

Tips to Attract Book Clubs and Keep Them Coming Back for More

Prep-work

1. Write a great book.
2. Understand your book's content is about value to the reader.
3. Establish what will enhance the experience for the book club.
4. Create a Book Club Tab on your website with ideas for the book club host.
Example: <https://diannmills.com/book-clubs/>
5. Design a Pinterest board for each book to assist book club hosts.
6. Create blog and newsletter posts about the book and the value to the reader.
7. Take advantage of [online resources](#) to create games for the book club/readers.
 - Word Search using information from the book.
 - Crossword puzzle using information from the book.
 - Other sources to create online word game:
<https://www.freetech4teachers.com/search/label/Word%20Games>
<https://puzzel.org>
8. List resources for nonfiction topics.
9. Brainstorm ways to entice book clubs to read your book.

The Search for the Perfect Book Club

1. Poll readers on social media platforms to see if they are a book club member.
2. Contact those who are book club members with a brief note:
Is your book club looking for a (thrilling, romantic, heartwarming) novel? I'd like to send you or the hostess a copy of (title). If your group meets near me, I'd love to attend. I could also Zoom into your meeting. Look at the assortment of book club ideas on my website (link). Feel free to download any of these book club helps.
3. Subscribe to the [Blue Ridge Reader Connections](#) – BRRRC. Take advantage of the book club lists and all the many aids for writers. The [BRRRC Facebook](#) private group is also a good resource to network with other writers who are interested in connecting to readers.

DIANN MILLS

© DiAnn Mills *Expect An Adventure* diannmills.com

4. Google Online Book Clubs
5. Google Online Book Clubs in a specific area.
6. Check with directors in charge of the following:
 - Churches – adult and youth. Including church libraries and bookstores.
 - Community Centers
 - Private Schools
 - Senior Living Facilities
 - Subdivision Organizations
 - Specialty Men or Women Organizations
7. Conduct a Twitter search for book clubs or genre specific book clubs.

Engaging Book Club Members

1. Have a thank-you card and small gift for the hostess.
2. Arrive early and greet each member. Ask open-ended questions.
3. Be transparent.
4. Take pics and request permission to post online.
5. Share stories.
6. Be fun.
7. Thank everyone.

DIANN MILLS