



YOUR GERMAN LAUNCH PACK

Braut des Höhlenkönigs

Germany · amazon.de

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

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

Prepared for T.S. Everly

Germany market · Research completed 2026-09-16

YOUR LAUNCH AT A GLANCE

IF YOU ONLY DO THREE THINGS

German ARC team ·
LovelyBooks page and
Leserunde · Amazon Ads
Germany

MINIMUM VIABLE LAUNCH

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

WHERE TO FOCUS

Germany · amazon.de

Your Launch at a Glance

A focused plan you can understand in under two minutes.

If you only do three things

- German ARC team: Recruit 25–40 qualified readers four weeks out and provide the German EPUB, tropes, cover and review date.
- LovelyBooks page and Leserunde: Create the book page and confirm current credits, eligibility and copy requirements before scheduling a Leserunde.
- Amazon Ads Germany: Launch one auto and one low-budget manual campaign; harvest converting search terms every week.

Minimum viable launch

- Finalise German title, cover, description, seven keywords and live KDP categories.
- Recruit at least 25 qualified German ARC readers.
- Create a LovelyBooks page and investigate current Leserunde requirements.
- Prepare eight German social assets from this pack.
- Launch one controlled Amazon Ads auto campaign and one manual campaign.

Recommended positioning

Lead with the torn wedding dress and forgotten-groom mystery, then reveal the dangerous fae king and cursed court. Use natural German on every creative. Avoid unsupported spice labels, 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

Sie trägt das Kleid. An den Bräutigam erinnert sie sich nicht.

Where to focus

- German ARC team
- LovelyBooks page and Leserunde
- Amazon Ads Germany

Book Description

Copy this market-ready German description into the description field for amazon.de.

READY TO COPY INTO YOUR AMAZON LISTING

Sie erwacht in einem zerrissenen Brautkleid. An ihren Verlobten kann sie sich nicht erinnern. Und der gefährliche Feenkönig, der Anspruch auf sie erhebt, herrscht über einen verfluchten Hof. Shayla Ashbourne weiß nicht mehr, was im Schwarzdornwald geschah – oder warum alles sie zu Caelan zurückführt, dem Herrscher des Hohlen Hofes. In Greymere verbergen sich die Antworten hinter Schwüren, Dornen und dem Schweigen eines Reiches, in dem jedes Bündnis seinen Preis hat. Um zurückzugewinnen, was ihr genommen wurde, muss Shayla das Rätsel ihrer Erinnerungen lösen und die Wahrheit über den Mann herausfinden, den sie heiraten sollte. Doch je näher sie dem Dornenthron kommt, desto schwerer lässt sich die Grenze zwischen Gefahr und Verlangen erkennen. Arrangierte Ehe, Feenkönig, verfluchter Hof und verlorene Erinnerungen verbinden sich in dieser düsteren Gothic-Romantasy für Erwachsene. Betreten Sie den Hohlen Hof – wenn Sie den Mut haben, zu erfahren, was Shayla vergessen hat.

Amazon Keywords

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

1	düstere Romantasy arrangierte Ehe
2	gefährlicher Feenkönig verfluchter Hof
3	Heldin ohne Erinnerung Fantasy
4	gotische Fantasy Romance Erwachsene
5	vergessener Bräutigam Brautkleid
6	Feenreich Geheimnis dunkle Magie
7	romantische Fantasy Dornenwald

Advertising Keywords

Validated search terms grouped for easier campaign setup.

