

Using NetGalley to promote your book launch

David Strom

blog.strom.com

SLPA September 2021



Who am I?

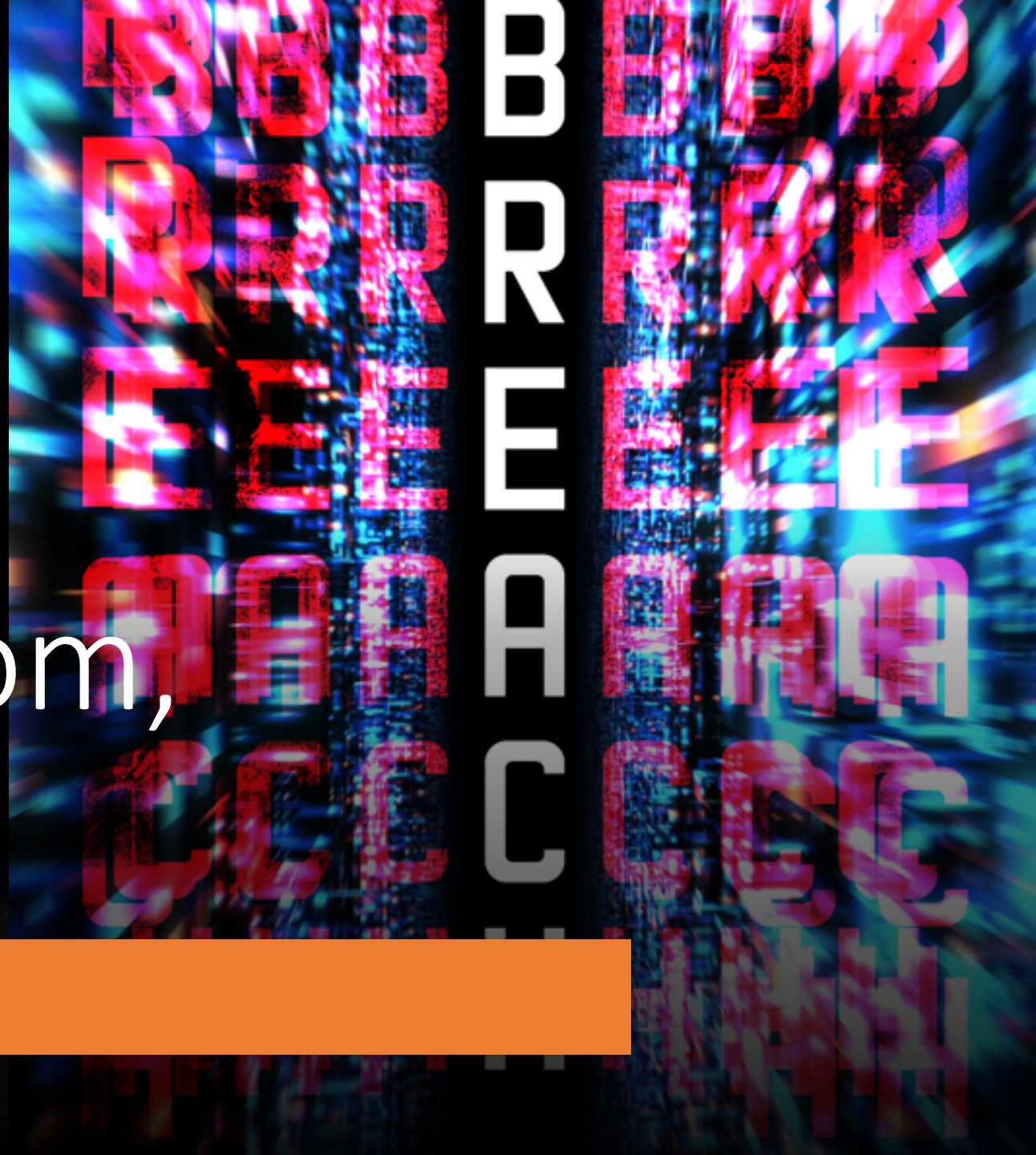
- Longtime freelance B2B IT writer
- Professional speaker, mostly at IT-related conferences (remember them?)
- Written two computer books

Agenda

- What is NetGalley
- What is an advance/author preview copy
- NetGalley from the reader's POV
- Self-publishing author benefits
- Timing your book marketing
- Pricing



Words of wisdom,
literally



Profile

Basic Information

All about you and where you talk books

Reading Preferences

Categories you love, devices you use

Earned Badges

Collect them. Share them!

