

How to use Pre and Post Publication Reviews to “Get Your Book Noticed”

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TRADE PRESS **PRE-PUBLICATION** REVIEWS

Pre-pub reviews can help promote pre-sales, library and special sales, and secure attention from the media and consumers. They are integral to establishing yourself as a publishing company, as others in the trade tend to take note of publishers who produce books that gain positive attention in the form of press and reviews.

Post-publication reviews, which are essential for fiction, and also beneficial for non-fiction (the latter can easily be pushed/promoted after publication through carefully targeted sites, magazines and partnerships) require considerable advance preparation to secure as most major reviewers in the trade press ask you to submit review/galley copies or ARC's 6 months prior to the publication date. The key organizations in the U.S. are:

- * Publishers Weekly
- * BookList
- * Library Journal
- * Kirkus
- * New York Times
- * LA Times
- * Chicago Tribune
- * Midwest Book Review
- * Wall Street Journal
- * USA Book News
- * Foreword Magazine
- * The Horn Book
- * School Library Journal
- * ALA Booklist
- * Quality Books Inc
- * Bloomsbury
- * Heartland Review

- * Barnes & Noble
- * Booksamillion
- * Amazon

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WHAT TO SEND IN YOUR REVIEW SUBMISSION

Most periodicals or websites have their own requirements which you will usually find under the term SUBMISSIONS in their menu bar, do check these as it will provide you valuable information on when to send as well as what to send. When you find an outlet that will review your book, pay close attention to its submission guidelines, as they can vary depending on the reviewer. If you don't submit in exactly the way their website directs, your submission will likely end up in the trash. You will need to send a bound galley (uncorrected proof of the manuscript) or an advance reader copy (ARC). You can easily get bound galleys or ARC's printed at the following outlets:

- * POD Wholesale
www.podwholesale.com
- * DeHart's
www.deharts.com
- * One2One
www.121direct.net
- * Crane Duplicating
www.boundgalleys.com
- * DocuNet
www.netudoc.com
- * Country Press Inc.
www.countrypressinc.com
- * The Galley Company
www.galleycompany.com
- * Lightning Source
www.lightningsource.com

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Here is the information that you should include, either on a sheet of paper stapled to the inside or outside cover of your ARC or galley, or printed on the cover:

- * book title
- * author
- * genre
- * publication date
- * brief synopsis (2 – 4 lines)
- * ISBN
- * publisher name and contact information
- * edition and language
- * price
- * number of pages
- * number of illustrations
- * trim size
- * distributor and contact
- * contact name and information for the publicist
- * “Uncorrected proof: do not quote without prior permission from the publisher.”

You may, for magazines and websites, want to include a press release about the book/author, or any previews reviews you have secured. When targeting magazines you want to try and tie the release to something relevant such as a national holiday, current event or upcoming event that relates to the audience of the magazine. You can plan great press releases using this PR planner:

<http://www.directcontactpr.com/files/files/Publicitycalendar2011.pdf>

POST PUBLICATION REVIEWS

For books, which have already been published, or those that don't meet the 6th month prior to pub-date deadline, there are alternatives, and lots of them. You can submit to hundreds of websites, magazines and “influencers.” Online reviews are particularly valuable, especially on the online book retail sites. Read the study, *The Effect of Word of Mouth on Sales: Online Book Reviews*, which examined random titles from Global Books in Print and bestsellers from Publishers Weekly. You can read it in its entirety at www.WeberBooks.com/reviews.pdf

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MAGAZINE/NEWSPAPER REVIEWS

Its best to contact the editor first and find out what their submissions process is, research the title online first and check that they do review books. These need to be tightly targeted to the subject that the magazine covers, you can research the lists of all US magazines and newspapers at the following sites:

www.magazines.com

www.newslink.org

www.ipl.org/div/news/

www.newpages.com/altmags

www.newpages.com/literary-magazines

www.everywritersresource.com/Biglist.html

AMAZON REVIEWS

Top Reviewers have a special badge accompanying their pen names, such as Top 1000 Reviewer, Top 500 Reviewer, Top 50 Reviewer, Top 10 Reviewer or #1 Reviewer. Having one of these badges displayed among your book's reviews isn't the same thing as an endorsement by Amazon—it's better. It's a vote by a recognized community leader - — someone who takes reviewing seriously, and has earned a reputation for helpfulness.

Here's how to find them:

http://www.amazon.com/reviews/top-reviewers/ref=cm_pdp_rev_rank?_encoding=UTF8&rank=500#A1NOLOIB69PC2J

NEGATIVE AMAZON REVIEWS

Amazon has also been known to delete negative reviews posted by competing authors, reviews that contain inaccurate information about the author or publisher, and off-topic reviews.

You can request deletion of an inappropriate review on Amazon by sending an e-mail to community-help@amazon.com. Specify the book title and ISBN, the pen name of the

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reviewer, the first sentence of the review, and the date it was posted. State why you believe the review is inappropriate, and you should receive a reply within a few days.

