ReaderReach

A PRACTICAL GUIDE FOR AUTHORS

The Book Club Ready Checklist

Everything to prepare before you introduce your book to book clubs, reading groups, libraries, and the people who bring readers together.

Use this checklist to build a campaign people can say yes to.

You do not need every asset to begin. Complete the essentials first, then strengthen your campaign as replies reveal what organizers need.

- **Position your book clearly**
- **Make discussion easy**
- **Prepare a professional invitation**

Start with the reason readers will care.

Book-club outreach works when the book offers a clear conversation, the organizer can understand the fit quickly, and the next step feels easy.

01 Position the book

Give an organizer enough context to recognize the right readers.

- [ ] **Write a one-sentence description of the book.**
  Name the protagonist, central tension, and the choice or question that drives the story.
- [ ] **Define the ideal reader.**
  Include genre, age range, interests, comparable books, and the emotional experience your book provides.
- [ ] **List three discussion themes.**
  Choose themes that lead to conversation rather than simply describing the plot.
- [ ] **Identify your strongest credibility signals.**
  Awards, reviews, relevant experience, regional ties, or a distinctive writing journey can all help.
- [ ] **Prepare your purchase and review links.**
  Use a clean author site plus Amazon, Goodreads, Bookshop.org, or Barnes & Noble when available.

02 Create the book-club kit

Make it easy for a host to evaluate, choose, and discuss your book.

- [ ] **Create a spoiler-light discussion guide.**
  Offer 10-15 questions and an optional shorter set for a one-hour meeting.
- [ ] **Write a short author biography.**
  Prepare 50-word and 150-word versions, both written in the third person.
- [ ] **Prepare a high-resolution cover and author photo.**
  Use downloadable files with clear reuse permission for event promotion.
- [ ] **Create a one-page book-club sheet.**
  Include the description, themes, formats, ISBNs, ordering options, reviews, and author-visit availability.

Make the invitation specific and easy.

The most effective outreach shows that you understand the group. Personalization should explain why this book belongs in this particular conversation.

03 Prepare the invitation

Build a message that can be customized without losing your voice.

- [ ] **Create a short base message.**
  Aim for 150-250 words with one clear request and one clear next step.
- [ ] **Research every group before contacting it.**
  Look at recent selections, themes, meeting style, submission rules, and the correct decision-maker.
- [ ] **Write a group-specific opening.**
  Mention a real program, selection, audience interest, or local connection.
- [ ] **Offer useful options.**
  Examples include a review copy, Zoom Q&A, in-person visit, signed copies, or a discussion guide.
- [ ] **Include a simple opt-out.**
  Make your identity clear and give recipients an easy way to stop future outreach.

04 Prepare for the yes

Know exactly what happens when an organizer responds.

- [ ] **Decide which author visits you can offer.**
  Choose virtual, local in-person, travel-based, paid, or complimentary options.
- [ ] **Create a 30-minute and 60-minute conversation format.**
  Include a brief opening, moderated questions, audience Q&A, and a clear closing.
- [ ] **Prepare ordering information.**
  Know your formats, ISBNs, distributor, list price, availability, and whom a store or library should contact.
- [ ] **Create a scheduling link or availability process.**
  Avoid adding it to cold outreach unless requested; have it ready for interested hosts.

Protect the relationship and the campaign.

A campaign becomes valuable when its records stay accurate, replies change the next action, and follow-up remains measured and respectful.

05

Build the operating system

Track every contact, message, response, and next step.

- [ ] **Use one record for each organization.**
  Save the contact, source, category, fit, status, last message, and next action.
- [ ] **Set a measured sending pace.**
  Start slowly, keep messages relevant, and protect the reputation of the sending account.
- [ ] **Stop follow-up when someone replies.**
  Classify the response before deciding whether to answer, call, send materials, or close the record.
- [ ] **Suppress bounces and opt-outs immediately.**
  Keep a permanent do-not-contact list so removed addresses cannot re-enter another campaign.
- [ ] **Review results by category.**
  Track which groups answer, request books, schedule events, or refer you elsewhere.

06

Your ready-to-launch test

You are ready when you can answer yes to these five questions.

- [ ] **Can a stranger understand the book and its ideal reader in 30 seconds?**
- [ ] **Can a host see why the book will create a worthwhile discussion?**
- [ ] **Can the group obtain the book without asking you for basic details?**
- [ ] **Can you respond professionally when someone asks for a visit or review copy?**
- [ ] **Can you track consent, replies, bounces, follow-up, and removals accurately?**

Ready to turn these assets into a working campaign?

Visit readerreach.io to build a book-club-first outreach program around your book.