Additional Information

Where to find you (and with whom)


Account Information

Change email, password, etc

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EDIT



 Change Photo



Media at David Strom Inc.



Member Since 2014

Feedback Ratio: 91%

183 Approved | 167 Feedback Sent

Suggested feedback ratio is 80%

Address

St Louis

United States

[Dashboard](#)[Your Shelf](#)[Find Titles](#)[Browse Publishers](#)

Title Feedback

**The Maid**

by Nita Prose

Pub Date: 04 Jan 2022 | Archive Date: 31 May 2022



Review this book

Your review has been sent

[See your review](#)[Edit](#)

Don't forget! Come back to your Review on the pub date, 04 Jan 2022, to post to these retailers.

[Your Opinions](#)[Edit](#)

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Search by title, author or ISBN

My Titles



david strom



Media

Your Categories

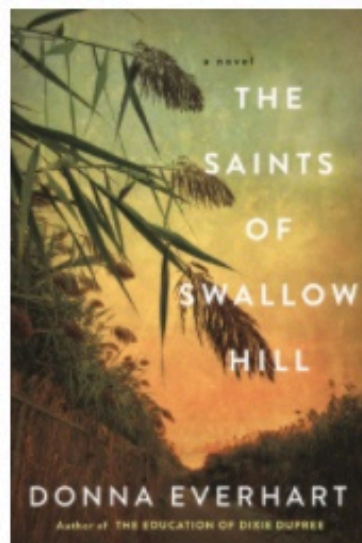
Business & Investing
Computers & Internet
General Fiction (Adult)
Nonfiction (Adult)
Professional & Technical

[Add or Change Your Categories](#)

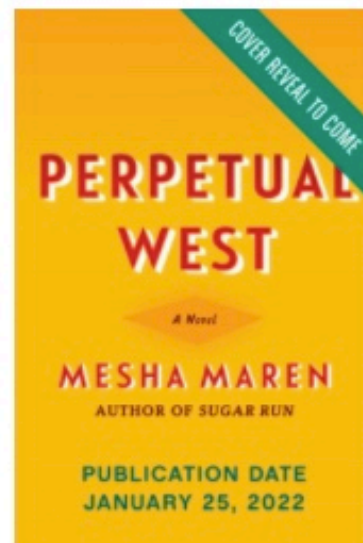
Your Badges



Titles in Your Categories



The Saints of Swallow Hill
25 Jan 2022
General Fiction (Adult), Historical Fiction



Perpetual West
25 Jan 2022
General Fiction (Adult), Literary Fiction



Wahala
06 Jan 2022
General Fiction (Adult), Literary Fiction, OwnVoices



Olga Dies Dreaming
11 Jan 2022
General Fiction (Adult)



NG author benefits





Circles of... **Influence**

**How do you approach the relationships
in your life?**







REVIEW



INTERNATIONAL

The Witches of New York

A NOVEL

"A labour of love, and
a testament to the craft ...
The novel unfolds with
a burning intensity."
- NATIONAL POST

AMI MCKAY
AUTHOR OF THE BIRTH HOUSE

1%





AN ILLUSTRATED JOURNEY

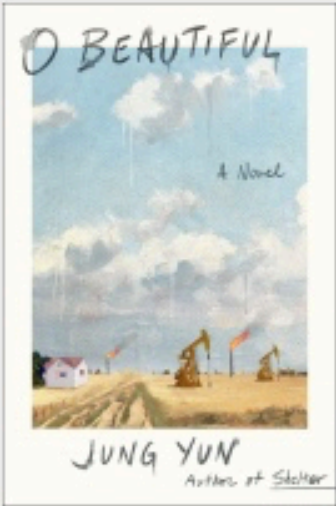
Inspiration from the Private Art Journals of Traveling Artists, Illustrators and Designers



Danny
GROVER



O Beautiful
by Jung Yun



From the critically-acclaimed author of *Shelter*, an unflinching portrayal of a woman trying to come to terms with the ghosts of her past and the tortured realities of a deeply divided America. **Read Now for a limited time!**

Read Now

St. Martin's Press
Pub Date: Nov 9, 2021
Literary Fiction

Small Things Like These
by Claire Keegan

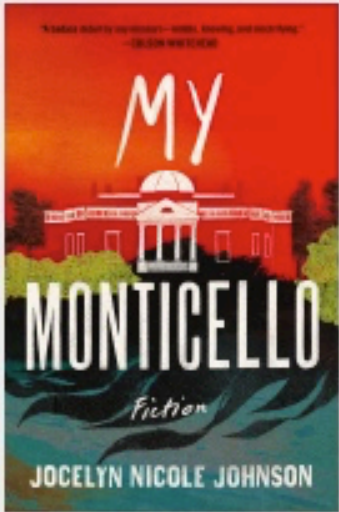


Destined to be a modern classic from “an original and a canonical presence in Irish fiction” (Colm Tóibín), *Small Things Like These* is Claire Keegan’s landmark new novel.

