

THE AUTHOR'S
SOCIAL MEDIA

CHEAT



SHEET

10 POSTS THAT SELL YOUR BOOK WITHOUT FEELING SALESY

WELCOME

You don't need to post every day, chase trends, or dance on Reels to sell books. Readers don't fall in love with algorithms, they fall in love with stories, and you already know how to tell those.

Marketing your book doesn't have to feel forced or complicated. It's simply another way to invite people into the world you've created. These ten post ideas are designed to help you do that with ease. No marketing degree or 30-day content calendar required.

Start small. Pick one idea that feels fun and post it today. Notice how natural it feels to share from a place of connection instead of pressure.





HOW TO USE THIS GUIDE

You don't need a complicated strategy to make these ideas work. Think of this as a starting place with a few easy prompts to help you show up when you're not sure what to post.

1. Pick one post type. Choose whichever idea fits your mood, your book, or your current season.
2. Pair it with a photo. A book stack, your coffee mug, a messy desk ... real life always beats perfect.
3. Tweak the sample caption. Keep it in your voice. Add your humor, your heart, or your quirks.

Then post it. Don't overthink it, don't wait for the perfect lighting, don't second-guess if it's "professional enough."

Readers want to feel like they know you and that's exactly what these posts help them do.

10 Post Ideas That Sell Your Book

(Without Feeling Salesy)

Each of these post types helps readers feel something. Curiosity, connection, or excitement. You don't have to use all ten. Start with one that feels easy, then mix in others as you find your rhythm.

1. Behind-the-Scenes Snapshot

Readers love glimpses into how stories come to life. Share your workspace, your messy notes, or the little rituals that keep you writing.

Example:

Coffee, chaos, and chapter twelve. That's today's vibe ☕📖 What's fueling you right now?

2. Character Spotlight

Let readers meet the people inside your book before they ever turn a page.

Example:

Meet [character name]. Flawed, loyal, and the reason I stayed up way too late writing.

3. Bookish Confession

Honesty catches attention. A small admission reminds readers you're human, not a marketing machine.

Example:

I still cry rereading my own ending. Please tell me I'm not the only one.

4. Quote Pull / Line Teaser

Share one line that carries emotional weight. Let it stand alone.

Example:

"Sometimes love looks like letting go." — from [book title]. What's your favorite heartbreak line?

5. Reader Question / Poll

Invite conversation. Curiosity builds community.

Example:

You can only save one fictional character—who are you choosing?

6. Book Stack / Aesthetic Shot

A cozy photo can do the heavy lifting for you. Pair it with a simple caption that speaks your bookish truth.

Example:

Weekend plans: this stack, a blanket, and zero guilt about ignoring my to-do list.

7. Writing Milestone

Celebrate progress, not perfection.

Example:

Typed “The End” at 1:13 a.m. Feels surreal. Next stop: edits!

8. Review or Reader Love

Show gratitude. It signals to potential readers that people are already enjoying your work.

Example:

This line from a reader made my week: “I couldn’t stop turning pages!” Thank you for reading [book title] 💜

9. Author Life Moment

Small, real moments build connection faster than polished bios ever could.

Example:

Proof that creative chaos is real: yes, that’s a notebook in my freezer. Long story.

10. Call to Action (Soft Sell)

When you’re ready to share your book, do it gently. Confidence doesn’t have to shout.

Example:

If you love stories about found family and second chances, you’ll feel right at home in [book title]. Link’s in bio.

Next Step

You've got ten simple ways to start showing up and sharing your stories. The next step is to keep the momentum going. Try one idea this week, then another next week. Notice what your readers respond to and what feels the most natural for you.

Consistency doesn't have to mean constant posting. It just means staying connected to the people who care about your work. Every time you share a little piece of your world, you invite someone new to be part of it.

Keep it easy. Keep it honest. And remember, your stories already matter. You're simply helping them find the readers who need them most.

