



Get Your Book Reviewed on Amazon (3 Secrets)

By Cathy Goodwin, Ph.D.

Book marketing today includes online reviews, yet many authors miss this opportunity. As a result, they lose thousands of dollars in potential sales.

The reason is that most authors don't know how to get their books reviewed on Amazon, the most important online bookstore venue. Some authors and some exceptional publicists know how to get great reviews, but most don't. I've never even seen this process explained even at a writers' conference. That's why I wrote this Report.

Who Is Cathy Goodwin?

I'm a published author and an "Amazon 500" reviewer. I'm also in Vine's exclusive reviewer program: the club where you can't apply. You have to be invited.

What does this mean?

It means that when the thousands of reviewers are ranked on Amazon, I'm at the rank of 500. Amazon assigns this rank based on a number of criteria, including "helpful" votes received from readers.

I am also a Vine reviewer. That means I was chosen to review

Advanced Reading Copies (ARCs) and sometimes published books. Amazon sends a newsletter each month and I get to choose two or three new books to review.

I am an online copywriter and website marketing coach. I've written copy for campaigns that turned ordinary books into best-sellers.

I am an author: I wrote a book about the psychological aspects of relocation, which was published by New Harbinger in 1999. You can buy the book now as a pdf download [here](#). I also sell dozens of ebooks online.

Because of my background in marketing, professional writing, reviewing and copywriting, I'm one of the few people who could write this Report.

Before working online full-time, I was a college professor, teaching in business schools. My Ph.D. is in business with a marketing specialty. But since coming on the Internet, I feel I've earned another Ph.D. in Online Marketing.

For the past few years I've been answering questions about book marketing in general and book reviews in particular. I discovered some important information was not available anywhere. As a result, I created this report.

Many smart, creative and persistent authors fail to use the most powerful tools of online marketing.

The cost of failure is great. Most books sell less than 50 copies (I've heard estimates as low as 5). Many authors will write books that deserve a wider audience yet never see the light of day.

I correspond with authors regularly. Too many are frustrated because their books were ignored in the marketplace. They get so discouraged they vow they'll never write another book.

Typically authors are frustrated because they are advised to promote their books the same way authors did ten or twenty years ago. They think they need bookstore readings, publicity, and maybe some ads. In reality, the most effective book marketing of the twenty-first century takes place online. And one of the most powerful online

marketing tools is getting your book reviewed on Amazon.

How do you know it's important? Look at what the major publishers are doing. Even in a tight economy, publishers arrange to get books reviewed on Amazon. They send review copies to Amazon reviewers. Established authors make sure they get Amazon reviews. And you can, too.

Book Marketing With Book Reviews

One of the biggest challenges for any author is to shift gears. Many authors describe themselves as introverts. Even if they're completely hammy extraverts who love the limelight (and I come close), they have to spend time closeted with their computers while they put words on paper.

However, to sell books, you have to start thinking like a marketer. Instead of focusing on, "How can I best express this idea?" you have to ask, "How will total strangers respond to what I'm promoting?" That's a different and often new mindset to authors.

Getting your book reviewed is a unique and important phase of book marketing. You will need to develop a plan, find a target audience, and create a message that will motivate your target audience to take action. In this case, the action is, "agree to review your book."

Secret Step #1 - Create a Powerful and Clear Action Plan To Get Reviews.

This is the single most important step in creating successful products and businesses. And in my experience, it's the one step that few authors actually take. Those who follow a strategy are easy to spot because **their books are selling well on online bookstores.**

This step can make the difference between success and failure as an author. You need to know how reviewers will perceive your book and where reviews fit into your overall marketing strategy.

Your action plan includes:

 Identifying the genre of your book. Frequently, I get requests for books that have no relation to anything I've ever reviewed. Authors often confuse "subject" with "genre" or "category." A memoir about a religious leader is not the same as a book about religion.

A true story. I was browsing through a mystery book shop, chatting with the owner. He told me about a publicist who called to ask if he'd accept a book, "The Mystery of Making Money In Today's World." (That's not the real title, but it was a self-help book.)

The owner explained that the book was not a fit, but the publicist sent the book anyway. That's a huge waste of time and money. Make sure you (and your publicist) understand the concept of genre before requesting any reviews.

 Making a firm commitment to attract reviews. Reviews don't come by themselves. You have to be willing to reach out to reviewers. And you have to be willing to learn tips and techniques so reviewers will want to choose your book.

 Resolving never, ever to

- pay for a review with money
- ask a friend for a "good review to help me out"
- put a note on a forum or mailing list asking for a "glowing review"

 Recognizing that Amazon is, first and foremost, a community. When you violate a community's rules, you usually get caught. It's like living in a "watch" neighborhood where everyone commits to keeping an eye on strangers and agrees to report suspicious activity.

 Creating an comprehensive campaign to leverage your reviews through blogging and social media.

Secret Step #2 – Develop a strategy to identify reviewers for your book.

In marketing, this step is equivalent to recognizing your target audience. Too many authors simply look up reviewers listed on online bookstores. They head straight to the top with the #1 Reviewer and begin an email broadcast.

The top five or ten reviewers may not be the best reviewers for your book. They might not review in your genre and they may have tastes in books that exclude your book.

Instead, you need to look for clues on online reviews. After you identify a reviewer, read several of his or her reviews. Analyze what this reviewer likes and dislikes. You need to identify reviewers who are most likely to be interested in your book. What are their hot buttons? What do they like?

For instance, if you read a lot of my reviews, you will notice that (like most reviewers) I don't like surprises. If you position your book as a business success story, but then on page 123 you announce that you found religion when you saw a vision, I will be critical. Nothing against religion or visions (although I don't review most books in that category): I believe you need to be very clear about what you are promoting. If I'm expecting a business book, that's what I want to read.

Is the reviewer selection process time-consuming? Yes, but much less so than staging even one live bookstore signing event.

You can find reviewers by

- ✓ Carefully working through reviewers of your competitors.
- ✓ Using social media selectively and appropriately.
- ✓ Attending networking events and book signings by other authors.

Secret Step #3 – Approach reviewers with requests that are most likely to bring a “yes” response.

This step seems simple but many authors actually antagonize prospective reviewers. As a “top reviewer,” I get dozens of review requests each month. I accept very few.

Your request should motivate the reviewer to read your book and review it. Each request resembles a mini-marketing campaign.

The easiest way to request a review is to send an email. Briefly explain

- why you think this reviewer will like your book (“I see you review cozy detective stories so...”);
- what your book is about, especially the genre and sub-genre if appropriate (“an English village cozy murder mystery”);
- an offer to send a hard copy of the book to the reviewer (not a pdf or “just one chapter”);
- acknowledgment that the reviewer can write any kind of review (you are not asking for a puff piece); and
- whether the book already appears on Amazon so the reviewer can look it up.

When you send the book, there is no need to include a stack of promotional material. I throw it out and suspect other reviewers do the same. Save some trees and send just the book.

Getting *Your* Book Reviewed on Amazon

As you can see, getting your book reviewed is not difficult if you understand just a few key points. a comprehensive Report to getting your book reviewed. This information is based on my years as a marketer, author and reviewer. I don't think it's available elsewhere. You get a complete Report and an audio where I am interviewed by an author who had many questions for me.

Your Report includes a checklist for your book marketing program, sample emails for the right and wrong way to approach reviewers, and details for leveraging your reviews with blogs, blog book tours and article marketing.

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