

You Can Indie Publish & Market Your Book

Part 4 Obtaining Book Reviews for Your Book



You Can Indie Publish & Market Your Book



Instructor: Sarah Bolme



**Christian
Small Publishers
Association**



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

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.



Book Reviews

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.



Book Reviews

- “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

Ask Readers for Reviews



Book Reviews

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



Book Reviews

2. Ask in your book.
 - 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.



Book Reviews

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.

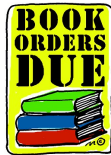
God Bless,
Author



Book Reviews

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.



Book Reviews

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.



Book Reviews

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.



Book Reviews

Find Bloggers to Review Your book



Book Reviews



Book Reviews

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.



Book Reviews

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.



Book Reviews

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 Reviews

- Book Review Buzz
 - www.bookreviewbuzz.com
 - For ebook reviews
 - Very affordable
 - Not Christian focused, mostly general market books



Book Reviews

- 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



Book Reviews

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

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



Book Reviews

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



Book Reviews

Get More Online Reviews



Book Reviews

1. Host Book Giveaways on Book Social Networks

- GoodReads
- LibraryThing
- BookLikes
- Bookstr

booklikes Bookstr



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



Book Reviews

- More Christian Book Review Sites
 - Interviews and Reviews
<http://interviewsandreviews.com>
 - Title Trakk
www.titletrakk.com
 - The Suspense Zone
www.thesuspensezone.com



Book Reviews

- 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



Book Reviews

- 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



Book Reviews

- 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



Book Reviews

4. Publications Featuring Reviews of Books
 - Christian Magazines
 - *Christian Writers Market Guide*



Book Reviews

- 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



Book Reviews

- 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



Book Reviews

Responding to Reviews

Thank You!



Book Reviews

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



Book Reviews

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.

