
YOUR PROMOTION

AN OVERVIEW

Discover answers to common questions and tips to help make your BookSweeps promotion a success!



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YOU'RE IN A PROMO... NOW WHAT?

Thanks for signing up for a BookSweeps promotion — we're so glad you've joined us!

Whether you're a new author just starting out or an established author looking to grow your following, we've created these promotions to help you find readers in your genre.

This guide will walk you through the process of a BookSweeps promotion and what you can expect in the coming weeks, in addition to answering some common questions.

You've worked hard to create your books — now let's make your marketing easier!



PLEASE READ ON FOR AN OVERVIEW OF WHAT YOU CAN EXPECT

While our promotions generally last a week, there are many steps that take place behind the scenes. Continue reading for additional answers to common contest questions.

For additional help, walkthroughs, and more, please visit the [BookSweeps support center](#).

STEP 1

Before the Promotion

- ✔ You should have received confirmation of your payment and submission details... If you haven't, please [contact us](#).
- ✔ Up until the sign-up deadline, we can make any changes you need to your book cover, links, and book details, so you are 100% ready for the contest.
- ✔ About 5 days before the contest starts, you'll receive personalized contest materials so you can prepare to share the promotion with your fans once it's live!

STEP 2

During the Promotion

- ✔ On the day the contest goes live, you'll get a reminder from us with materials.
- ✔ Once it's live, we will share the contest to our subscribers and social media followers. We encourage you to promote the contest to your fans.
- ✔ We send you reminder emails with the contest links, graphics, and promotional language so that sharing the contest is easy as pie — plus tips on how to make sure your participation has the greatest possible impact!

STEP 3

After the Promotion

- ✔ After the contest ends, we select two winners. Once they've confirmed, we pass that information to you, so you can send them your free book prize.
- ✔ We will also send you a spreadsheet of your new subscribers, tips on how to welcome them, and handy instructions on uploading your list to your email provider.

And presto — your fan base grows!

Continue reading for additional answers to common contest questions.

BEFORE THE PROMOTION: Q+A

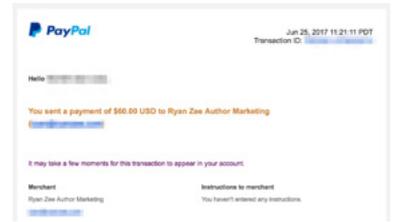
Here are answers to the top five questions authors have before our promotions begin:

Q1

Will I receive confirmation of my submission?

Absolutely! You should have already received a receipt for your purchase following your payment, and a confirmation email with the details of your submission at the same time.

We encourage you to check it for any errors and to make certain everything is ready to go for your promotion.



Q2

Can I correct mistakes in my submission?

Definitely! If you notice anything incorrect about your submission, or if you need to change anything about your book (new cover, book blurb, link, etc.), please [contact us through this form](#) and we'll get it corrected right away.

Q3

Where can I review my purchase history?

When you join your first promotion with BookSweeps, you'll receive login information to set up your [BookSweeps author dashboard](#), where you can view your purchase history and all your submission details.

Q4

When will I receive my contest materials?

Five days before the contest opens, we'll email your contest materials to you— including share links for the promotion, general and personalized contest graphics featuring your book cover, and contest language to use in your newsletter and social media campaigns. Super easy!



Q5

Is the contest link live before the contest begins?

No, the links for the contest page will not be live, but you can use them to set up newsletters to notify your readers about the contest in advance. Contests go live Monday at 9am EST.

IMPORTANT

Please do not promote the contest to your readers until you receive confirmation that the contest page is live!

DURING THE PROMOTION: Q+A

Here are answers to the top five questions authors have during our promotions:

Q1

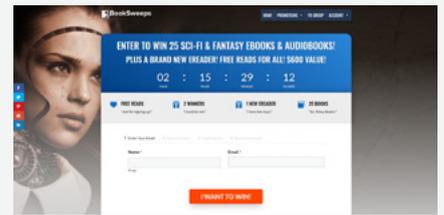
Will you send me a reminder when the contest is live?

Yes! The day the contest opens, we'll send you a reminder email that the contest page is live, so that you can start sharing with your audience. We include all the links, promo graphics, and sharing language again so that you don't have to go hunting for it. (We're cool like that.)

Q2

What do I need to do the day the contest goes live?

Once you receive the email that the contest is live, we recommend that you check the contest page to make sure everything is correct with your submission. If everything looks good, it's time to share with your readers! Hooray!



Q3

What if my submission has an error on the contest page?

