



Fun and free ways to spread the word about your book

By Jessica Mudditt
Founder and publisher at Hembury Books

People joke that writing the book is the easy part: it's the marketing and promotion that is hard. Every author is different: find marketing activities that you enjoy. This is important, because marketing needs to be continuous in order to be effective.

Here are some tips for fun and free ways for Australian authors to spread the word about their book.

Indie website listings

Get your book listed on House of Prose, an indie online bookstore:
<https://www.houseofprose.com.au/pages/contact>

Shepherd

This is a UK based website that is for indie authors specifically. Every year, I write a list of your favourite books of the year, and you can tie it to theme of your own book. The presentation of their posts is top-notch.

<https://shepherd.com/>

Be a podcast guest

Find podcasts who would love to interview you using Podchaser. You should not have to pay to be a guest on a podcast. <https://www.podchaser.com/>

You can also try

<https://podcastquests.com/>

Yellow Shelf Podcast – short form interviews with Johanna Fink

Australian Book Lovers Podcast - <https://www.australianbooklovers.com/podcasts>

Don't forget the Hembury Books Podcast! We'd love to have you as a guest.

Join TikTok

TikTok is the fastest growing platform in the world. Videos do well that don't come across as an advertisement. Just be yourself and talk about what matters to you, big or small. It's how Colleen Hoover went stratospheric! Post your videos with the #booktok hashtag

Pro tip: reply to comments, as it will kick the algorithm into gear and give your videos more exposure.

Get active on Goodreads

Goodreads is a massive, global community of readers and authors. Fun fact: it's owned by Amazon, and Amazon takes note of authors who are active on Goodreads, and gives their books an extra boost on Amazon. It's a lovely way to connect with readers, however sometimes reviewers can be a bit brutal, with lower star-ratings typically given than on the likes of Amazon. A score of more than 3.5 is good (according to Jess!).

Give a library talk

An important aspect of increasing your book's visibility is via your local council library, or those that your friends and family use. Libraries appreciate diversity in their collection management. Most public libraries have a 'suggestion for purchase' section of their website, where it is as simple as adding the bibliographical information. Head to the FAQ section if unsure.

If you know which branch is the main location of a council area, this could be a good place to start, or attend a branch in person if you have an existing connection. If your book is related to history of a local area, often the library's history section like to add items to enhance their collection.

Digital TV shows

Cuppa TV regularly features authors

You can also try Ticker TV

Depending on what your book is about, you could be a guest on Entrepreneur Her on Disrupt Radio, with host Moana Hope.

Recommended reading on book marketing

How to Market a Book: Overperform in a Crowded Market, by Ricardo Fayet

How To Market a Book, by Joanna Penn

Newsletter Ninja: How to Become an Author Mailing List Expert, by Tammi Labrecque

Your First 1000 Copies: The Step-by-Step Guide to Marketing Your Book (2nd Edition, Tim Grahl and Leslie Watts

How to Sell 100,000 Books, by David Kadavy (and check out the Hembury Books Podcast episode with David, published in Feb 2025)

Hembury Books provides book coaching, editing, self-publishing services and book marketing. Please get in touch – jess@hemburybooks.com