

Book Reviews: An Essential Step to a Successful Launch and Book Sales with David Wogahn



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**“...POSSIBLY THE GREATEST
WRITER OF THE
TWENTIETH CENTURY.”**

The Guardian



The background is a faded, stylized book cover for 'Animal Farm' by George Orwell. The cover features the title 'ANIMAL FARM' at the top in a bold, serif font, with two red arrows pointing towards it. Below the title is a large, red and white striped sunburst. At the bottom, there is a red pig and a large, stylized eye. The author's name 'GEORGE ORWELL' and the year '1984' are visible in the upper right corner.

**“I THINK ORWELL IS
ENORMOUSLY OVERRATED.”**

Orwell's first publisher



“THE PARADOX OF
PUBLICITY: HOW
AWARDS CAN
NEGATIVELY
AFFECT THE
EVALUATION OF
QUALITY”

HENRY MILLER

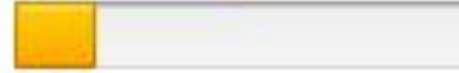
Tropic of Cancer

3.8 out of 5 stars

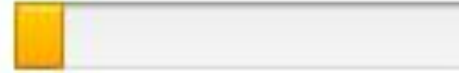
5 star



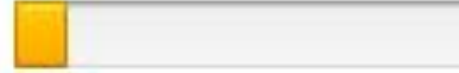
4 star



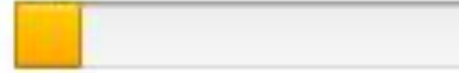
3 star



2 star



1 star



[See all 263 reviews](#)



OUR AGENDA

1. Definitions, myths, Amazon
2. 10 sources for reviews
3. Case study
4. My top 7 tips
5. Free offer
6. Q & A



WHY ARE REVIEWS IMPORTANT?

1. A social signal
2. Reviews add gravitas
3. Reviews are marketing
4. Required by promoters



WHAT
AMAZON
SAYS
ABOUT
REVIEWS

“Reviews can impact discoverability, search ranking, and customer trust. A product’s first review has been shown to increase sales by up to 3.5x.”

CUSTOMER REVIEWS

- Amazon
- Goodreads
- NetGalley
- Other retailers



EDITORIAL REVIEWS

Recognized name with platform

- Kirkus, Foreword, PW
- Bloggers
- Other authors
- Subject experts

Where used:

- Amazon
- IngramSpark
- Websites, blogs
- In/on books



MYTH 1: YOU CANNOT PAY FOR REVIEWS

TRUE

FALSE



AMAZON EDITORIAL REVIEWS

“...an editorial review is a more formal evaluation of a book usually written by an editor or expert within a genre, but can also be written by family and friends.”



AMAZON
EDITORIAL
REVIEWS

ALL FORMATS

USE
AUTHORCENTRAL

Other authors

Amazon reviewers

Paid reviewers like Kirkus

Media

Anyone the public would recognize!





PUBLISHERS
GROUP WEST

Small Press United



BAKER & TAYLOR
Publishing Group

the future delivered

“QUOTES USED
ON THE FRONT
AND/OR BACK
COVERS ARE NOT
FROM PEOPLE
WITH IMPRESSIVE
CREDENTIALS.”



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MYTH 2: YOU CANNOT GIVE PEOPLE YOUR BOOK AND ASK THEM TO REVIEW IT.

TRUE

FALSE





WHAT ABOUT AMAZON'S RULES?





“...THE CODE IS MORE WHAT YOU'D CALL ‘GUIDELINES’ THAN ACTUAL RULES.”

AMAZON REVIEW POLICIES



REVIEWERS SHOULD
ACKNOWLEDGE
FREE/CHEAP REVIEW COPIES



MAKE NO REQUIREMENTS:
A REVIEW OR SPECIFIC
TREATMENT



DON'T ASK CLOSE
CONNECTIONS





REVIEWERS MUST HAVE SPENT AT LEAST
\$50 ON AMAZON USING A VALID CREDIT
OR DEBIT CARD IN THE PAST 12 MONTHS.



A woman with blonde hair is seen from behind, covering her face with her hands in a crowd. The background is a blurred outdoor setting with green trees and a bright sky. A white rectangular box with a thin black border is centered over the image, containing the text.

WHAT TO DO ABOUT NEGATIVE REVIEWS?



A close-up shot of the Wicked Witch of the West from the 1939 film 'The Wizard of Oz'. She has bright green skin, a large black pointed hat, and a black dress. Her eyes are wide open and her mouth is slightly agape, giving her a surprised or perhaps indignant expression. The background is blurred, showing what appears to be a stone archway.