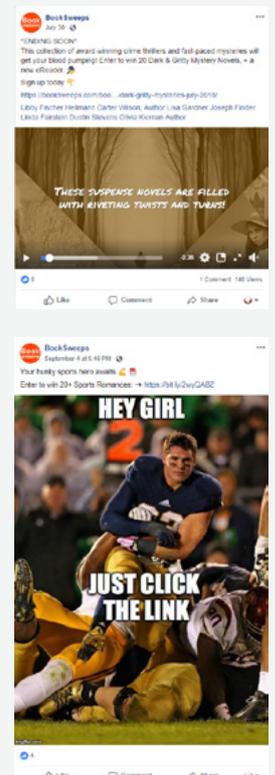
Not to worry! Simply [contact us here](#) if any changes need to be made, and we'll take care of them right away.

Q4

How do I share the contest with my fans?

Once the contest is live, you can start sharing with your readers and fans. Here are some tips for sharing:

- ✔ **Share the contest with your newsletter audience:** it gives them something fun to do and builds rapport, and also encourages them to share the promo with their friends, so that even more readers sign up.
- ✔ **Tell your friends about it:** even if they're not involved, they may help share it too!
- ✔ **Share the contest on all of your social media pages** and groups to connect with your readers wherever they are.
- ✔ **Share the contest more than once** so your social media posts get seen by all of your readers.
- ✔ **Pin your post:** If you have a Facebook author page, or a Twitter profile, you can pin your post to the top so that it doesn't get buried under new posts during the promotion.



Q5

Will I get a reminder when the contest is ending?

Absolutely! We'll send you a reminder email halfway through the promotion, and one on the final day, along with information about what happens next.

AFTER THE PROMOTION: Q+A

Here are answers to the top five questions authors have after our promotions:

Q1

What happens once the contest ends?

After the contest ends, we select the two winners and notify them. Then, we pass that information back to you in about 7 - 10 days.

Q2

What do I send the winners?

Please send the two contest winners the book you entered in the promotion — either ebook or physical copy is fine, your choice.

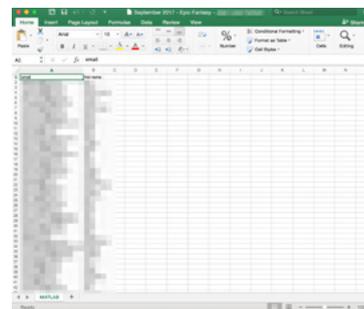
For questions on how to send the winners your book, [please review this article here](#).

Q3

When do I get my new email subscribers (from a Multi-Author List-Building Giveaway)?

Our contest page collects your new email subscribers for a [Multi-Author List-Building Giveaway](#) during the promotion, and you'll get a spreadsheet of your new subscribers 10 days after the contest ends.

In addition, you'll receive tips on how to welcome them, and handy instructions on [how to download your new list and upload to your email provider](#).



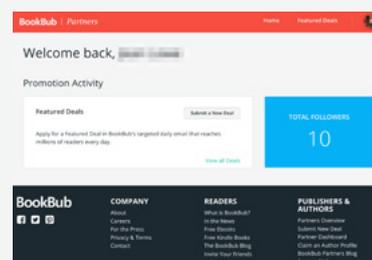
Q4

When do I get my new followers (from a BookBub Follower Giveaway)?

Your new [BookBub followers](#) will be coming in over the duration of the contest via the contest page.

For [BookBub](#), you can [log into your account](#) and check your [follower data](#) in your dashboard.

We will also send additional data we have regarding the promo results about 7 - 10 days after it ends.



Q5

When do I get my new email subscribers (from a Reader Magnet promotion)?

Your new subscribers for a [Reader Magnet](#) promotion will join your email list directly over the duration of the giveaway, via the [BookFunnel](#), [Prolific Works](#), or other sign-up link you provided in your submission.

IMPORTANT: READER MAGNET PROMOS

Please double-check that your book link is set to collect emails before the promotion begins!

THAT COVERS THE BASICS! NEED MORE?

We understand you may have more questions than this handy PDF offers — that's why we built the [BookSweeps Support center](#).

You can search the database for specific instructions on subjects including:

- [How to check your promotions in your author dashboard](#)
- [How to check on payment issues](#)
- [How to import your new email list to MailChimp or MailerLite](#)
- [How to set up your free book link on BookFunnel or Prolific Works](#)
- [Our participation and refund policies](#)

* * *

If your question wasn't answered in this PDF or in the support center, please [contact us via this form](#) and we'll get back to you asap.

YOU'RE THE BEST!

Thanks again for signing up to participate in a promotion with BookSweeps — here's to growing your readership in the months and years to come!

~ Ryan, Tamara, Teresa, Morgan, and the rest of the BookSweeps team

