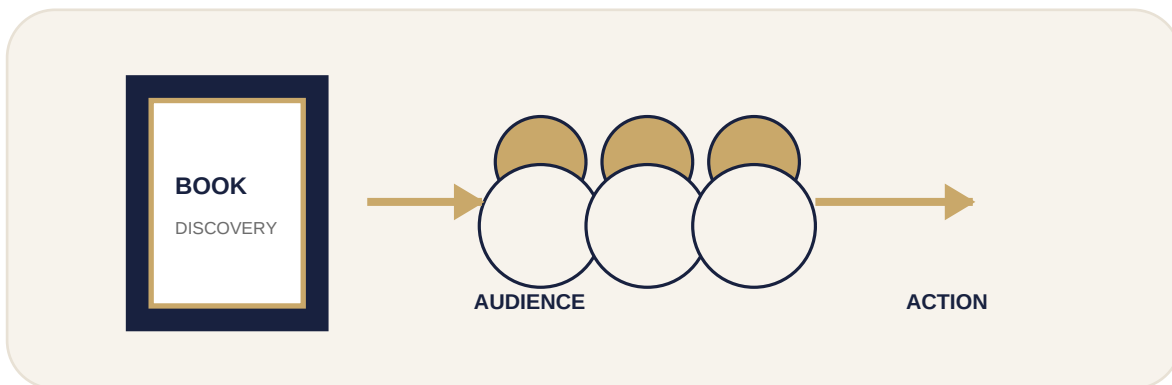


SOPHIE ELLIS CLARK

The Book Club Outreach Guide

A practical guide to finding relevant book clubs, preparing your materials and approaching communities respectfully.



A practical resource for authors who want clearer positioning, stronger reader connections and more intentional book discovery.

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How to use this resource

Do not try to complete everything in one sitting. Work through the sections that match your current stage, mark the actions you will take, and return to the resource as your marketing develops.



READER COMMUNITY

Build relationships, not a list of targets.

Your reader-first rule

Good book marketing is not about being everywhere. It is about making the right message easier for the right reader to notice, understand and act on.

Why Book Clubs Can Matter

Book clubs create a natural setting for discussion, recommendation and repeat discovery. The goal is not to treat every club as a sales channel. The goal is to find communities where the book genuinely belongs.



READER COMMUNITY

Build relationships, not a list of targets.

Find the Right Clubs

- Match genre and theme.
- Look for active discussion.
- Check whether authors are welcomed.
- Review the group's rules.
- Notice how members talk about books.
- Record the club's preferred contact method.

Your Book Club Preparation Kit

- Short book description
- Author biography
- Book cover image
- Discussion questions
- Optional reading guide
- Purchase or information link
- Simple author introduction

- Contact information

Discussion Questions

- Which character or idea stayed with you most?
- What choice would you have made differently?
- Which theme feels most relevant today?
- What would you ask the author?
- What would you recommend to someone who enjoyed this book?

Outreach Etiquette

- Personalize your message.
- Do not add members to mailing lists without permission.
- Follow group rules.
- Do not repeatedly post links.
- Thank hosts and members.
- Treat every interaction as a relationship, not a transaction.

Book Club Tracker

Area	1	2	3	4	5	Evidence / Notes
Club						
Genre fit						
Activity						
Contact						
Response						
Next step						

Your next 3 moves

Choose three actions you can complete in the next seven days. Keep them small enough to finish and specific enough to measure.

1. _____

What will tell me this is complete? _____

2. _____

What will tell me this is complete? _____

3. _____

What will tell me this is complete? _____

A final reminder

Your book deserves more than random promotion. Give it a clear promise, a defined reader, a thoughtful discovery path and a consistent reason for people to care.

With purpose, clarity and reader-first strategy,

Sophie Ellis Clark

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