

Beta Readers, Street Teams and Launch Teams – Oh My!

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- **Beta Readers, Street Teams, Launch Teams and Influencers**

Aren't they the same?

Definitions:

Beta Reader – The first people you “allow” to read your baby!

Street Team – Your raving fans. You're one of their favorite authors.

They'll support your work in any way they can.

Launch Team – They are behind this project and will share with others with a task-list mentality.

Influencers – They are connected to this project in some way and will share with those in their personal circle of family, friends, organizations and career connections. (These could also be people with large platforms willing to stand behind you and possibly an endorsement.)

- **Do you need any or all of them?**

In a word – YES!

- **Beta Readers**

Can choose 5-10 for this. Not your mom!

Like who?

Then what?

Send your manuscript through your best editing program after spellcheck!

I love ProWritingAid. Another one is Grammarly

And then?

- Send them a pdf or print copy of the manuscript, you or they choose.
- Along with the MS, send them a sheet of what you are looking for.
- Here are a couple of great tools for that:

<https://www.booksandsuch.com/blog/questions-beta-readers/>

<https://jamigold.com/2014/08/introducing-the-beta-reading-worksheet/>

- **Influencers**

These could be people that have something in common with what you are writing or have a connection with you, but aren't able to work a launch which is task oriented and more than just a mention of a book.

Ideas of people for this:

- **Launch Team**

Launch Team and Street Team are often considered the same. I disagree. A little!

A Launch Team is a group willing to help you get the word out about your current book ready to release.

Who are they?

- Family
- Fellow Writers
- Friends from church
- Neighbors
- People from your blog and social media

They are people willing to work with you to help you see that baby born!

Usually a good team is 40-50 people. This depends on whether you are sending print copies or digital copies as well as if you're buying them or the publisher is providing them if you're traditionally published.

What do they do?

- Read your book and write a review on at least Amazon (and hopefully — Barnes and Noble, Goodreads, Bookbub, Christian book Distributors, Books a Million, Wal-Mart, Target, etc.).
- Pass out bookmarks to librarians asking them to request your book.
- Attend your book signing if they are nearby.
- If nearby, ask if you could speak at their book club, group, etc.
- Share about your book with memes you've created.
- Talk about the book on their social media sites.
- Work on a checklist you've created to possibly win prizes.

You set up a private group that can't be searched for the sole purpose to stay in contact with this team. Items to share with them:

- Cover reveal
- Dates to share, like count downs if you do that
- Reminder of launch day
- Inform them when sites are accepting reviews
- Provide memes to share that you've created
- Possibly weekly challenges and a reward
- Inside info of what's happening with the book
- A possible "for you only" prequel, recipe booklet, prayers, etc.

This is the group that can receive "Swag" for their efforts. You decide the size or amount given. You don't announce, just something you would send after the launch is complete ... a little "thank you for your encouragement and support."

- **Street Team**

My best description of this is these are your raving fans. They believe in you and your work. They buy every book you write. They are there all the time. They WANT to spend time with you and get to know YOU.

This should be a closed, but searchable, group they must request to join.

- Put a tab on your website explaining it and a link to go there.
- Talk about it in your newsletter every now and then with a link.
- Add it to a Tweet or on an Instagram post to see your link in Bio.

When it's time to do another Launch, this is where you pull new folks to join.

- Have them fill out a goggle doc with info you choose to see if they fit for your team.
- Sometimes you have to clear out the last Launch Team and this can add to folks who will work.

The Street Team will share about your books all the time.

They will want to engage with you, this is where you let them into your life. Share a glimpse into your life. It's not the place to vent on negatives, though. They want to know:

- What are you working on?
- What new recipe are you crazy about, then share it.
- A photo of where you write.
- A fun glimpse into your family, where you can.
- Where you get your ideas.
- Share your writing journey.

Bottom line, they want to feel like you've sat across the table and shared coffee with them!

This was a good article about turning your street team to a launch team

<https://msahno.com/articles/turning-a-street-team-into-a-launch-team/>

When the page comes up, it's a video commercial. Press close and it went to the article.