



YOUR FRENCH LAUNCH PACK

L'Épouse du Roi Vide

France · amazon.fr

Everything you need to position, list and launch your translated book in France.

Market research, copy-ready listing assets and a practical 30-day launch plan.

Prepared for T.S. Everly

France market · Research completed 2026-09-16

YOUR LAUNCH AT A GLANCE

IF YOU ONLY DO THREE THINGS

French ARC team · Babelio
book page and outreach ·
Amazon Ads France

MINIMUM VIABLE LAUNCH

Use the practical checklist
and phased plan in the
detailed sections that
follow.

WHERE TO FOCUS

France · amazon.fr

Your Launch at a Glance

A focused plan you can understand in under two minutes.

If you only do three things

- French ARC team: Recruit 25–40 qualified readers four weeks out and provide the French EPUB, tropes, cover and review date.
- Babelio book page and outreach: Build the complete page before launch and investigate the current professional review-copy options.
- Amazon Ads France: Launch one auto campaign and one low-budget exact/phrase campaign; harvest converting terms weekly.

Minimum viable launch

- Finalise French title, cover, description, seven keywords and live KDP categories.
- Recruit at least 25 qualified French ARC readers.
- Create Babelio, Booknode and Goodreads records where available.
- Prepare eight French social assets from the concepts in this pack.
- Launch one controlled Amazon Ads auto campaign and one manual campaign.

Recommended positioning

Lead with the ruined wedding dress and forgotten-fiancé mystery, then reveal the dangerous fae king and cursed court. Use French copy on every creative. Avoid unverified spice labels, reader-performance claims and invented quotations.

Recommended launch price

Ebook: 4,99 € (launch test: 2,99 €) · Paperback: 14,99–16,99 € after print-cost check

Best promotional angle

Elle porte la robe. Elle a oublié le fiancé.

Where to focus

- French ARC team
- Babelio book page and outreach
- Amazon Ads France

Book Description

Copy this market-ready French description into the description field for amazon.fr.

READY TO COPY INTO YOUR AMAZON LISTING

Elle se réveille dans une robe de mariée en lambeaux. Son fiancé a disparu de sa mémoire. Et le roi fae qui la réclame règne sur une cour maudite. Shayla Ashbourne ne sait plus ce qui s'est passé dans les bois de Blackthorn, ni pourquoi tout la ramène vers Caelan, le dangereux souverain de la Cour Creuse. À Greymere, les réponses se cachent derrière les serments, les épines et les silences d'un royaume où chaque alliance a un prix. Pour retrouver ce qu'on lui a volé, Shayla devra démêler le mystère de ses souvenirs et comprendre la vérité sur l'homme qu'elle devait épouser. Mais plus elle s'approche du Trône d'Épines, plus la frontière entre menace et désir devient impossible à ignorer. Mariage arrangé, roi fae, cour maudite et mémoire perdue s'entrelacent dans cette romantasy gothique pour adultes. Entrez dans la Cour Creuse — si vous osez découvrir ce que Shayla a oublié.

Amazon Keywords

Seven backend keyword fields, ready to copy into your listing.

1	romantasy sombre mariage arrangé
2	roi fae dangereux cour maudite
3	héroïne amnésique mystère fantasy
4	romance gothique adulte royaume fae
5	fiancé oublié robe de mariée
6	ennemis attirance magie obscure
7	fantasy romantique forêt d'épines

Advertising Keywords

Validated search terms grouped for easier campaign setup.

Genre & positioning	Themes & tropes	Reader searches
romantasy française	romance fantasy adulte	dark romantasy
romance gothique	mariage arrangé fantasy	roi fae romance
cour fae maudite	héroïne amnésique	mystère romantique fantasy

Genre & positioning	Themes & tropes	Reader searches
forêt magique sombre	Un palais d'épines et de roses	Le Prince cruel
Le Serpent et les Ailes de la Nuit	Le Sang et la Cendre	Un marché avec le roi des elfes
Sarah J. Maas	Holly Black	Carissa Broadbent
Jennifer L. Armentrout	Scarlett St. Clair	Elise Kova
Rebecca Yarros	fantasy ennemis amoureux	romance royaume maudit
livre romantasy 2026	fantasy romantique française	cour royale dangereuse
romance fae adulte		

Suggested Categories

These are exact French category or metadata values to look for in France. Amazon menus change, so select the closest current match if a path has moved.

