



Transcript: Kathleen Gage interviews Cathy Goodwin

Boost Business With Amazon Book Reviews

Kathleen: Hi this is Kathleen Gage; I am the Street Smarts Marketer. Today I am here with Cathy Goodwin. We are here to talk about growing business through Amazon Book Review. I am thrilled to be talking with Cathy today about how you can actually boost your business with Amazon Review.

Let me tell you a bit about Cathy. She is the person to call when you have a beautiful website that isn't making money. She is a copywriter and a website marketing coach. Based in Seattle, the Great Northwest.

She works with clients from all over the world. Her clients are professionals who want to **attract more clients and sell more products with less effort**. We all love that.

Cathy holds a MBA and has a PhD in marketing. She was a college professor for 20 years. But she is completely different from what you would expect a college professor to be like. She promotes out of the box. She demonstrates irreverent thinking.

And...apart from these qualifications, Cathy is an avid animal lover -- a quality I personally love about you, Cathy! It is great to have you on this call.

Cathy: Thank you so much. I am delighted to be here today and thank you for that lovely introduction.

Kathleen: On this call, we are going to be talking about **Amazon book reviews**. You are a leading expert on how to write book reviews, how to position book reviews, and how to build your business.

So...how did you get started?

Cathy: That is a great question. I didn't start by thinking I would write book reviews as a promotional strategy. In fact, I felt guilty taking time from my "important business" to work on book reviews that were fun.

I lived in New Mexico at the time and I was reading many books because I wanted to make recommendations to my clients. I didn't have anyone to talk to about the books I was reading. Some were about careers – my focus at that time – others were about Internet marketing, and still others were just for fun.

But soon I started to notice that I would get traffic to my website from these reviews. It was good traffic. I would have people call me and say, "I would like to work with you." I would ask them how they found me and they would say, "I read your book review on Amazon."

When I sell ebooks, I have a place on the order form that asks where the customer found me. To my surprise, a lot of customers said they found me on Amazon.

Then I became more systematic and strategic about it. People starting asking me, "What are you doing?" I thought it seemed pretty straightforward, but other people were not making it work. That is how I came up with this whole idea of doing a strategic form of book review marketing and coming up with a product to help other people do the same.

Kathleen: What is interesting is that, as an author myself, I know how important book reviews are. And yet, until I really started understanding the whole process you go through, I didn't realize that it could be an **overall marketing tool**. It sounds like you didn't realize how great it was when you first started.

I still haven't made the **distinction between articles and reviews**. What is the difference and why are the book reviews so important?

Cathy: Like everyone else, I write articles for distribution. As you know, "article marketing" means I write articles and distribute them to directories. It is a way for people to get content without writing it themselves. And it's a great way to introduce your name and website to prospects.

But with a book review on Amazon, you can do something that you cannot do in an article. Articles are strictly "How To" pieces. Let's face it: people are not reading the article because they want to learn more about you, the author. They are reading the article because they want solutions to a problem.

But when you are on Amazon, you are more like an editorial writer. You can express opinions and talk about yourself in a way that you cannot do with an article.

I can review books on animals or social issues that I care about, such as the justices system. People will read reviews on those topics and learn more about me. Then they will go to my other reviews. And then they go to my site to learn even more about me.

So there's one key distinction between articles and reviews. With reviews, you can have opinions or add an edge to your writing.

Another big difference between articles and book reviews is that people are reading your reviews with a different mindset.

When we write articles, where do they usually go? They go to places like ezine.com or other directories. They end up on other people's websites and ezines. Readers want information and the majority are looking for *free* information. They are in **surf mode, not buy mode**. So when they come to your site, they may still be looking for free information.

With book reviews, people reading your book review are on Amazon with their **credit cards in hand**. They know that they are **not going to get anything for free** on Amazon. They may read a review for information, but ultimately they know that they have to buy.

On Amazon, you also reach people who are **not Internet junkies or Internet marketers**. These readers are people who **usually buy in live stores**. They may not even own a website but they are **comfortable shopping online**.

This is a brilliant way for an online marketer to reach prospects who usually don't shop on the Internet. You hook them on a topic that they are really interested in.

And here's another advantage. You can actually **narrow down your target market down by interest**. Let's say you are a parenting coach and you want to target parents of teenagers. You can start writing book reviews about books on "How to cope with a troubled teen," or maybe "How to take care of your teenager when they want to drive." I am making those titles up, but you can find very niche-specific books.

