You Can Indie Publish & Market Your Book

Part 4
Obtaining Book Reviews for Your Book

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Book Reviews

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

This seminar focuses on:

- Consumer Reviews
- Not Trade Reviews

Book Reviews

In this seminar, you will learn:

- The Importance of Book Reviews
- How to Ask Readers for Reviews
- How to Find Bloggers to Review Your Book
- How to Get More Online Reviews
- How to Respond to Reviews

Book Reviews Open Doors for Book Sales
Book Reviews

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 on-going testimonials about your book for use in your marketing materials.

Reviews are important to consumers.

Surveys Show:
- 90% of consumers read online reviews.
- 88% of consumers say they trust reviews and comments by consumers.
- Six out of 10 consumers refer to online reviews before they decide what to buy.
- 70% of consumers report that online consumer reviews are the second most trusted source of information for purchasing decisions.

Ask Readers for Reviews

1. Ask your circle of friends and acquaintances.
   - Interested friends.
   - Writers’ groups.
   - Online discussion groups.
   - On social media.

   - Goodreads found in one study they conducted 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.
Book Reviews

Generic Request

Reviews
Did you like this book? Authors treasure reviews! If you enjoyed this book, would you consider leaving a review on Amazon, Barnes & Noble, Goodreads, or even your own personal blog? Thank you so much.

Sample Letter

Dear Reader:
I hope you enjoyed my story of Mac and Ellie. These characters became dear to me as I wrote about their lives. Their journey inspired me to rely on God more every day. I trust it inspired you also.

I would love to hear from you about how this story inspired or encouraged you. You can send me a note at author@author.com or visit with me on the web at www.author.com or http://www.facebook.com/author.

Finally, I would like to ask you a favor. If you are so inclined, I would love to have you write a review of Book Title. Just post your review on any online bookstore you frequent. I am eager to hear your feedback on this story.

Thank you so much for reading Book Title and spending time with me.

God Bless,
Author

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 CSPA’s Blogger Book Review Service: BookCrash
   - BookCrash has over 480 bloggers that review Christian books on their blogs.
   - CSPA 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
     - Currently overbooked, but you can be put on a waiting list.
     - Affordable
     - Not Christian focused, mostly general market books
Book Reviews

• Bookplex
  http://bookplex.com
  ➢ Reviewers review an ebook copy of the book
  ➢ Affordable – pay per number of reviews
  ➢ Not Christian focused, mostly general market books

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

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

Get More Online Reviews

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

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
   ➢ YA Book Blog Directory
     http://yabookblogdirectory.blogspot.ca
Book Reviews

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.

Book Reviews

2. Engage Amazon Reviewers
• A listing of the top Amazon Reviewers can be found on Amazon at www.amazon.com/review/top-reviewers
• 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.

Book Reviews

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

Book Reviews

3. Approach Online Review Sites
• Christian Book Review Sites
  ➢ Christian Library Journal
  www.christianlibraryj.org
  ➢ The Friendly Book Nook
  http://thefriendlybooknook.com
  ➢ Book Bargains & Previews
  www.bookbargainsandpreviews.com
  ➢ Faithwebbin
  www.faithwebbin.net

• More Christian Book Review Sites
  ➢ Title Trakk
  www.titletrakk.com
  ➢ The Suspense Zone
  www.thesuspensezone.com

• General Market Review Sites
  ➢ Readers’ Favorite
  https://readersfavorite.com/
  ➢ Reader Views
  www.readerviews.com
  ➢ Fiction Addict
  www.fictionaddict.com
  ➢ Feathered Quill Book Reviews
  www.featheredquill.com
  ➢ Fresh Fiction
  http://freshfiction.com
## Book Reviews

### More General Market Review Sites
- The Book Reporter
  - www.bookreporter.com
- Graphic Novel Reporter
  - www.graphicnovelreporter.com
- QBR: The Black Book Review
  - www.qbr.com

### Online Review Sites Providing Reviews for a Fee
- CBM Christian Book Reviews
  - www.christian-book-marketing.com
  - Fees starting at $60
- Online Review of Books and Current Affairs
  - http://onlinereviewofbooks.com
  - General market site—Cost is $20
- The US Review of Books
  - http://theusreview.com
  - General market site—Fees starting at $75

### More Online Review Sites Providing Reviews for a Fee
- Hungry Author
  - http://hungryauthor.com
  - General market site—Cost is $20
- Book Razor
  - www.bookrazor.com
  - General market site—Fees starting at $30

### Christian Magazines
- American Association of Christian Schools
- Association of Christian Schools International
- Evangelical Lutheran Education Association
- Christian Schools International
- National Catholic Education Association

### Christian School Association Publications
- American Association of Christian Schools
- Association of Christian Schools International
- Evangelical Lutheran Education Association
- Christian Schools International
- National Catholic Education Association

### Christian Professional Association Publications
- Nurses Christian Fellowship
- Christian Medical and Dental Associations
- Fellowship of Christian Athletes
- The Association of Professional Christian Coaches
- Christian Educators International Association
- Christian Foresters Fellowship
- Christian Engineering Society
- American Association of Christian Counselors
- Christians in Theatre Arts
Responding to Reviews

Thank You!

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.

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.