Priority	Suggested category
1	Boutique Kindle > Ebooks Kindle > Romance > Paranormal
2	Boutique Kindle > Ebooks Kindle > Science-fiction et fantasy > Fantasy > Romance
3	Boutique Kindle > Ebooks Kindle > Science-fiction et fantasy > Fantasy > Sombre
4	Livres > Romans et littérature > Romance > Paranormal
5	Livres > Science-fiction et fantasy > Fantasy > Épique
6	Livres > Science-fiction et fantasy > Fantasy > Contes de fées

Pricing

Format	Recommended launch price
Ebook	4,99 € (launch test: 2,99 €)
Paperback	14,99–16,99 € after print-cost check

These are validated launch-price recommendations for France. Before publishing, confirm the current royalty bands, delivery or printing costs, tax treatment, and your preferred positioning on amazon.fr.

Reviews & Launch Strategy

- 1.** Recruit advance readers who read French naturally and are a genuine fit for the book's genre.
- 2.** Prepare French promotional copy using the description and search terms in this pack; keep author-facing campaign notes in English.
- 3.** Approach relevant reviewers, bloggers, BookTok, Bookstagram, newsletters, and reader communities serving France.
- 4.** Ask for honest reviews only. Never pay for, require, or otherwise incentivise a positive review.
- 5.** Monitor the listing and advertising performance on amazon.fr, then refine bids and positioning without changing the validated translated manuscript.

Top 10 Opportunities for This Book

# / Opportunity	Why it fits	Effort / Cost	Next action
1. French ARC team Open	Native romantasy readers can test positioning and create legitimate launch-week review momentum.	Medium / Free–€	Recruit 25–40 qualified readers four weeks out and provide the French EPUB, tropes, cover and review date.
2. Babelio book page and outreach Open	Babelio is a central French discovery and reputation layer for books.	Low / Free	Build the complete page before launch and investigate the current professional review-copy options.
3. Amazon Ads France Open	Captures readers searching for adult romantasy, fae romance and comparable authors at purchase intent.	Medium / €€	Launch one auto campaign and one low-budget exact/phrase campaign; harvest converting terms weekly.
4. BookTok France creator outreach Open	The book has strong visual motifs and a one-sentence mystery hook suited to short video.	Medium / Free–€€	Research 30 active romantasy creators and pitch individually in French; send copies only after acceptance.
5. Bookstagram France outreach Open	Cover, gothic atmosphere and trope cards translate naturally to static and carousel content.	Medium / Free–€€	Build a 30-account list based on recent romantasy coverage and personalise every pitch.

# / Opportunity	Why it fits	Effort / Cost	Next action
6. Booknode presence Open	Genre readers use lists, shelving and recommendations to discover fantasy romance.	Low / Free	Ensure accurate metadata and encourage ARC readers to cross-post honest reviews where they already participate.
7. NetGalley France Open	Adds access to established reviewers and book professionals beyond the author's audience.	Low / €€	Request current self-publisher pricing and list six to eight weeks before launch if economics work.
8. Kobo/Fnac wide distribution Open	Extends reach beyond Amazon for French ebook readers if exclusivity is not the chosen strategy.	Medium / Free	Compare a 90-day KDP Select test with wide distribution before enrolling the ebook.
9. Livraddict and Goodreads communities Open	Useful secondary discovery and discussion surfaces for French genre readers.	Medium / Free	Participate genuinely and use only threads where author promotion or review-copy notices are permitted.
10. French reader magnet Open	A translated sample or bonus can convert launch traffic into an owned French reader list.	Medium / €	Create a French landing page with a short sample and tagged email signup before social outreach begins.

Your 30-Day Launch Plan

Minimum viable launch

- Finalise French title, cover, description, seven keywords and live KDP categories.
- Recruit at least 25 qualified French ARC readers.
- Create Babelio, Booknode and Goodreads records where available.
- Prepare eight French social assets from the concepts in this pack.
- Launch one controlled Amazon Ads auto campaign and one manual campaign.

4 weeks before launch

- Lock metadata and verify title consistency across cover, EPUB and KDP.
- Recruit ARC readers and provide clear dates and honest-review guidance.
- Create discovery pages and shortlist 30 current creators.

2 weeks before launch

- Send ARCs and one friendly progress check.
- Schedule the first four social posts and prepare ad campaigns in draft.
- Confirm price, categories, rights, preorder and exclusivity choices.

Launch week

- Check the live amazon.fr page, formats, preview and links.
- Activate ads at a capped daily budget and review search terms.
- Publish four French posts and notify the ARC team with the direct review link.