AMAZON SPOTLIGHT REVIEWS

Popular books on Amazon can draw dozens or even hundreds of reviews. But no matter how many reviews a book gets, the pair designated Spotlight Reviews have a special impact, by design. Because they're usually the first bit of independent information buyers see about your book, Spotlights are crucial. Many browsers read only those two reviews before deciding whether to buy.

Spotlights don't appear until your book has several reviews posted. When a book is new, the first reviews appear about midway down its detail page. Additional reviews bump earlier ones down a notch and when the sixth review appears, Amazon selects one review as a Spotlight and places it on top. After your book receives a few more reviews, it selects another as the second Spotlight.

The selection process for Spotlight Reviews is automated. The review with the most "helpful" votes from customers usually gets the top spot, although reviews written by Top Reviewers count for more than others.

Other websites where you can submit books to gain **online book reviews** include:

www.salon.com

www.dearreader.com

www.shelf-awareness.com

www.bookforum.com

www.authorsden.com

www.bookmovement.com

www.bookgirl.net

www.book-blog.com

www.ReviewTheBook.com

www.GoodReads.com

www.netgalley.com

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www.shelfari.com

www.worldcat.org

www.myshelf.com

www.rebeccasreads.com

www.armchairinterviews.com

www.bookreporter.com

www.smashwords.com

www.books.google.com

www.bookconnector.com

www.librarything.com

www.fetchbook.info

www.bookcrossing.com

www.booksamillion.com

www.paperbackswap.com

www.thenewbookreview.com

www.flapjacket.com

www.powells.com

www.bookwire.com

www.bookbuzzr.freado.com

www.mymediainfo.com

www.bookreporter.com

www.bookpage.com

www.usabooknews.com

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PAID REVIEWS

www.forewordreviews.com

www.getbookreviews.com

www.readerviews.com

www.bookpleasures.com

BOOK DIGITAL MEDIA/PRESS KIT

As with everything these days, the review process is going digital! More and more publishers are sending out ARC's in digital form, foreign sales agents are requesting galleys as pdf's, so expect this trend to continue. The good news is that this lowers costs for the publisher, you don't have to print ARC's and you can save money on packing, postage and time, as delivery is immediate.

If you are publishing numerous books, you might want to try sending out e-galley copies via this site:

www.netgalley.com

Alternatively, you can create your own review kit/media kit to send out to journalists, editors and anyone else interested in your book.

What to include when creating your own review kit:

1. Cover picture of your book
2. A color picture of yourself
3. Author bio written especially for the media
4. Interview topic ideas – fully developed with talking & message point along with pertinent questions
5. Suggested interview questions that are relevant to the topic
6. Facts that support your segment (example: a recent AARP study stated that a many as 44 million Americans provide elder care)
7. Sample quiz – if your material can be made into a quiz format then prepare a fun quiz. Print media loves this format. This quiz works well for lifestyle, love, relationship, losing weight, workplace presented in a light-hearted way.
8. Testimonials from any other producers etc. that said you were a great guest.
9. Media Page: Showcase the media you have done listing the most important first.
10. Link back to your site if you have a demo or audio demo on your site.

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11. Scanned in pictures of your book cover, yourself in either a business look and/or upscale casual.

COMMUNITY, FAMILY AND FRIENDS

Do not underestimate the value of getting those you know to review your books. It's best to ask them to try and review objectively and to not mention their relationship to you in their written review. Send an email to all of the people you know who have read, or who you have asked to read your books and request they post their review on multiple sites, including:

Amazon: <http://tinyurl.com/yjrf2f6>

B&N: <http://tinyurl.com/33s9vym>

Google: <http://tinyurl.com/23da8fe>

Books A Million: <http://tinyurl.com/27x5tk2>

Good Reads: <http://tinyurl.com/3xbqpdj>

The GET YOUR BOOK NOTICED KIT

You can also use our carefully crafted "Get Your Book Noticed Kit" to reach out to the Top 550 Amazon, Blog and YouTube Book reviewers.

The kit contains the contact details, links to Good Reads profiles, Amazon pages, websites, blogs and their followers, plus the preferred genre, book category preferences of the Top 400 Amazon book reviewers (included those in the Vine Voice program), the 100 most active Blog book reviewers and the Top 50 YouTube video book reviewers.

In additions, the kit includes the "How-to Get Reviewers on Your Side Guide" a step-by-step instruction manual that explains how to craft your outbound emails, what pitch materials to send, when and how to follow-up successfully so as to encourage them to share their review with a huge audience and, then, how to use these reviews to stimulate media buzz!

Learn more about this kit, and Gemini's success with this grass roots marketing strategy at <http://www.getyourbooknoticedkit.com>

The "Get Your Book Noticed Kit" normally retails at \$499 – remember you can purchase it for \$149 until midnight on the 8th February 2016 - just visit the site above to order, or send this amount to gemini@liveconsciouslynow.com via Paypal.com and we will send you the kit via email.

Good Luck!

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