you! [YOUR NAME]

Template 3 — Telegram Community Ask

[BOOK TITLE] is officially out! If you've read it and loved it, dropping an honest review on Amazon takes just 2 minutes and helps more readers find this story. Here's the link: [LINK] Even 1–2 sentences makes a huge difference. Thank you, amazing readers!

Review Growth Milestones

| Reviews | What Changes |
|---------|---|
| 1–4 | Social proof begins. Buyers slightly more confident. |
| 10–14 | Amazon begins showing the book in 'Also Boughts' more frequently. |

| | |
|------|---|
| 25+ | Eligible for more BookBub and promo site features. |
| 50+ | Strong social proof. Ads become significantly more efficient. |
| 100+ | Book is self-sustaining. Organic discovery accelerates. |

MODULE
07

BookBub & Promo Sites Guide

Discount promotion sites drive concentrated bursts of downloads that spike your BSR (Best Seller Rank) and trigger Amazon's algorithm to show your book to more readers organically.

Tier 1 — Premium (High Impact)

| Site | Cost Range | Subscribers | Best For |
|-----------------------|---------------|-------------|--|
| BookBub Featured Deal | \$40–\$2,000+ | 15M+ | Established books, 50+ reviews, proven cover |
| Chirp (BookBub audio) | \$25–\$500 | 500K+ | Audiobook authors |
| Bargain Booksy | \$25–\$80 | 500K+ | Romance, mystery, thriller at \$0.99 |
| Free Booksy | \$45–\$95 | 500K+ | Free book campaigns |

Tier 2 — Mid-Range (Solid ROI)

| Site | Cost Range | Best For |
|--------------------------|------------|----------------------------|
| Robin Reads | \$10–\$35 | Mystery, thriller, romance |
| BookRaid | \$15–\$40 | Wide genre coverage |
| Ereader News Today (ENT) | \$10–\$35 | General fiction, mystery |
| Reading Deals | \$15–\$30 | Romance, fantasy, sci-fi |
| ManyBooks | \$10–\$25 | Budget-friendly wide reach |
| The Fussy Librarian | \$8–\$25 | Literary fiction, cozy |

Free Submission Sites (Always Submit)

- Freebooksy (free tier) — freebooksy.com
- Book Gorilla — bookgorilla.com
- Digital Book Today — digitalbooktoday.com
- BookAngel — bookangel.co.uk (UK readers)
- Kindle Books and Tips — kindlebooksandtips.com
- Ask David — askdavid.com

Stacking Strategy: Book 3–5 promo sites on the SAME day. The combined download volume hits a tipping point that triggers Amazon's algorithm. A single promo site alone rarely moves the needle enough.

MODULE
08

Series Read-Through Strategy

Series authors earn 3–8x more than standalone authors with the same number of books. Read-through is the mechanism: readers who finish book 1 buy books 2, 3, and beyond — without any additional marketing cost.

Understanding Read-Through Math

If 100 readers buy book 1 at \$3.99 (your royalty: \$2.79 each = \$279 total):

| Book | Read-Through % | Readers | Royalty Each | Revenue |
|--------|------------------|---------|--------------|-----------------------|
| Book 1 | 100% (paid for) | 100 | \$2.79 | \$279 |
| Book 2 | 60% read-through | 60 | \$2.79 | \$167 |
| Book 3 | 45% read-through | 45 | \$2.79 | \$125 |
| Book 4 | 38% read-through | 38 | \$2.79 | \$106 |
| Book 5 | 32% read-through | 32 | \$2.79 | \$89 |
| TOTAL | — | — | — | \$766 from 100 buyers |

Conclusion: Each reader of a 5-book series earns you \$7.66 on average — not \$2.79. This is why series authors can afford to price book 1 at \$0.99 or even free and still profit massively.

Maximising Read-Through

- **End each book with a hook:** The last chapter should make the reader desperate to know what happens next. Never fully resolve every thread.
- **Include a preview:** Add the first chapter of book 2 at the end of book 1. This single tactic can increase read-through by 15–30%.
- **Keep release cadence tight:** Readers forget. Aim for a new book every 60–90 days. KDP Select's 90-day window aligns perfectly.
- **Series page on Amazon:** Group your series so Amazon auto-shows 'also in this series' to buyers. Set up via Author Central.
- **Price book 1 permanently low:** \$0.99 or free reduces the barrier to entry. You make it back on books 2–5.
- **Consistent covers:** All books in a series must look visually related. Same colour palette, font treatment, character style.

Pinterest & Visual Marketing

Pinterest is a search engine, not a social network. Pins rank in Google. A single well-optimised pin can drive traffic to your Amazon book page for years — completely free. Fiction authors especially are leaving money on the table by ignoring Pinterest.