Weeks 2–4

- Send one final ARC reminder after readers have had time to finish.
- Move converting ad terms into exact match and add negatives.
- Refresh the description opening or creative only after enough data exists.
- Collect reusable, permissioned review excerpts.

If you want to push harder

- Add NetGalley France or Simplement Pro after confirming current terms.
- Pitch 30 BookTok/Bookstagram creators with personalised French messages.
- Build a French sample landing page and segmented email list.
- Test Kobo/Fnac distribution instead of KDP Select exclusivity.

Book-Specific Marketing Hooks

The bride who cannot remember her groom

Combines romance and mystery in one immediate question.

FRENCH COPY — READY TO USE

Elle porte la robe. Elle a oublié le fiancé.

A dangerous fae king

Centres the romantic threat without inventing plot events.

FRENCH COPY — READY TO USE

Le roi fae la réclame. Son cœur, lui, ne promet rien.

The cursed court

Promises gothic court atmosphere and danger.

FRENCH COPY — READY TO USE

À la Cour Creuse, chaque serment cache une menace.

Memory as the mystery

Frames Shayla as the person pursuing the truth.

FRENCH COPY — READY TO USE

Pour survivre, Shayla doit retrouver ce qu'on lui a volé : ses souvenirs.

Romance among thorns

Links the wedding dress, Blackthorn Wood and Thorn Throne imagery.

FRENCH COPY — READY TO USE

Une robe en lambeaux. Un trône d'épines. Un désir qu'elle ne peut pas expliquer.

Social Content Ideas

Three-beat premise reveal • Reel/TikTok

Use torn lace, dark woods and a crown as three quick visual beats.

Elle se réveille en robe de mariée. Elle a oublié son fiancé. Un roi fae l'attend à la Cour Creuse.

#Romantasy #BookTokFrance #FantasyRomance #RoiFae

Trope card • Carousel

Present only the supported story elements in a clean carousel.

Mariage arrangé • Roi fae dangereux • Cour maudite • Mémoire perdue. Vous entrez ?

#RomantasyFR #LectureFantasy #BookstagramFrance

Who is Caelan? • Static

Build curiosity around the forgotten fiancé without revealing unsupported answers.

Elle devait l'épouser. Maintenant, elle ne se souvient même plus de lui.

#Caelan #RomanceFantasy #Mystère

Shayla investigator framing • Reel

Keep the heroine active by centring her search for memory and truth.

On lui a pris ses souvenirs. Shayla compte bien reprendre la vérité.

#HéroïneFantasy #Romantasy #LectureDuMoment

Enter the Hollow Court • Reel/TikTok

Use a moody setting reveal with court and thorn imagery.

Bienvenue à la Cour Creuse. Les épines sont peut-être la partie la moins dangereuse.

#CourFae #DarkFantasy #BookTokFR

This or that • Static

Invite low-friction comments around supported elements.

Vous choisissez : retrouver vos souvenirs ou faire confiance au roi fae ?

#ChoixLecture #RomantasyFR #BookCommunity

Cover and title reveal • Reel

Make the translated edition the visual focus.

L'Épouse du Roi Vide arrive en français. Oserez-vous franchir les portes de la Cour Creuse ?

#CoverReveal #NouveautéRomantasy #FantasyFR

Opening-question graphic · Static

Use the core premise as a saveable question card.

Et si vous vous réveilliez en robe de mariée sans aucun souvenir de la personne que vous deviez épouser ?

#QuestionLecture #Romantasy #BookstagramFR

Amazon Ads & Meta Positioning

Start with one automatic discovery campaign and one manual campaign split into exact and phrase match. Use 15–20 French trope and genre terms, modest bids and a fixed daily cap. Review search terms weekly; move sales-producing terms to exact match and negate irrelevant traffic.

Comparable targets

- Sarah J. Maas
- Holly Black
- Jennifer L. Armentrout
- Carissa Broadbent
- Scarlett St. Clair

Targeting ideas

- French editions of established fae-romance and adult-romantasy authors
- romantasy sombre and romance fantasy adulte
- mariage arrangé fantasy and roi fae romance
- cour maudite and héroïne amnésique
- Product targeting on closely matched French editions, checked manually for audience fit

Meta positioning

Lead with the ruined wedding dress and forgotten-fiancé mystery, then reveal the dangerous fae king and cursed court. Use French copy on every creative. Avoid unverified spice labels, reader-performance claims and invented quotations.

