

10 Ways to Get Your Book Reviewed

Many authors ask me how they can get their book reviewed. That, of course, is the million-dollar question!

If you are a self-published or Indie published author, particularly within the “new consciousness genre,” you know that reviews can act as the lifeblood of a title. It *is* a numbers “game” and we cannot help but be influenced by both the quantity and content of posted reviews for a book.

There is no single formula for getting your book reviewed: it's really a question of how much money, time, and effort you want to give to this aspect of marketing your book. To get you started, here are 10 ways that authors commonly go about getting reviews:

1 Many authors find me (for example) as a reviewer via Amazon, since I am in the upper tier of rated reviewers; they email me directly, inquiring if I would consider their title for review. If you do approach reviewers in this way, be sure to be extremely courteous and include the title of the book, release date, synopsis, a brief bio, and a link to the book’s listing. (A word of advice: don’t invite a reviewer to download your e-book during its 3-day free promotion. If you’re asking for a “favor,” the book had better be free and accommodate the reviewer’s schedule, not your own.)

2 Alternatively, authors will hire someone else to scour top Amazon reviewers and request reviews on their behalf, a paid-for service. Obviously this is a less personal way to go about it, and as the recipient of such emails I find this type of impersonal solicitation mildly intrusive (particularly when the book is clearly not within the scope of my interests or services).

3 Some authors hire publicists who provide marketing packages for them. These packages often include include Press Releases about your book, sent to online and physical media—their “target list” of suitable media outlets. Publicists typically will also offer excerpts, interviews (audio and/or written), and articles for placement—and therefore possible exposure. For example, one such media outlet that receives many such PRs is NCRReview.com /

NCRadio.

4 An author may already use social media, but has overlooked the power of joining groups that are like-mind or sympatico with the book's message. Some authors *cultivate* social network groups and then engage with them, creating a natural platform with friends/ fans/ group who might read their book and review it.

5 Some authors cultivate specific bloggers who have a sizeable following/ readership and befriend them, charming their way into getting a guest post, a plug for their book, etc, or proposing some kind of mutual promotional exchange and call for readers/viewers. If you do this, be genuine in your approach.

6 Many self-publishing companies offer paid-for marketing packages, which offer a range of services, but essentially the publisher will do the same thing everyone does: send out requests, pleas, and enticing media releases to get people/ orgs to review the book. They may have a bigger/better target list of recipients—but maybe not; be sure to inquire from your publisher how they intend to promote your book.

7 Alternatively, an author can commission a review from review companies such as Blue Ink Reviews, and once written, the review site may give you a page on their site for exposure and possibly disseminate the review on your behalf to various outlets.

8 You can always submit your book to booklover sites such as Goodreads or Midwest Book Reviews, or book blogs ("Dear Author" or Chick Lit Central, for example), or even mainstream news agencies—although they typically are not interested in new paradigm/ new consciousness titles.

9 Authors will sometimes collaborate and trade reviews for each other.

10. And of course, the most basic "guerilla marketing" technique, well known in multi-level marketing, is to start by making a list of friends and family or clients (no matter how small this group may be) and asking for

their support in the form of readers and reviewers—either themselves or someone they know.

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And hey, that's what it's *really* all about anyway, right? When we support each other in the ways that we can, we create a network of sustainable community, where there is more than enough for everyone. Write On!

Bonus Tip: *Authentic Connection*

In my 20s, I co-owned a swimming pool maintenance company with another woman and we *never* advertised: our successful 8-year business with an all-female crew of six was built entirely on word-of-mouth—which is the ultimate form of advertising. Of course, we had to deliver a good service to earn that referral!

In our fast-paced age of information overload, one-on-one “Authentic Connection” as I like to call it, may seem old-fashioned, but stands out. I prefer to let people know about my services and products by sending out individual and personalized emails, to both acquaintances and strangers, introducing myself and opening the door for connection. (Be sure to familiarize yourself first with the person/ organization you are contacting.)

One-on-one connections can also be established through your local library, coffee shop, bookstore, small business association, farmer’s market, and so forth. You can also consider joining community groups, spiritual centers, self-development classes, attend webinars, participate in book groups, etcetera, all of which can be both live and/or virtual, and give people a chance to get to know you more personally—which typically means they will be much more likely to refer you and/or your book to their circle of influence.