Genre & positioning	Themes & tropes	Reader searches
Romantasy deutsch	Fantasy Romance Erwachsene	Dark Romantasy
gotische Liebesfantasy	arrangierte Ehe Fantasy	Feenkönig Romance
verfluchter Feenhof	Heldin Gedächtnisverlust	Fantasy Liebesroman

Genre & positioning	Themes & tropes	Reader searches
dunkler Zauberwald	Das Reich der sieben Höfe	Elfenkrone
The Serpent and the Wings of Night	Blood and Ash	A Deal with the Elf King
Sarah J. Maas	Holly Black	Carissa Broadbent
Jennifer L. Armentrout	Scarlett St. Clair	Elise Kova
Rebecca Yarros	Enemies to Lovers Fantasy	verfluchtes Königreich Roman
Romantasy Neuerscheinung 2026	Fantasy Liebesgeschichte deutsch	gefährlicher König Fantasy
Fae Romance deutsch		

Suggested Categories

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

Priority	Suggested category
1	Kindle-Shop > eBooks > Liebesromane > Fantasy
2	Kindle-Shop > eBooks > Fantasy > Romantische Fantasy
3	Kindle-Shop > eBooks > Fantasy > Dark Fantasy
4	Bücher > Liebesromane > Fantasy
5	Bücher > Fantasy > Märchen & Legenden
6	Bücher > Fantasy > Epische Fantasy

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 Germany. Before publishing, confirm the current royalty bands, delivery or printing costs, tax treatment, and your preferred positioning on amazon.de.

Reviews & Launch Strategy

1. Recruit advance readers who read German naturally and are a genuine fit for the book's genre.
2. Prepare German 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 Germany.
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.de, 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. German ARC team Open	Native adult-romantasy readers can test the positioning and create legitimate launch-week review momentum.	Medium / Free–€	Recruit 25–40 qualified readers four weeks out and provide the German EPUB, tropes, cover and review date.
2. LovelyBooks page and Leserunde Open	A major German-language social-reading community with formal reader-round mechanics.	Medium / €–€€	Create the book page and confirm current credits, eligibility and copy requirements before scheduling a Leserunde.
3. Amazon Ads Germany Open	Reaches readers already searching for German romantasy, fae romance and comparable authors.	Medium / €€	Launch one auto and one low-budget manual campaign; harvest converting search terms every week.
4. BookTok Germany creator outreach Open	The core premise and gothic visual motifs fit concise mood-led video.	Medium / Free–€€	Research 30 active German romantasy creators and pitch individually; send copies only after acceptance.
5. Bookstagram Germany outreach Open	Cover, trope cards and gothic imagery work naturally in static and carousel formats.	Medium / Free–€€	Build a list from recent relevant posts and personalise every German pitch.
6. NetGalley Deutschland Open	Extends ARC reach to established German reviewers and book professionals.	Low / €€	Request current self-publisher terms and list six to eight weeks out if the cost is justified.

# / Opportunity	Why it fits	Effort / Cost	Next action
7. Vorablesen Open	Potential advance-reading exposure and review activity in the German market.	Low / €–€€	Confirm current self-publisher eligibility, timing and fees before relying on it.
8. Tolino wide distribution Open	Reaches German ebook retail beyond Amazon if exclusivity is not chosen.	Medium / Free	Compare a 90-day KDP Select test against Tolino/Kobo wide distribution before enrolment.
9. German fantasy editorial pitch Open	Selective genre sites can add third-party discovery outside social feeds.	Medium / Free	Send a short German pitch only after checking current review policies and recent romantasy coverage.
10. German reader magnet Open	A translated sample can convert launch traffic into an owned German reader list.	Medium / €	Create a German landing page with a sample and tagged signup before creator outreach.

Your 30-Day Launch Plan

Minimum viable launch

- Finalise German title, cover, description, seven keywords and live KDP categories.
- Recruit at least 25 qualified German ARC readers.
- Create a LovelyBooks page and investigate current Leserunde requirements.
- Prepare eight German social assets from 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 honest-review guidance.
- Create the LovelyBooks page and shortlist 30 current creators.

2 weeks before launch

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

Launch week

- Check the live amazon.de page, formats, preview and links.
- Activate capped ads and review search terms.
- Publish four German posts and notify the ARC team with the direct review link.