Those are some examples of the way reviews are more powerful than articles for some marketers.

Kathleen: This is fascinating. It makes perfect sense, especially the example about teens. I would have not thought of this. What I am looking at here is that people are in a spending mood. They are ready to pull their credit card out. That is a big distinction from the people who are surfing for free information.

Another thing, reviews can become a little edgier.

Another point that you brought up is that people visit your website. And of course you work with clients to set up their websites to be ready when visitors come. We know that many people don't have their website set up. It really is a **nice connection with your copywriting business**.

<http://www.Copy-Cat-Copywriting.com> and <http://www.BoostBusinessWithBookReviews.com>

Moving into the whole process of how it works: I want a little bit of clarification here. Does Amazon actually hire you to do reviews?

Cathy: No, everyone asks me that. They do not pay me a dime. Anyone who has ever purchased from Amazon can write a review. That is the only requirement: only those who have made a purchase on Amazon are eligible to review.

Then you find a book that you would like to review. It has to be a book that has already been published. They do not work with pre-publication reviews. It is very easy.

They are moving their site around since I started. For now go to the Amazon website, look for something like “Create Your Own Review” or “Write Your Own Review.”

You pick a title for your review and you write your review.

I definitely recommend that you create the review offline first, using Word or any text program. Cut and paste the review into Amazon. You let Amazon deal with the margins for you. You should spell check! Every once in a while I look back through my old articles and see a spelling error. It’s embarrassing.

Once you submit your review, Amazon does conduct some sort of a review process. Some people don’t understand that they can censor your review. They can choose to not post your review at all. You cannot control what happens to your review once you submit it. You can withdraw the review and start over, and you can do some editing. Period.

At the end of every published review, you will see a question, “Do you think this review was helpful?” You click “Yes” if you think it was helpful and you click on “No” if it was especially unhelpful.

Amazon will tabulate the Yes and No votes. That is how they form the ranking. If you go to reviews and find mine, you will see a badge that says “Amazon 500 Reviewer”. What that means is somehow they have calculated **the ratio of helpful votes to the unhelpful votes** and came up with that ranking.

I would like to talk a little more about the ranking. Why would you care? Once I became part of Amazon 1000, more people started paying attention to my reviews. Amazon 500 gets even more attention. I receive free books that are sent to me for review. I receive comments that I might not receive otherwise. People have even gone back and read past reviews and then decided they want to hire me.

It is important to realize that **I am not the only Amazon 500 reviewer**. That is, there aren’t just 499 people between the Number 1 reviewer and me. Amazon 500 reviewers might be ranked anywhere between 100 or 200. My actual rank is 253 right now.

To go down any more is very challenging. There are those who receive a lot of helpful votes just by submitting a few reviews. I tend to be more controversial so I do get some unhelpful votes. That doesn't bother me; I am more interested in helping readers get to know me.

Kathleen: From what you said, **the more reviews you do, the more credibility to you have with your readers.** Which leads to my next question: If Amazon doesn't pay you, where do you make your money? Does that credibility increase your opportunity to make money?

Cathy: Good questions. First, the way I make money is by sending targeted traffic to my website without paying for SEO. I make money when people come to my site and they purchase my ebooks or hire me for consulting or copywriting.

They also sign up for my ezine. I am not paying for any advertising or mechanism to get them to sign up for the ezine. After they've signed up, I can email them periodically and hopefully at some point they will buy from me. That is the main way that I receive money.

If someone is interested, you do receive goodies. Authors will send you their books to review. Amazon has just started something called the VINE program. Certain levels of reviewers are invited to join the program. They send you one or two books a month to review. Sometimes they send books you do not want or they are more for pleasure.

Right now I am reading a book called *Click*, a study of how people are clicking online and how they are making click-through decisions. A very fascinating book.

They often send advance reading copies. You usually cannot sell these because many used bookstores will not buy advance reading copies. You are not supposed to sell them anyway and if you do you are supposed to declare them through your taxes. I generally give my copies to a business associate or a library.

As far as numbers of books -- that is an interesting question. I have reviewed a lot of books and I think that may give me credibility. The number of reviews is loosely related to your Amazon ranking. It is not direct; it is not based on the books you review but rather the *scores* you receive on the reviews. There are some people who attract massive of helpful votes with fewer reviews because readers like their style.

Then there are those reviews that are not getting votes or that are receiving negative votes. So for credibility, it is not just the number of reviews but the type of reviews you write, how you word the reviews, and the type of books you choose. Those factors will all contribute to credibility.

