Every author wants to hear:
- “I highly recommend this book.”
- “Best book I ever read.”
- “Incredibly useful information.”
- “I couldn’t put the book down.”
- “A must-read for every Christian.”

Book Reviews Are Your Second Most Important Marketing Tool!
Reviews are important to consumers. Surveys Show:
- 97% of shoppers read online reviews before making a purchase decision.
- 88% of consumers say they trust reviews and comments by consumers.
- 67% of consumers admit that reviews influence their decision to leave or buy a product.

➢ “Getting Reviews is one of the most important elements to selling books.” ~ Cassie M. Drumm, Publicist
➢ “Dozens of good book reviews are a must if you want to sell print books or ebooks and create mountains of publicity.” ~ Joan Stuart, Publicity Expert
➢ “High quality and plentiful reviews can go a long way to driving book sales.” ~ Laura Pepper Wu, Author

Book reviews help you sell more books:
- Reviews expose more people to your book.
- Reviews let readers know that your book is worth an investment of money or time.
- Reviews provide you ongoing testimonials about your book for use in your marketing materials.
1. Ask your circle of friends and acquaintances.
   • Interested friends.
   • Writers’ groups.
   • Online discussion groups.
   • On social media.

   • Goodreads found that 90% of all readers want to engage with the author at the end of the book.
   • Put your contact information at the end of your book, but also include a request for a review.
   • Put your request in a generic form or in a letter to your reader at the end of your book.

3. Ask when you fulfill book orders.
   • Send a personal hand-written note from you, the author, with the print book you are mailing.
   • If you use a fulfillment service, then include the note in the email that you send confirming the order.

4. Ask when your readers contact you.
   • Thank readers when they contact you via email or social media to tell you how much they enjoyed or appreciated their book.
   • Include in the thank you message an encouragement for them to write a review so other potential readers can know how they can benefit from the book.
5. Ask on your website.
   - Your website should contain a page with reviews and testimonials about your book.
   - Include a request on this page for readers to send you their review of your book.

Find Bloggers to Review Your Book

Bloggers are influential.
- Blogs are the third most influential digital resource in making purchasing decisions.
- 84% of people have bought products based on their descriptions on blogs.
- 2 out of 3 people read blogs at least a few times a week.
- 1 in 4 people buy something each month based on blog content.

1. Utilize CIPA’s Book Review Service: BookCrash
   - BookCrash has over 500 bloggers that review Christian books on their blogs.
   - CIPA members provide interested bloggers a free copy of a book in exchange for a review on the blogger’s blog and one retail website.

2. Utilize Other Book Review Services
   - NetGalley
     - www.netgalley.com
     - Includes book reviewers, librarians, retailers, and bloggers
     - Cost is $400+ for one book
     - No guarantee that reviews will be written
Book Review Buzz
www.bookreviewbuzz.com
➢ For ebook reviews
➢ Very affordable
➢ Not Christian focused, mostly general market books

Kindle Book Review
www.kindlebookreview.net
➢ Only for ebooks on Amazon priced $9.99 or below.
➢ You can purchase 4 to 8 reviews.
➢ Affordable
➢ Not Christian focused, mostly general market books

BookSirens
https://booksirens.com/authors
➢ Only for ebooks on Amazon.
➢ Cost is $10 + $2 per download of book by a reviewer.
➢ No reviews guaranteed.
➢ Not Christian focused, mostly general market books

3. Find Bloggers through Blog Directories
➢ The Book Blogger List
http://bookbloggerlist.com
➢ The Indie View
www.theindieview.com
➢ The Book Reviewer Yellow Pages
www.bookrevieweryellowpages.com

More Blog Directories
➢ BookSirens Book Reviewer Directory
➢ Young Adult (YA) Book Blog Directory
http://yabookblogdirectory.blogspot.ca
➢ Children’s and YA Book Blog Directory
http://kidlit.osphere.org/bloggers

Sample Initial Query

Dear Name of Blogger:
I discovered your blog through The Book Bloggers Directory and noticed that you review inspirational Christian fiction stories on your blog. I am the author of a new Christian romance book, Title of Book.

I would be delighted to have Title of Book reviewed on your blog. I can send you either a print or ebook version to review. Just let me know which you would prefer.

If you would like to learn a little more about my book, you can even read the first chapter on my website at www.bookwebsite.com.