Weeks 2–4

- Send one final ARC reminder after sufficient reading time.
- Move converting terms to exact match and add negatives.
- Change creative or description only after enough data exists.
- Collect permissioned review excerpts for future assets.

If you want to push harder

- Add NetGalley Deutschland or Vorablesen after confirming terms.
- Pitch 30 BookTok/Bookstagram creators with personalised German messages.
- Build a German sample landing page and tagged email list.
- Test Tolino/Kobo wide 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.

GERMAN COPY — READY TO USE

Sie trägt das Kleid. An den Bräutigam erinnert sie sich nicht.

A dangerous fae king

Centres romantic threat without inventing plot events.

GERMAN COPY — READY TO USE

Der Feenkönig erhebt Anspruch auf sie. Sein Herz verspricht ihr nichts.

The cursed court

Promises gothic court atmosphere and danger.

GERMAN COPY — READY TO USE

Am Hohlen Hof verbirgt jeder Schwur eine Gefahr.

Memory as the mystery

Frames Shayla as the person pursuing the truth.

GERMAN COPY — READY TO USE

Um zu überleben, muss Shayla zurückholen, was man ihr nahm: ihre Erinnerungen.

Romance among thorns

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

GERMAN COPY — READY TO USE

Ein zerrissenes Brautkleid. Ein Thron aus Dornen. Ein Verlangen ohne Erklärung.

Social Content Ideas

Three-beat premise reveal · Reel/TikTok

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

Sie erwacht im Brautkleid. Sie hat ihren Verlobten vergessen. Ein Feenkönig wartet am Hohlen Hof.

#Romantasy #BookTokGermany #FantasyRomance #Feenkönig

Trope card · Carousel

Present only supported story elements in a clear carousel.

Arrangierte Ehe · Gefährlicher Feenkönig · Verfluchter Hof · Verlorene Erinnerungen. Trittst du ein?

#RomantasyDeutsch #FantasyBücher #BookstagramGermany

Who is Caelan? · Static

Build curiosity around the forgotten fiancé without unsupported answers.

Sie sollte ihn heiraten. Jetzt kann sie sich nicht einmal an ihn erinnern.

#Caelan #FantasyLiebe #Buchgeheimnis

Shayla investigator framing · Reel

Keep the heroine active by centring her pursuit of memory and truth.

Man hat ihr die Erinnerungen genommen. Shayla holt sich die Wahrheit zurück.

#FantasyHeldin #Romantasy #Buchtipps

Enter the Hollow Court · Reel/TikTok

Use a moody setting reveal with court and thorn imagery.

Willkommen am Hohlen Hof. Die Dornen sind vielleicht noch das Harmloseste.

#Feenhof #DarkFantasy #BookTokDE

This or that · Static

Invite comments around the supported dilemma.

Was wählst du: deine Erinnerungen zurück oder dem Feenkönig vertrauen?

#Buchfrage #RomantasyDeutsch #BookCommunity

Cover and title reveal · Reel

Make the translated edition the visual focus.

Braut des Höhlenkönigs erscheint auf Deutsch. Wagst du dich an den Hohlen Hof?

[#CoverReveal](#) [#RomantasyNeuerscheinung](#) [#FantasyDE](#)

Opening-question graphic · Static

Use the premise as a saveable question card.

Was, wenn du im Brautkleid erwachst – ohne jede Erinnerung an den Menschen, den du heiraten solltest?

[#Buchfrage](#) [#Romantasy](#) [#BookstagramDE](#)

Amazon Ads & Meta Positioning

Start with one automatic discovery campaign and one manual campaign split into exact and phrase match. Use 15–20 German genre and trope terms, restrained 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

- German editions of established fae-romance and adult-romantasy authors
- düstere Romantasy and Fantasy Romance Erwachsene
- arrangierte Ehe Fantasy and Feenkönig Romance
- verfluchter Hof and Heldin Gedächtnisverlust
- Product targeting on closely matched German editions, manually checked for fit

Meta positioning

Lead with the torn wedding dress and forgotten-groom mystery, then reveal the dangerous fae king and cursed court. Use natural German on every creative. Avoid unsupported spice labels, performance claims and invented quotations.