Pinterest Strategy for Authors

| | |
|-----------------------------|---|
| Account type | Convert to Pinterest Business account (free). Enables analytics and rich pins. |
| Profile optimisation | Name: [Your Name] Author [Genre]. Bio: include genre keywords. Link to your author website or Amazon page. |
| Board strategy | Create 5–8 boards: My Books, [Genre] Reads, Writing Tips, Book Aesthetics, Character Inspiration, Story Research |
| Pin frequency | 5–10 pins per day. Use Tailwind (scheduler) for consistency. Mix your pins with curated repins. |
| Pin design | 2:3 ratio (e.g. 1000×1500 px). Bold title text. Book cover in frame. Brand colours. Canva templates work perfectly. |
| SEO keywords | Research keywords using Pinterest's autocomplete. Include them in pin title, description, and board names. |
| Amazon affiliate | Become an Amazon Associate. Link your book pins directly with your affiliate link to earn extra commission. |

Top Pin Types That Drive Book Sales

- **"Books like [popular title]":** Create a pin comparing your book to a bestseller. 'If you loved *Bridgerton*, read [Your Book].' Extremely high search volume.
- **Aesthetic mood boards:** Collage of images capturing your book's vibe — settings, fashion, food, weather. Fiction readers love these.
- **Quote graphics:** Pull a powerful line from your book. Design it beautifully. Include your book cover and title.
- **Character aesthetics:** Pinterest is obsessed with 'character aesthetic boards'. Create one for each main character.
- **Reading order infographics:** Show your series reading order visually. Saves readers the confusion and encourages binge-reading.
- **Book trailer screenshots:** If you have a YouTube book trailer, pull stills and pin them with a link to the video.

MODULE
10

Telegram Community Playbook

Telegram is the most underrated author marketing tool. No algorithm. Direct access to your readers. 100% message delivery. GPU Publishing Services runs KDP Authors and Readers Hub at t.me/kindlereader — here's how to build yours.

Setting Up Your Telegram Channel/Group

| | |
|--------------------------|---|
| Channel vs Group | Channel = broadcast (1-to-many, like a newsletter). Group = community (many-to-many, conversations). Use BOTH: a Channel for announcements + a linked Group for discussion. |
| Name your channel | Use your author name or book series name. Make it searchable with your genre keyword. |
| Channel username | t.me/youauthername — claim this early. Link it everywhere. |
| Profile image | Your author photo or book cover. Professional, on-brand. |
| Bio | What readers get + why join. Include a link to your free reader magnet. |
| Pinned message | Always have a pinned welcome message with your most important links (latest book, reader magnet, social media). |

30-Day Telegram Content Plan

| Week | Focus | Post Ideas |
|--------|--------------------|--|
| Week 1 | Welcome & value | Welcome post, share reader magnet, book recommendation, writing tip |
| Week 2 | Behind the scenes | WIP update, cover reveal teaser, your writing process, reader Q&A; |
| Week 3 | Community building | Poll: favourite character, reader spotlight, exclusive excerpt, genre discussion |
| Week 4 | Launch & convert | New book announcement, limited promo code, review request, next month preview |

Growing Your Telegram Community

- ✓ Add your Telegram link to your book's backmatter on every single book
- ✓ Include it in your email signature and all social media bios
- ✓ Run a 'join and get a free book' campaign — deliver the book inside Telegram
- ✓ Cross-promote with other authors in your genre (group shoutout swaps)
- ✓ Share exclusive content ONLY inside Telegram — makes it worth joining
- ✓ Pin your best content so new members get immediate value

- ✓ Go live on Telegram (voice chat / video) for Q&As; — high engagement tool
- ✓ Create a bot welcome message that auto-delivers your reader magnet

GPU Publishing Services Community: Join 1,000+ KDP authors and readers at t.me/kindlereader — share your book, get feedback, learn from fellow publishers, and access exclusive resources from GPU Publishing Services.

Your Next Steps

You now have a complete marketing system. The authors who succeed are not the ones who know the most — they're the ones who implement consistently. Pick ONE module and start today.

Quick-Start Action Plan

This week

Complete your Brand Worksheet (Module 01). Set up your email list platform (Module 02). Post your first 7 social content pieces using the calendar (Module 03).

This month

Run your first Amazon Ads auto campaign (Module 04). Build your Telegram channel (Module 10). Submit to 3 promo sites during a price promotion (Module 07).

This quarter

Execute a full book launch using the playbook (Module 05). Write the next book in your series (Module 08). Build your Pinterest presence to 50+ pins (Module 09).

Work With GPU Publishing Services

We handle the publishing so you can focus on writing.

Services: Ghostwriting | Cover Design | KDP Setup | Amazon SEO | Full Publishing Packages

Telegram Community: t.me/kindlereader

AI Publishing Blog: KDPWithAI.com

Founded by: Gyan Prakash Upadhyay — Lucknow, India | 50+ Books Published

This toolkit is updated regularly. Visit KDPWithAI.com for the latest edition and additional free resources for self-published authors.