



TRS Black Friday Romance Bash

Swag Guidelines for Authors

Thank you for joining **The Black Friday Romance Bash** at The Romance Studio!
To keep things easy (and valuable for you), here's what we need for your swag contribution.



What Counts as Swag

Think of it as a *bonus treat* for readers that also helps showcase you as an author. Great options include:

- A **bonus scene** or **deleted chapter** (PDF or ebook)
- A **short story, novella, or prequel**
- An **exclusive sneak peek** from an upcoming release
- A **playlist, recipe, or printable** (PDF/PNG/JPG)
- **Character art** or fun extras
- “Behind the book” essays or extras like *A Day in My Hero's Life*



What to Include Inside Your Swag

Every file should double as a “calling card” for you. Please include:

- **Book Buy Links** (Amazon, BN, Apple, Kobo, KU, etc.)
- **Author Website**
- **Newsletter Signup Link** (great way to grow your list!)
- **Social Media Links** (Instagram, TikTok, FB, Threads, etc.)
- **Universal Series Link** (if applicable)



Branding Touches

Make your swag look and feel like *yours*:

- Add your **book cover(s)** and/or **author logo**
- Include an **author tagline** (example: “*Where Bad Boys Find Their HEA*”)
- Use your brand fonts/colors if possible (not required, but helps readers remember you)



Call-to-Action (CTA) Suggestions

End your swag file with a friendly note that encourages readers to connect with you:

- “*Love this bonus scene? Grab the full book here: [link]*”
- “*Don't miss my next release — join my newsletter for exclusive extras: [link]*”

- “*Follow me on Instagram/TikTok for more romance fun: [link]*”

File Requirements

- File formats: **PDF/PNG/JPG** (universally easy for readers to open)
- Keep file sizes reasonable (under 10 MB is best)
- If linking externally (Spotify playlist, YouTube video, etc.), make sure the link is active and public

In short: Delight readers with a fun extra, make it *look like you*, and give them easy ways to find your books and follow you after the event.