

SELF-PUBLISHING BOOT CAMP

BETA READER WORKSHEET



CULTIVATE EARLY
READERS
PARTICIPATE IN
COMMUNITIES
GET YOUR WORK
CRITIQUED

ASK FOR
FEEDBACK
NURTURE
RELATIONSHIPS
TURN YOUR BETA
READERS INTO
SUPER FANS WHO
WILL HELP
PROMOTE YOUR
BOOK ON LAUNCH
DAY AND BEYOND



HEY THERE, AUTHORS! LET'S GET YOUR WORK OUT THERE

Use this worksheet to help you recruit and work with beta readers, cultivate community, help you develop your story and stay accountable and motivated.

Don't be shy! This is a fantastic way to cultivate fans and market your book and you can start before it's even half finished.

The Beta Publishing module of the Prepare Your Manuscript course helps you figure out where your audience is and how to reach them. In it, you learned how and why you should consider beta publishing, and how to find and interact with your beta readers.

Keep this worksheet handy as you start recruit and work with your beta team.

LET'S START!

BEFORE YOU BEGIN

WHERE DO YOU FIND THEM?

DOWNLOAD

BETA READING TOOLS & SERVICES

In it, you'll find a list of places to find beta readers along with the communities, tools, and services you can use to get their feedback.



COMMUNITIES

Find one community that suits you and fully immerse yourself in it.

Review the communities in the Consumer's Guide to Beta Reading Tools & Services and take a look to see if any of them attract you.

Also search for communities and forums in your genre or niche that you think you may enjoy.

Make a note of the sites that initially attract you. Don't think too hard about it right now.

Go ahead and sign up for them. You don't have to do anything but just look around and "feel the vibe." You can always unsubscribe if you don't want to participate.

Concentrate on one or two at a time and visit at least one every day.

Find other members to follow and, if it feels right, comment (give) on their posts.

Remember the social media rule of thirds (google it!).

SET UP IN BETABOOKS

Get prepared to send your beta readers somewhere.

Before you start asking people to be beta readers get prepared. It can all happen very quickly!

Sign up for betabooks.co in preparation for bringing your own readers into the platform. It's free for one book and up to 3 readers, then \$14.99 per mo for up to 20 readers and unlimited books. It's always free for the readers.

If you opt for a paid plan it will motivate you to use it!

Load your chapters or stories into the platform and learn how to use it in preparation for participation. It's easy!

Alternately, use a platform like [Google Docs](#) or [Draft](#) or even MS Word to gather feedback.

Sign up _____

Get to know the platform _____

Load your stories up _____

ASK READERS TO JOIN

Drum roll . . .

Ask friends, family, peers, current readers, Facebook friends, community members, or your mailing list subscribers to be beta readers. See the lesson on [How to find beta readers](#).

WHAT'S YOUR GOAL?

Be specific about your goals

Be able to articulate your goal. When they accept, send them an email with instructions on what your goals are. (For example, "skip spelling and grammar for now, please," but "is Josephine a likable character?" and "does the story lag?") See the lessons [How to interact with beta readers](#) and [Stuart Horowitz on beta publishing](#).

FOLLOW UP

Make it worth their while

What would make your beta readers excited? A weekly Facebook Live on your author page? A free ebook? A thank you card in the mail? A Goodreads or LibraryThing group? A virtual book club?

BOOK REVIEWS

Make all the difference

At a certain point it will be appropriate to ask for book reviews or testimonials for your website and author page.

Send your beta readers Advance Reading Copies (ARCs) in print or ebook format of their choice.

At launch, you'll want to ask them to post a review on the first day of publication.

Can you think of ways to keep them excited from first contact to launch? Can you "seed" the reviews by providing example reviews?

YOUR NEXT BOOK

Keep the momentum going

At some point you are going to be starting on a follow-up book, the next book in a series, or a brand new idea?

Who are your star readers? What can you ask them that will give you ideas on how to develop your story?

NOTES

Thoughts and feedback

That's it for the Metadata Cheat Sheet. Is this useful to you? Can I make it better? I'd love your feedback. Email me at hello@selfpubbootcamp.com and help me find your suggestions by filling in the subject line with: Beta Reader Worksheet Feedback.

Thank you!