Request

Grove Press
Pub Date: Nov 30, 2021
Literary Fiction

My Monticello
by Jocelyn Nicole Johnson



“A badass debut by any measure—nimble, knowing and electrifying.” —Colson Whitehead, Pulitzer Prize-winning author of *The Boy Kings*

Request

Henry P
Pub D
Lit

Two different
ways to access
your book



Do all my potential
readers need a Kindle?

Plans and pricing

US Pricing (USD) | [UK Pricing \(GBP\)](#)

Six-month book listing on NetGalley

Recommended for publishers and authors interested in listing 1-4 books per year. [Contact us](#) about a subscription for more than 4 books.

How many books are you listing? *	One ▼	\$450.00
Title of your Book	<input type="text"/>	\$450.00
<input type="checkbox"/> Add a marketing promotion for this book		
<p>Market your book directly to our community! If you select this option, our team will contact you to reserve a spot in a scheduled NetGalley Newsletter.</p> <p><i>Discounted promotion available only at the time of initial purchase. See details.</i></p>		

Total: \$450.00

Pricing discounts

But there is a member benefit rate if you are a member of:

- [Association of American University Presses](#)
- [Independent Publishers Guild](#) in the UK
- [BookNet Canada/CataList](#)
- [Evangelical Christian Publishers Association](#)
- [Independent Book Publishers Association](#)



IBPA membership benefits w/ NetGalley

IBPA offers several ways to participate, depending on your budget.

1. \$399 6-month title listing via IBPA.

- IBPA publishers and authors can book a discounted listing on NetGalley for a 6 month period.
- Books will be active on the NetGalley site for 6 months, available in the NetGalley catalog for influential readers to READ NOW (all members have automatic approval).
- IBPA will handle your book set-up, approve requests, provide you with a widget to invite your contacts to view your book, and provide reporting.
- Support inquiries and questions will be handled by IBPA staff.

2. \$199 Three-month title listing via IBPA

- The standard six-month listing includes all of the above benefits, but for a three month listing period.
- NetGalley does not offer a general 3-month listing option; this option is exclusive to IBPA members

3. \$100/title Category Spotlight

- Available to members already in the six- or three-month program above
- Promote your book on the category landing page for one week

4. \$110/title Featured Placement

- Available to members already in the six- or three-month program above
- Promote your book on the "Find Titles" landing page for one week.

NetGalley partners



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BookNet Canada/CataList. We are pleased to be partnering with BookNet Canada to bring digital galley request links to professional book buyers and reviewers via CataList, the online catalogue tool for Canadian publishers. [Read more here](#).



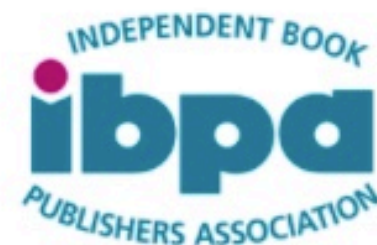
For our efforts in connecting professional readers with new titles to read and recommend – using secure, digital proofs – NetGalley has been selected as the Supply Chain Innovation Award winner in the UK.



Evangelical Christian Publishers Association (ECPA). Publishers who are members of the ECPA receive a member benefit rate for NetGalley. [Learn more](#).



FlightDeck is a tool to help you more quickly prepare eBooks for sale and upload to NetGalley. [FlightDeck](#) includes a comprehensive report detailing whether your file will be accepted by major retailers and training partners and explaining everything you need to fix.



Independent Book Publishers Association (IBPA). IBPA has an established NetGalley program which makes it very easy for small and self-published authors to participate, and includes marketing to our member community. You can find detailed information, answers to frequently asked questions, and more on their [website](#) or in NetGalley's [Knowledge Base](#).

How long before launch date?

- Six months is the default
- Three months could work if your readers are highly motivated and familiar with your work

What about getting critical reviews?

- Readers should make their opinion clear
- Explain their critiques
- Respect the work
- Be meaningful, not just mean
- Find some positives to say something nice
- Don't do spoilers
- Consider your audience
- Recommend the book to the right readers