Kathleen: Speaking of the books you review, when you started getting these books from Amazon. Do they stay in the same genre or are they hoping you will go outside your areas of interest and review something different.

Cathy: I get both through the VINE program (remember you have to be asked to enter this program - you cannot apply). Like Google, Amazon has secrets and this is their secret program. When you complete their application, you are asked to choose genres so they try to match reviewers with books they want to read.

I also get many unsolicited offers to review books. I will receive an email that says, “We have a book on such-and-such. Would you like to review it?” Sometimes the book is more or less my genre. Sometimes it is completely off the wall but I might be willing to review it anyway.

Here’s what I recommend for everyone who reviews books. I have a page on my website: www.copy-cat-copywriting.com/reviewpolicy.html. It is my statement on my policy on reviewing. This saves a lot of time on reviewing. When authors ask me to review a book, I send them to this page first.

For example, I do not review anything that is explicitly violent, religious, or explicitly sexual. I am very specific about my policies of books that I will or will not review. I do that because **every book I review is associated with me and my name**.

I want to choose books that I don’t want coming back to haunt me later. Sometimes people completely disregard my policies. Generally it is better if they ask before sending a book, because if it is totally out of my genre, they will save the expense of shipping me the book.

I will not review books if you send a single chapter or if you want me to download a PDF file. I also make it clear that once you send me a book, I own it. I probably will give it away to a library. I am not going to get into the business of receiving books and shipping them back. Authors have to be aware that, when they send me a book, it is like a gift. It is something I am going to keep and take charge of. I put that all in my policies.

Kathleen: From what you are saying, it is very strategic to pick the books that you pick to review. Don’t send reviewers unsolicited material. You want to make sure that the reviewer wants your book. All good points.

Let me ask you this. Does this whole Amazon process, the method you use, does it work better for some markets and some fields than others?

Cathy: I think it does. I started with the career field because I was doing career consulting. I wanted to get more clients and sell my own ebooks. I wanted to get out

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there and get known. I also found there was a lot more book on careers that are being sold in books store and Amazon than on websites.

When I review a book in my field, specifically career, I do spend more time and energy than I would on a book outside of my field. But I do want to emphasize that you can review books outside of your field. I review murder mysteries because I read a lot of them. If you are a life coach, career coach, therapist – if you are in a field where people want to know you as a three dimensional person, I think you will have stronger results when you review different genres.

When I write about careers, I find I receive more traffic. I do review books on Internet marketing. What I have found is that those efforts do not pay off as well. People who are serious about Internet marketing often will start on the Internet and stay on the Internet. They will perform elaborate searches on Google rather than Amazon.

On Amazon you will find people who are involved in Internet Marketing, but I have not been very successful. I think that the upside is, if you are trying to reach a market that is not going to be familiar with the Internet, this is the way to do it.

Kathleen: Let's go back to the basics on how this works. You have covered a lot of information already. What tips can you give someone who would be new to writing a review?

Cathy: Great question. I see a lot of reviews out there that are heading for disaster.

When you write a review, it is very important to think about your goal in writing the review. Many reviews are just thrown out there.

But if you have too much organization with the review you can turn readers off also. The readers want a sense of spontaneity along with solid content and information.

If I am being strategic about a review, I will go through the book and identify what I like. I will refer to specific pages and quotes in the book. It is very important to have opinions but also to be very rational and logical.

Readers do not like reviews that are too emotional. They want an answer and they want to know, "Should I buy this book?" That is what you have to focus on. It is not a sales pitch or a place to dump feelings on the page. You have to be very specific; I will sometimes number my points and refer to items in the book.

Stay on focus when writing and you have to have good writing. You have to be clear and simple.

Kathleen: I was taking notes. Let me go back over what you said. You were talking about fascinating information. I have done some reviews, but I had never considered two of your points. To summarize:

- Have a goal in mind before you start.
- Share solid information.
- Use quotes and refer to specific pages in the book.
- Give your opinion but do not make it a sales pitch.

Those are some great tips. I never would have thought about giving page numbers, for instance. That is great.

Which leads me into another question about reviews that are Rave Reviews. I can recall one book that I was working on. They were working on an Amazon campaign to get high rankings but they received a couple of trashy reviews. What is the distinction between these rave reviews and the trashy ones?

Cathy: Good question. In fact, I love to comment on that. I am guilty of some Rave reviews. My own policy is that I feel I am doing this for my own strategy. If someone sends me a book, I will review it honestly, even if I like the person and I really do not like the book.