Free & Discount Promotion

€2.99 launch price test

Possible as a normal KDP price change subject to current rules.

Restriction: German Buchpreisbindung applies; verify a compliant plan before changing price.

Action: Use only as a planned launch price with consistent retail treatment.

KDP Select Free Book Promotion

Available within the current KDP Select allowance.

Restriction: Requires ebook exclusivity and may conflict with a wide Tolino/Kobo launch.

Action: Choose only after comparing exclusivity with wide distribution.

German sample or reader magnet

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

Restriction: Do not distribute the full exclusive ebook outside Amazon during KDP Select.

Action: Use a short German sample to build an owned email list.

Researched Outreach Shortlist

Opportunity	Type / Fit	Cost / Permission	Priority / URL
LovelyBooks	reader_community: Book page, reviews and Leserunde potential for a discussion-friendly romantasy.	Credits/copies may be required; Use current author and Leserunde rules.	High Open
Vorablesen	platform: Potential source of pre-release discovery and reviews.	Not publicly assumed; Eligibility and submission terms must be confirmed.	Medium Open
NetGalley Deutschland	platform: Structured digital ARC access beyond the author's own audience.	Paid; request terms; Current publisher/self-publisher package required.	High Open
Was liest du?	reader_community: Relevant discovery and discussion surface.	Check current terms; Use current cooperation and community rules.	Medium Open
BücherTreff	reader_community: Fantasy and romance discussions can inform positioning and permitted participation.	Free; No unsolicited advertising; follow forum rules.	Medium Open
Literatopia	reviewer_blog: Selective fantasy editorial coverage with genre relevance.	Not publicly stated; Pitch only via current review/contact policy.	Medium Open
Phantastik-Couch	reviewer_blog: Established speculative-fiction discovery site.	Not publicly stated; Editorial coverage is selective and not guaranteed.	Medium Open

Opportunity	Type / Fit	Cost / Permission	Priority / URL
TikTok #BookTokGermany	social_creator: The dress, forgotten groom and fae-court hook are highly visual.	Organic or gifted copies; Check each creator's policy and disclose.	High Open
Instagram #BookstagramGermany	social_creator: Useful for curated romantasy reviewer outreach and visual assets.	Free to research; copies optional; Pitch individually; disclose gifted copies.	High Open
Amazon Ads Germany	platform: Targets German romantasy queries and comparable editions at purchase intent.	Pay per click; Subject to Amazon Ads policy.	High Open
Tolino Media	platform: Wide-distribution option if KDP Select exclusivity is not chosen.	Per current distribution terms; Promotions depend on dashboard eligibility.	Medium Open
Leipziger Buchmesse	event: Longer-term networking and fantasy-reader visibility.	Travel/ participation varies; No placement assumed; check exhibitor programme.	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 current EUR band.

[Amazon KDP Select free promotion](#)

Official promotion and exclusivity rules.

[LovelyBooks](#)

German-language reader community, reviews and reader rounds.

[LovelyBooks reader-round information](#)

Current official FAQ for reader rounds and giveaways.

[Vorablesen](#)

German advance-reading and review platform.

[NetGalley Deutschland](#)

German digital review-copy platform.

[Was liest du?](#)

German reader community and reading rounds.

[BücherTreff](#)

German reader forum with fantasy and romance discussions.

[Tolino Media](#)

German wide-distribution alternative to Amazon exclusivity.

[Literatopia](#)

German speculative-fiction review and editorial site.

[Phantastik-Couch](#)

German fantasy review and discovery site.

[Leipziger Buchmesse](#)

Official major German book 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 German and use the translated title, description, keywords, and category values supplied in this pack.
3. Confirm the marketplace is Germany (amazon.de) 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.