I look forward to hearing back from you.
Sincerely,
Author
Dear Name of Blogger:

Good morning. I sent a review request your way for my book Title of Book about a week ago. Since I have not heard a response from you, I thought I would check back in to make sure that you received my request. I understand that you may be busy or not interested in reviewing my book. However, if you are willing to review my book, I would be happy to provide you with a print or digital copy.

I look forward to hearing back from you. Thank you for your time.

Sincerely,

Author

www.authorwebsite.com

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Sample Follow-up Query

Dear Name of Blogger:

Good morning. I sent a review request your way for my book Title of Book about a week ago. Since I have not heard a response from you, I thought I would check back in to make sure that you received my request. I understand that you may be busy or not interested in reviewing my book. However, if you are willing to review my book, I would be happy to provide you with a print or digital copy.

I look forward to hearing back from you. Thank you for your time.

Sincerely,

Author

www.authorwebsite.com

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Get More Online Reviews

1. Host Book Giveaways on Book Social Networks
   • GoodReads
   • LibraryThing
   • BookLikes
   • Bookstr

Hosting a Book Giveaway
1. You must become a member and set up an author profile on the book social network.
2. Then, as an author, you can host a giveaway on the book social network.
3. Recommendation is to run multiple giveaways over a few months giving away 1 or 2 copies of the book each time.
4. Giveaways don’t guarantee a review.

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Sample Email Query

Dear Amazon Reviewer:

I got your name from on the Amazon Top Reviewer List and thoroughly enjoyed your review of Book Title of Book that is Similar to Yours. I recently wrote a book that appeals to a similar audience titled Book Title.

If you think you might be interested in reading and reviewing it, I’ll gladly send you a complimentary copy.

I look forward to hearing back from you.

Best regards,

Author

www.author.com

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Book Review Targeter
GetBookReviewsNow.com
- Finds Amazon Reviewers for Your Kindle eBook.
- Gives you list. You must contact.
- Cost is $197

3. Find Reviewers on Instagram
- Search using hashtags:
  ➢ #BookReviewers
  ➢ #BookReviewersofInstagram
- You can search through these reviewers and find those who review books that are similar to yours.
- You can reach out to the reviewer to ask them if they would be willing to review your book.

4. Approach Online Review Sites
- Christian Book Review Sites
  ➢ Christian Library Journal
  www.christianlibrary.org
  ➢ The Friendly Book Nook
  http://thefriendlybooknook.com
  ➢ Faithwebbin
  www.faithwebbin.net
- More Christian Book Review Sites
  ➢ Interviews and Reviews
  http://interviewsandreviews.com
  ➢ The Suspense Zone
  www.thesuspensezone.com
- General Market Review Sites
  ➢ Readers’ Favorite
  https://readersfavorite.com/
  ➢ Reader Views
  www.readerviews.com
  ➢ Fresh Fiction
  http://freshfiction.com
- Online Review Sites Providing Reviews for a Fee
  ➢ CBM Christian Book Reviews
  www.christian-book-marketing.com
  Fees starting at $60
  ➢ Feathered Quill
  https://featheredquill.com
  Fees starting at $75
5. Publications Featuring Reviews of Books
   • Christian Magazines
     ➢ Christian Writers Market Guide

   ➢ Nurses Christian Fellowship
   ➢ Christian Medical and Dental Associations
   ➢ Fellowship of Christian Athletes
   ➢ The Association of Professional Christian Coaches
   ➢ Christian Educators International Association

• Christian Professional Association Publications
  ➢ Christian Foresters Fellowship
  ➢ Christian Engineering Society
  ➢ American Association of Christian Counselors
  ➢ Christians in Theatre Arts

Be Sure to Thank Reviewers
   • In an email or by snail mail
   • As a comment on the blog where your book is reviewed
   • On Amazon
     ➢ Log into your Amazon Author Central
     ➢ Click on “Customer Reviews”
     ➢ Click on “Add a Comment” under any posted review

Responding to Negative Reviews
   • Don’t respond to negative reviews online.
   • Marketing studies show that when consumers find negative reviews sprinkled among the reviews that are positive about a product, they’re more confident that the good reviews are trustworthy.
   • If the majority of your book’s reviews are three-stars or less, this may signal you need to do some refining work on your book.
Book Reviews

Remember:
Book Reviews Help You Sell More Books

• Ask readers for reviews.
• Seek out bloggers to review your book.
• Use book giveaways to garner more reviews.
• Approach Amazon reviewers and online book review sites.
• Seek reviews in Christian publications.