

Checklist for Amazon Reviews

By Cathy Goodwin, PhD

Your book review should

- ✓ Remain focused on the book (without going off on tangents)
- ✓ Omit any language that might remotely be considered objectionable
- ✓ Deliver a clear opinion about the book
- ✓ Come across as reasonable rather than emotional
- ✓ Avoid giving the appearance of trashing or bashing (if review is negative)
- ✓ Include some specific details about the book (to avoid sounding like a canned puff piece)
- ✓ Follow a structure - beginning, middle and end – with a logical flow
- ✓ Spell the author's name correctly.
- ✓ Recognize demands of the genre (so you don't critique a chick lit book as if it were literary fiction)

- ✓ Short paragraphs, lots of white space
- ✓ Spell-checked
- ✓ Length 200-600 (Amazon recommends 75-300 but you'll often get better ratings for longer reviews – and you'll reach your market)
- ✓ Give readers a context for your viewpoint (and showcase your expertise: “As a marketing consultant, I...”)