

Why Every Author Should Champion Other People's Books (And How to Do It Right)

TIP SHEET

Show Up in Their Space

- The best way to support another author isn't always to invite them to your platform- it's to show up on theirs.
- Share their content, appear in their livestream, and help direct your audience to their corner of the internet.
- Be a good guest, and make them the expert.

Host with Intention

- If you have a podcast, livestream, or blog, invite guests to speak to topics that matter to your audience.
- Keep it relevant and accessible, and make sure it's public so they can reshare it with their own community.

Q&As Build Trust

- Ask Me Anything sessions feel authentic. Your audience gets to see the real conversation unfold, which builds credibility and trust.
- The unpredictability is part of the charm-be ready for anything (even questions about your lipstick shade!).

Be Thoughtful, Not Transactional

- Promote books that matter to you or your audience-not just because you feel obligated.
- Even if you haven't read the entire book, find one meaningful insight to share. Speak to that and let your audience know why it connects.

Boundaries Are Beautiful

- Pre-decide what you will and won't do.
- Say no graciously when a request doesn't align with your voice or platform.
- Boundaries protect your time and integrity-and help you stay generous without burning out.

Praise Loudly & Specifically

- Want to make someone's day? Leave a specific, helpful comment about their work.
- It doesn't need to be long—just a sentence that shows you noticed something meaningful. Did a chapter challenge your thinking? Was a turn of phrase especially moving? Mention that. Small, sincere praise goes a long way.

the full episode can be found at: <https://writingattheredhouse.com/2025/05/26/455-why-every-author-should-champion-other-peoples-books-and-how-to-do-it-right/>