

Novel Crossing Launch: Taking it to the Streets!

You've joined the author Underground? Here's your first assignment! Help us promote Novel Crossing and your books there, especially during launch week (November 12th through 17th).

1. Give us a banner ad or video to promote your book! We'll put it front and center on Novel Crossing. (For banner ads, please provide either a 728x90 or a 300x250 file.)
2. Join the Blog Tour. We'd love it if you shared your experience on your blog and link back to our site during the week of November 12, 2012. If you email us and tell us that you'll be doing this, we'd be happy to send you something to giveaway!
3. Announce Novel Crossing's launch on your website and social media outlets during the week of November 12, 2012. Ask your fan base to go to your book page(s) and leave a one-sentence or full-length review!
4. Like "Novel Crossing" on [Facebook](#) or follow us on [Twitter](#). Share our posts!
5. Put up some of our online swag on a Pinterest board. And feel free to post on Facebook, Twitter, or your website/blog!). You can find our spiffy swag [here](#).
6. See something that isn't quite right? Tell us [here](#). Notice an author or book missing? Let us know [here](#).
7. Email Amy@NovelCrossing.com for bookmarks to distribute to your fans.

There's Even a Contest.

A random member of Novel Crossing will get a book that's on their "To Read" shelf for free! You can promote the contest in all the ways above and all the details are [here](#).

Don't forget to shoot us an [email](#) and let us know how you're promoting! You never know—you might just find something special headed your way.

Questions or thoughts? Email Amy@NovelCrossing.com.