Free & Discount Promotion

€2.99 launch price test

Available as a normal price change subject to current KDP and French rules.

Restriction: France has fixed-book-price obligations; confirm the compliant process and timing.

Action: Use only as a short, planned test with a clear return to €4.99.

KDP Select Free Book Promotion

Up to the current KDP Select allowance during each enrolment term.

Restriction: Requires ebook exclusivity and may not suit a simultaneous wide launch.

Action: Consider only after comparing the value of Kobo/Fnac distribution.

Newsletter or reader-magnet sample

A sample can be offered from the author's own landing page.

Restriction: Do not distribute an exclusive full ebook outside Amazon while enrolled in KDP Select.

Action: Offer a short French sample to build an owned reader list.

Researched Outreach Shortlist

Opportunity	Type / Fit	Cost / Permission	Priority / URL
Babelio	reader_community: Create a complete page, seed legitimate early reviews and monitor romantasy lists.	Free; campaigns may vary; Use current author/publisher routes and community rules.	High Open
Booknode	reader_community: Strong fit for fantasy and romance discovery, lists and reader shelving.	Free; Participate without mass self-promotion.	High Open
Livraddict	reader_community: Useful for title presence and outreach research among genre readers.	Free; Follow current forum and promotion rules.	Medium Open
NetGalley France	platform: A structured route for French digital review copies.	Paid; request current terms; Publisher/self-publisher access subject to current package.	High Open
Simplement Pro	platform: Press-service matching can help build a native-language review base.	Check current plan; Use its formal service-request workflow.	High Open
Instagram #bookstagramfrance	social_creator: Research active romantasy reviewers for personalised ARC outreach.	Free to research; copies optional; Contact only creators who accept pitches; disclose gifted copies.	High Open

Opportunity	Type / Fit	Cost / Permission	Priority / URL
TikTok #booktokfrance	social_creator: The ruined dress, forgotten fiancé and fae court are visual, immediate hooks.	Organic or gifted copies; Check creator collaboration policy and disclose.	High Open
Goodreads French groups	reader_community: Useful for finding genre discussions and permitted review-copy threads.	Free; Only in designated promotional threads.	Medium Open
Kobo Writing Life France	platform: A wide-distribution alternative if the ebook is not exclusive to KDP Select.	No upfront distribution fee stated; Promotions depend on account eligibility.	Medium Open
Amazon Ads France	platform: Keyword and product targeting can reach readers already shopping for comparable romantasy.	Pay per click; Subject to Amazon Ads policy.	High Open
Les Imaginales	event: Longer-term networking and visibility opportunity for a fantasy title.	Travel/participation varies; No placement assumed; check exhibitor programme.	Low Open
Festival New Romance	event: Potential longer-term reader and creator networking if romantasy programming fits.	Travel/participation varies; Check current exhibitor and author criteria.	Low Open

Research Notes & Sources

Research completed: 2026-09-16. Platforms and community rules change; verify details before outreach.

[Amazon KDP digital pricing](#)

Official pricing and royalty guidance; verify the live EUR band before publication.

[Amazon KDP Select free promotion](#)

Official rules for free promotion days and exclusivity.

[Babelio](#)

French reader community and book discovery platform.

[Booknode](#)

French literary community with strong genre discovery.

[Livraddict](#)

French reading community and virtual library.

[NetGalley France](#)

French digital review-copy platform; current publisher terms must be requested.

[Simplement Pro](#)

French press-service and reviewer connection platform.

[Kobo Writing Life](#)

Wide ebook distribution option; promotions depend on eligibility.

[Amazon Ads](#)

Official advertising console and policy source.

[BoD France reader communities overview](#)

2025 overview confirming major French reader-community channels.

[Les Imaginales](#)

Official French fantasy festival site.

[Festival New Romance](#)

Official French romance event site.

KDP Upload Checklist

1. Upload the supplied Final EPUB directly for the ebook unless you deliberately rebuild the edition from the Final DOCX.
2. Set the book language to French and use the translated title, description, keywords, and category values supplied in this pack.
3. Confirm the marketplace is France (amazon.fr) and review the ebook and paperback prices shown above.
4. Check author name, series information, contributors, publication rights, territories, ISBN choices, and release date.
5. Open the online previewer and inspect the title page, chapter order, navigation, front/back matter, links, images, and formatting before publishing.

Important

Market-ready copy and exact listing values remain in the target language so they can be pasted into the marketplace. All explanations and instructions are in English for the author. Marketplace interfaces and policies can change; confirm the current options before you publish.