

KINDLE NOTES & HIGHLIGHTS ON GOODREADS

A unique opportunity to foster discovery and interest in a book with our community of **90 million readers**

Our **free** Kindle Notes & Highlights on Goodreads feature allows annotators to share thoughts and insights on their favorite books with readers everywhere. Readers review annotations to help decide whether to pick a book, deepen their understanding, and actively participate in a story with likes and comments.

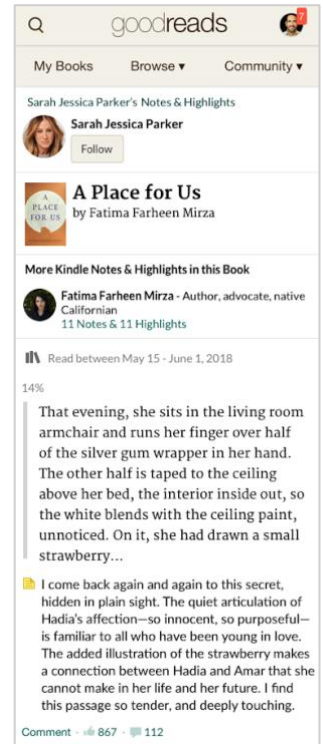
Kindle Notes & Highlights on Goodreads

This feature gives you the ability to easily share, edit, and review the notes and highlights you make in Kindle books – all in one place. You can keep any or all of your notes and highlights private, choose which notes and highlights to share and discuss, and even mark which ones are spoilers. Readers love to explore ‘insider’ details (especially from authors), add their own comments, and/or like notes. You can also invite others to share their annotations. When you share annotations, your friends and followers are notified, drawing more people to the conversation.

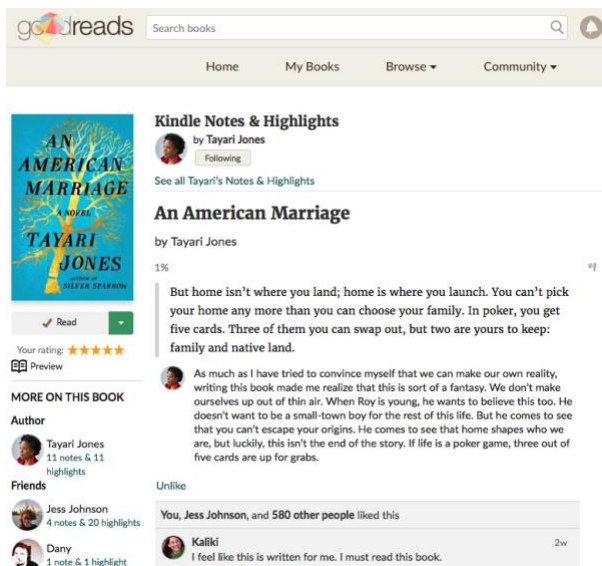
[Click here for more details on Kindle Notes & Highlights](#)

Goodreads will feature authors’ Kindle Notes & Highlights to readers

The author’s notes are **automatically featured at the top of the page for that book** and followers will be notified in their newsfeeds on Goodreads. You can invite others to share their annotations and they will also appear as notes from the community (e.g., [Sarah Jessica Parker shared her annotations on A Place for Us](#), the first book in her imprint with Hogarth). Authors and publishers can further amplify this promotion in social media by inviting fans to check out the notes page or by sharing a particular highlight to draw more people to the conversation. Tag @Goodreads or #Goodreads and #Kindle and we may even repost it to our followers.



Example: Tayari Jones’s annotations, social posts and readers reactions for [An American Marriage](#)



Reader Reactions

- I love this, thank you for sharing the inspiration for this excerpt!
- damn! cuts deep. thank you for sharing these insights!
- I love an author who will take the time to interact on Goodreads. You are set apart. Thank you.
- Thanks for sharing your insights to this great book. Will read Silver Sparrow next.
- Thank you so much for your writing and for sharing your thoughts on your beautiful book. I am going to purchase Silver Sparrow as well.

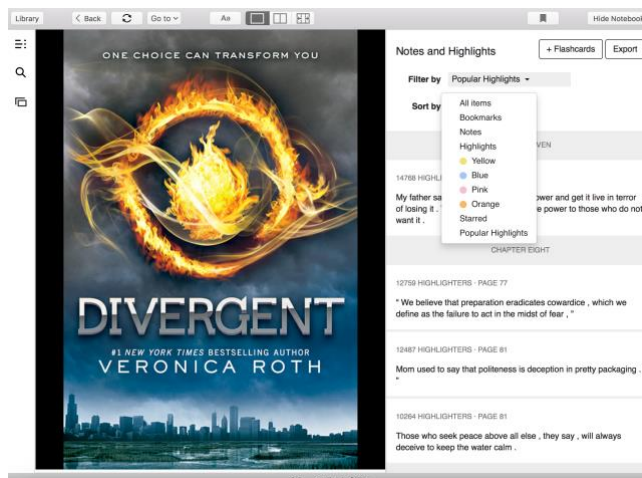
KINDLE NOTES & HIGHLIGHTS ON GOODREADS

To get started you need a Kindle and a Goodreads account

- **To set up your accounts** follow the 2 steps below.
 1. **Kindle:** download [one of the free Kindle apps](#) for iOS, Android, Mac, PC.
 2. **Goodreads:** Sign up at www.goodreads.com. If you are an author, search for your author name and at the bottom of that page click “Is this you? Let us know!” to claim your page.
- **If or once your account is set up,** go to www.goodreads.com/notes to see all of the books in your Kindle library with notes and highlights. You will be asked to login with your Kindle account and password. You can choose which annotations you want to make visible by switching the toggle to *On* next to each annotation or click at the top right button to *Make All Visible*.

To add Notes and Highlights

- Open up the eBook you want to annotate on Kindle.
- Kindle lists the most Popular Highlights (see example pictured with Divergent at the right) - tap emotional chords with these.
- Your first annotations will engage the most people so be strategic here.
- Highlight a passage that is meaningful to you. **IMPORTANT:** Be sure to highlight complete sentences (up to about 110 words in order to give people complete context for your annotation).
- You can add a note inside the book on Kindle, or wait and add the notes to the highlights on Goodreads using a computer.
- It’s easy to avoid sharing spoilers. Simply mark it as a spoiler and readers can choose to open and read.
- Share 10-20 annotations per book to engage without overwhelming readers.



The Kind of Annotations which Resonate with Readers

- **Readers love insights about details of the book** (e.g. how authors come up with ideas, context on setting) and the impact of this book on your life. Think of this as an opportunity for a more intimate conversation with other readers.
- **Ask questions that foster discussion, deeper analysis, and personal application.** Avoid generic book club discussion prompts. Make it about the individual: “This happened to me. Has this ever happened to you?” (sharing something specific about yourself makes it easier for others to share their perspective) or “I’ve found some people believe X while others passionately lobby for Y. Which group do you fall into and why?”
- **Share scenes or information that you love.** With a good book, you often are left wanting more so look for ways to provide some extra information that gives other readers an additional experience to savor. (e.g., behind the scenes anecdotes if the book is also a movie).
- **Readers are interested in recommendations for books** similar to the one they just read or to learn of the next book coming from the author – a great last note to add.

Click for examples from other authors

[Ken Follett](#)
[Veronica Roth](#)
[Colleen Hoover](#)
[Christine Feehan](#)
[Emma Chase](#)
[V.E. Schwab](#)
[Roshani Chokshi](#)
[David Sheff](#)
[Charles Duhiqq](#)
[Dan Pink](#)
[Gretchen Rubin](#)
[Erin Morgenstern](#)