If it is a self-published book, I know it is tough. I will avoid trashing the book or writing a negative review. If I cannot give a self-published book a glowing review, I may just hold back and not review the book at all.

What I find is that people have different definitions of raving or trashing. I reviewed a book that was not sent to me. I had borrowed it through the public library. That is fair game; I was never offered a free copy.

The author was a prominent Internet marketer and I was not thrilled with the book. I knew this person could do a lot better. I wrote a review that was not a great one. It was 3 or 4 stars, which is something you have to think about. I picked up several helpful votes. Readers even wrote nice comments to thank me for giving an honest review. The other reviewers were just raving and I wondered what the fuss was about.

Now here's the funny story. I ran into the person at one event I attended. He came up to me and said, "This book was really selling well until your review came out."

I thought, “Do I really have this much power?” I will never know. I suspect it’s a coincidence: the book peaked the day I reviewed it.

In his case, I had not even trashed the book. I just raised several issues. I try not to totally trash a book, but in some cases when a person is very well known and they start to write nonsense, I will speak up.

I am more likely to do this if someone has a major factual error that really bothers me. For example, I recently reviewed a book by a well-known social scientist. This was one of the worst books she had ever written. She made a comment about Martha Stewart being convicted for insider trading.

Actually that is false. Martha Stewart was not convicted of insider trading. She was convicted of failure to disclose information. It was very controversial and I followed the whole thing because Martha Stewart is a graduate of my own undergraduate college. I have never met her, but I have followed her career. I was appalled that a famous author would not have done the fact checking to find the truth. That completely destroyed the book’s credibility for me.

I also get upset when people use research incorrectly. Someone did a survey and they claimed they had 300 respondents. That really is not a big number for a social science survey. So in my review, I was very critical of the research they had done.

I am very careful when I say those things. When people talk about careers and they make those grand predictions. For instance, they say that all you have to do is decide what it is you want to do -- that drives me crazy. With a lot of career books that is what you get from the authors – just dreaming. They never discuss implementing.

But with some books I’ve been somewhat strong. For example, I reviewed a book that was awful about memory loss, a topic related to my site on midlife career change. The author was using odd examples of memory loss, such as when people said, “Oh, I cannot think of the word.” It really is a scary kind of a book. Some people wrote quite nasty comments about my review.

But you get nice comments, too. I reviewed a book by Natalie Goldberg on memoir writing. Someone wrote a comment saying they were surprised I gave it 4 stars since I was quite critical. I just felt 4 stars made sense, given the audience for the book. And it’s not an awful book. I bought several copies to give as Christmas gifts to people. It just doesn’t do what the jacket says it will do.

As long as you do not go overboard, you can write rave reviews, too. When I find a book that is not really great, but it is doing what it is supposed to do, I write a positive review. If you have a chick lit book, you know that it is not going to be rocket science or <http://www.Copy-Cat-Copywriting.com> and <http://www.BoostBusinessWithBookReviews.com>

War and Peace. But it is supposed to let you escape when you are on a horrible plane trip. If the book succeeds, it gets 5 stars and a rave from me.

Kathleen: Let me shift gears here. I am an author and I want to get my books reviewed. How important is it for an author to have a lot of reviews on Amazon about their book? Does it make the sale?

Cathy: That one is easy. It is incredibly important. The top publishers know this. Harper Collins every so often has sent me emails that said, “I saw your review on so and so, would you like to read and review another book by that author?” I would say yes, and they would send it to me. One time I also mentioned that they were publishing this, this and this and asked if I could review those books too. Once they sent me a whole box of books and it felt like Christmas morning!

So you know the big publishers are spending money to find reviews on Amazon. And Amazon is having publishers make copies exclusively available to people to review on Amazon. These are big publishers that are not desperate. They are really solid. So if they care, you can assume a self-published author needs Amazon reviews even more.

Sometimes I wish Amazon reviews were even more powerful than they are. Ever so often I receive a self-published book that is great. I wonder, “Why didn’t they go through the process of getting the book published by a larger company?” There is only so much I can do as a reviewer, but I do my best. If I really love a self-published book I want to see it succeed.

Kathleen: As an author, how do I go out and find people to do book reviews? If it is that important, what do I need to do to make that happen?

Cathy: I hope a lot of authors are listening. You will save us reviewers a lot of hassle.

