

## **Marketing Outside the Lines Resources and Links**

You can also find this information at <https://suziewaltner.com/marketing-outside-the-lines-resources/>

Password: Marketing2024

Contact me at: [suziewaltner@gmail.com](mailto:suziewaltner@gmail.com)

### **Organizations**

[American Christian Fiction Writers](#)

[Faith, Hope and Love Christian Writers](#)

[Realm Makers](#)

[Christian Indie Publishing Association and the Christian Authors Network \(CIPA and CAN\)](#)

[Advanced Speakers and Writers Association](#)

### **Social Media Groups**

\*Please read group rules thoroughly when you join to see what is and is not allowed in each group

[Avid Readers of Christian Fiction Facebook Group](#)

[Fiction Full of Faith](#)

[Faith-Filled Fiction](#)

[Christian Writers Co-Op](#)

[Closed Door Romance Authors and Bookstagrammers](#)

[FaithBooks Author Working Group](#)

[Christian Authors Supporting Christian Authors](#)

[CASCA Book Promo](#)

## **Reader Magnet and ARC Delivery & Group Promos**

Bookfunnel

StoryOrigin

BookCave

## **Launch Teams**

Podcasts to get you started

[Your Best Writing Life: Top Strategies When Leading a Book Launch Team with Karen Sargent](#)

[Your Best Writing Life: Launch Teams and Street Teams with Tammy Karasek](#)

Books to get you organized

[Launch that Book by Tammy Karasek](#)

[My Book Launch Planner by Mandi Lynn\\*](#)

\*Mandi also has extremely helpful [YouTube videos](#) with all aspects of (indie) publishing

## **Review Sites**

Booksprout

BookSirens

LibraryThing

NetGalley

Victory Editing NetGalley Coop

## **Find Your Readers**

Blog Tour Options

[JustRead Tours](#)

[Celebrate Lit](#)

[Great Escapes Book Tours](#)

[Silver Dagger Book Tours](#)

[Goodreads Giveaway](#)

[Turning a New Page Book Festival](#)

[JustRead Rendezvous](#)

[ACFW StoryFest](#)

[Mississippi River Readers Retreat](#)

[ScrivCon](#)

## **Continue to Market Your Book**

Submit Preorder information to Narelle Atkins by filling out [this form](#)

Submit sales and giveaways to Shannon Vannatter send the book cover image and link to your sale or giveaway to [shannonsbookbargains@yahoo.com](mailto:shannonsbookbargains@yahoo.com) by Friday, 2 pm central time

[100 Best Christian Book Review Blogs and Websites in 2024](#)

## **Podcasts**

[Radio Guest List](#)

[Podcast Guests](#)

[PodMatch](#)

[Bookbub](#)

## **Ads**

[Kindleprenuer Amazon Ads course](#)

[Allauthor.com](#)

## **Advertise Sales**

[authorsXP](#)

[choosybookworm](#)

[Faithful Reads](#)

[Written Word Media](#)

[Robin Reads](#)

[The eReader Café](#)

[The Fussy Librarian](#)

## **Bonus Information**

[Conferences Google Sheet](#)

[Contests Google Form](#)

\*If you know of any conferences or contests not on these lists, please email me the website/information and I will add them. My email is [suziewaltner@gmail.com](mailto:suziewaltner@gmail.com)

## **Author Swag**

If you plan on getting author or book swag for pre-order incentives, make sure whatever you get is easy to mail (bookmarks, stickers, and postcards are good choices). You can do bigger swag items if you'd like to use them for giveaways and such once your book releases.

Here are a few of my favorite places to purchase author swag

[Sticker Mule](#) – stickers, magnets, labels, coasters, packaging tape, coasters, and acrylic key chains

Tip: sign up for their newsletter or text alerts and get a weekly deal every Tuesday (this is a great way to test out products and designs with minimal cost)

[Vistaprint](#) – most well-known website for marketing materials. You name it, Vistaprint probably has it. Great place to get business cards too.

[Got Print](#) – comparable to Vistaprint. My favorite place for bookmarks.

Tip: make your bookmark something readers don't want to throw away. Use a thicker paper and consider adding a tassel. For *Midnight Blue*, I ordered bookmarks, then bought [a small hole punch](#) (not affiliated). I added a guitar pick as my tassel to each one since my MMC is a country musician.

[Discount Mugs](#) – If you can think of it, this website probably has it. From drinkware to bags to clothing to kitchen accessories, and much more.

[Pens.com](#) – While this site has items other than pens, all I've ordered from them are my author swag ink pens.

Tip: If you can afford it, get a nicer pen that readers will want to use. [This pen](#) is likely to stay with someone longer than [this one](#). (I also order mine with blue instead of black ink).

[PuzzleYou](#) – Make a puzzle out of your book cover or character art. Puzzles are \$30 - \$40 so this would be a good giveaway item.

Bonus Podcast from Thomas Umstadt, Jr.

[How to Avoid Book Marketing Overwhelm](#)