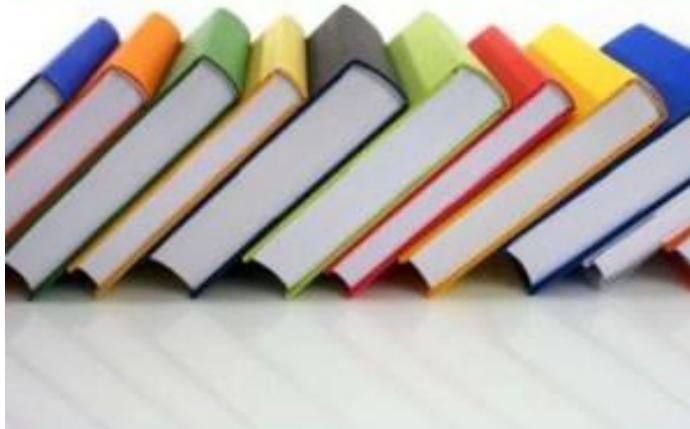


The Professional Plot: Why Fiction Authors Should Be on LinkedIn



When we think of **book marketing** for novels, our minds typically drift towards the visual aesthetics of Instagram or the rapid-fire trends of TikTok. LinkedIn, with its reputation for corporate networking and B2B sales, is often dismissed by fiction authors as a sterile environment suited only for business manuals. However, this assumption ignores a fundamental truth: LinkedIn is a platform of professionals, and professionals read fiction. By ignoring this channel, novelists are missing out on a high-net-worth demographic that values storytelling, creativity, and intellectual engagement.

The strategy for fiction on LinkedIn is not about pitching the plot to a CEO; it is about positioning the author as a creative professional. It involves sharing the *business* of writing, the discipline of creativity, and the research behind the story. This "behind the scenes" approach resonates deeply with a professional audience that admires discipline and craft. Furthermore, LinkedIn's algorithm currently favours text-based posts and genuine conversation, making it a far more hospitable environment for writers than the image-heavy demands of other platforms.

Networking with Gatekeepers and Booksellers

One of the hidden strengths of LinkedIn is that it is where the industry actually hangs out. Librarians, bookstore owners, literary festival directors, and media producers all maintain active profiles here. While they may use Instagram for fun, they use LinkedIn for work. Connecting with a library acquisition manager or a festival organiser on LinkedIn is often more effective than a cold email. By posting content that highlights your professionalism—such as photos from a recent signing or a thoughtful article about the state of publishing—you signal to these gatekeepers that you are a serious partner worth booking or stocking.

The "Creative Process" as Leadership Content

Professionals love to learn about processes. A fiction author can translate their writing journey into lessons on resilience, project management, and creative

problem-solving. A post about how you overcame writer's block can easily be framed as a lesson on overcoming professional stagnation. A post about editing 100,000 words down to 80,000 is a lesson in ruthless prioritisation. This type of content performs exceptionally well on LinkedIn because it bridges the gap between art and business. It allows the reader to respect the work ethic behind the novel, which often translates into a purchase.

Targeting Niche Professional Groups

If your fiction touches on specific themes, LinkedIn allows you to target professionals in those fields. A legal thriller author can engage with legal groups; a sci-fi author writing about AI can engage with tech innovators. These readers are often looking for fiction that reflects their own worlds or offers a speculative escape from it. Posting an article about the real-world legal precedents that inspired your plot twist can attract lawyers who might not otherwise pick up a thriller. It validates the accuracy of your work and taps into their professional curiosity.

Building a Speaker Profile

Many fiction authors supplement their income through speaking engagements at schools, libraries, and corporate events. LinkedIn is the primary marketplace for speakers. By optimising your profile to highlight your speaking topics—creativity, storytelling in business, or specific themes from your books—you open the door to invitations that pay well and sell books in bulk. A corporate workshop on "The Power of Narrative" can lead to a bulk order of 500 copies of your novel for attendees, a volume of sales that is hard to achieve through retail alone.

Conclusion

LinkedIn is an untapped goldmine for the savvy novelist. By framing your fiction through the lens of professional creativity and industry insight, you can reach an affluent, educated audience that is eager to be entertained.

Call to Action

If you want to expand your reach into the professional sphere and build a diverse platform, let our team help you craft a LinkedIn strategy.

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