First, go to Amazon and look up books that are in your genre. You are not the only book of your kind. If you are a novelist and you are writing about the American West with covered wagons, find other books that are featuring covered wagons and novels on that topic.

If you are a self-help author you have to get more specific. If you are writing about recovering alcoholics, that is your specific topic. I do not review books on recovery, which is so specialized. If you want someone who is fascinated by that field, you need to choose that reviewer.

For the most part, I would not be the person you would send a book on parenting to. You certainly wouldn’t send me a book on marriage -- although I just reviewed one on “why women should not marry.” For the most part, you would send me books on careers, on <http://www.Copy-Cat-Copywriting.com> and <http://www.BoostBusinessWithBookReviews.com>

mid-life, social sciences, and psychology. Children? No. Dogs or cats - yes! Hamsters? No thanks. You can go through a couple hundred reviews that I've written. If you cannot figure what I am interested in after reading them, something is wrong.

Secondly, don't waste a lot of money on those promotional inserts. You would not believe this, but authors spend hundreds and thousands of dollars for promotional pieces to go with their book. I would rather see them spend the money on an editor who will help make the book more effective. I'd encourage authors to work with a marketer before you even write the book so you can identify selling points and hooks.

Recently I read a book that sounded great on the topic of writing for the Internet. The author did not know anything about writing for the Internet. It was obvious he was a journalist, not an Internet writer. The book was filled with errors. It was out of date. I didn't have the heart to really trash it. I could see it wasn't going anywhere anyway.

I actually wrote him with suggestions, although I knew he wouldn't pay attention. It was sad because he had spent the time writing the book.

If you notice the books from the top publishers, you will see they do not have gold on the trim. They do not use expensive paper. You do not see that from a top publisher, why should you spend the money? It will not help.

Another example: I was excited to read a book about relationships. It sounded like a great slightly humorous self-help book. But the book was printed on glossy paper with expensive illustrations – totally inappropriate for the genre.

Who is advising these authors? I felt bad for them. If it is going to sit on the self-help shelf, it should be similar to other self-help books.

Kathleen: Those are such great points. The first point you made was to look at books in your genre. Take the time to narrow your search down.

I actually do a lot of joint ventures with campaigns for Amazon. I always request a book and will not accept PDF or files on the computer. I want the book so I can see it and feel it, really get a sense of what this book is about. I remember one letter where the author wrote in the first line, "I did not have an editor look at the book because it was about the content." She just lost all her credibility.

Let's move back into the rules that Amazon might have for reviewing. This is phenomenal, I never thought of using this as a marketing strategy and I am a marketer.

Cathy: Mainly you have to be careful about language. You have to watch out for even the most innocent sounding four-letter word. For example, I reviewed a book, *Singled Out*, why being single is positive in the world. Great book. Excellent research. The <http://www.Copy-Cat-Copywriting.com> and <http://www.BoostBusinessWithBookReviews.com>

author says that single people are often viewed as either “bums or sluts.” Those were her words and she is a respected scientific person.

First I wrote the review and I quoted it. Then I looked and it never showed. Maybe I forgot to click submit, luckily I had a copy and resubmitted it. It never showed up again. I re-wrote it and took out that four-letter word and reposted it. It showed up. You cannot quote with the most innocent words even if it is in the book.

Secondly, be careful about selling yourself. You can promote yourself indirectly. What I will say is, “As a career consultant,” or, “As a website copywriter, I believe...”

You will also have a profile of yourself on Amazon. I have tried different ways to get my website on there. You cannot ever use the http but it seems like I was able to direct it to my dog’s blog. If you are an author or Internet marketer, prospects should be able to find you by searching for your name. I do own my own name domain name – cathygoodwin.com.

Generally Amazon is especially careful of anything that reeks of self-promotion. They will pull reviews at their leisure. If someone flags your review as objectionable, they may pull it.

In one case I did write a review a long time ago about a medical situation. I was not sympathetic to the people writing the book. But most people would have felt sympathetic to the authors. I noticed it disappeared after a while. I do not know what happened to it.

You have to be aware that you do not have complete control over your review. If you want to withdraw and change your review, you do lose the votes for “helpful” review and that can affect your rank. Of course if you get a lot of “not helpful” votes you can pull your review and lose those too.

I rarely pull reviews completely, even if I have a lot of negative votes, because I feel there is a certain amount of integrity involved.

Once an author’s relative emailed me and asked if I would change a review. The book was a memoir about a family and there was concern that someone would be upset by my review, which named the family member. It was a family feud and I did not want to get involved.

You also learn about authors this way too and what they think of you. Sometimes they write lovely notes back to you to thank you, more often they ignore you.

Kathleen. Let’s go back and recap on someone starting out. One of the things that I am

a firm believer is having systems in place. How does someone start out doing the reviews? How they can make this a regular part of their marketing practices.

Cathy: To some extent, I do not know if you could make reviewing as systematic as blogging. You generally get more attention if you choose a book that is recent and a book that is popular. And you can't plan for those.

Kathleen: What makes a book get a good review?

Cathy: Here's an example. Someone sent me a book that was supposed to be on Organizing. I had one that I was really excited about because clutter is one of my own challenges. When I was offered a book on clutter, I thought, "Perfect!"

The book seemed to be on the psychological problems of why we create clutter. Then there were chapters on how do deal with paper. There were chapters on choosing an organizer. The author even included a spiritual view of clutter that comes out of left field. There is nothing on the cover that leads us to expect spiritual content.

So here's a big piece of advice. Keep the book focused on what you are discussing. If you are going to write a self-help book, I encourage you to look at some best sellers. Take notes on how they organize their books.

Fiction is so individual. A lot of it is just the quality writing and being true to your genre. For example, I recently read a book by a new author, Wendy Roberts. The heroine was someone who actually sees dead people right after they die. It was a wonderful book – a murder mystery - because it was so consistent. You knew exactly what to expect. You did not have anything that didn't fit.

Another thing you may not have control over if someone publishes your book: the jacket should actually tell you what the book is about. I picked up a book on business by a famous CEO about how to work with people. It was all about his deeply religious views on business. For some people that may be perfect but I think that you should let people know up front if they are getting into religion or spirituality.

Ultimately, the most important thing is, good writing and organization. I have found that even when self-published authors pay thousands of dollars for editors, they still do not seem to have a consistent book with a theme that hangs together. That is usually what stops a book.

You need to be original. You need to have things in the book that are more than obvious. If you are an organizer you cannot say things like break up the task in small pieces. Hello, we have heard that!

If you are a career consultant, you have to go beyond the obvious. You may want to include some of the basics but something new too.

And as I mentioned, accuracy counts. I go ballistic if I see a simple fact that could have been researched easily. Maybe someone was quoted incorrectly or the author added a simple misinformation. If you are qualified to write a book, you should be qualified to do the research and fact checking.

Kathleen: Great point. Outstanding information. We are just about out of time. I would like to have you recap anything you feel is absolutely essential for people to take into consideration. Is there anything you might want to talk about?

Cathy: Sure! First, let's start with being reviewed. If you are going to be reviewed as an author, just as I said, think as a marketer first. It would be worth investing time with a copywriter or with someone like Kathleen, who understands what makes books sell. Ask people to respond to the idea of the table of contents.

When you write a book for publishers, you have to write a very detailed proposal. These days these proposals could be between 50-100 pages long or more. At least 50-60% of those pages will be marketing.

If you are self-publishing, you should do the same. You should write a proposal and maybe hire someone to review it first. You could even do something similar for memoir and certain type of fictions. You should think about it ahead of time. Think about why people would want it. That is what the big guys look for. Something new and something novel, but not far out. That is what I want you to take away for your own books.

For reviewing, I think it is most important for you to think about why are you doing this. Are you reviewing books just for fun? Then you will not spend a lot of time on a review. You may not organize or spell-check.

If you are strategic than you would really want to plan and pick the right books. You would write more carefully. When I review, I think about the effect the book is going to have on the people who read the review. If it is a self-help book, I think you are doing people a disservice if you don't tell readers what you think about the book.

I think that when people know your reviews are honest, you receive more credibility. People see my writing style and get a sense of who I am. The people who resonate to my style will resonate to me.

It is important to remember that each review is a marketing tool. It is not easy but I would encourage everyone to try reviewing. It is not one of those “snap your fingers and

receive results” techniques. You have to plan just as you do with blogging and article marketing. Understand what works and what does not. I think it is a lot of fun.

I especially like to receive packages in the mail -- and I didn't pay for them. They are fun to read and sometimes useful.

Kathleen: Cathy it has been a pleasure and in the conversation we have had about how to Boost Business through Amazon Book Reviews. I have to say that I have learned quite a bit. I am very excited about trying this out and seeing how it works. One because I love to read and again never really considered this as part of visibility. Thank you very much for your time and I look forward to learning more from you. This has been great.

Cathy: Thank you.