**“THESE THINGS MUST BE
HANDLED DELICATELY.”**



HANDLING NEGATIVE REVIEWS

1. Don't
2. Does it violate terms of service?
3. If you must reply, don't be defensive. Other shoppers notice

“I appreciate your criticism, it will help me write the sequel. Thanks!”



PART II: METHODS & SOURCES



ALL REVIEW SOURCES UTILIZE ONE OR MORE OF THESE THREE ELEMENTS



Sales



Money



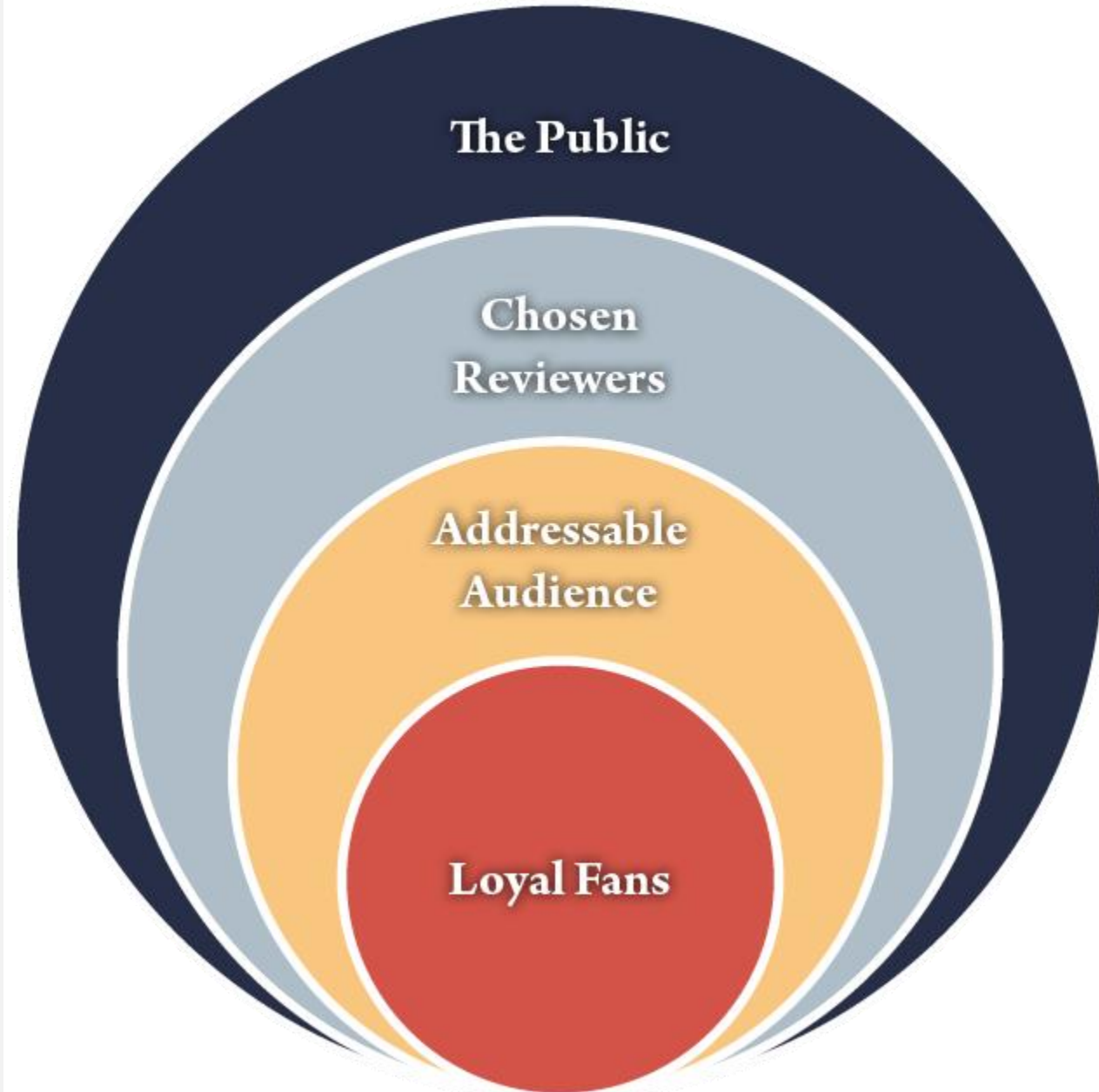
Contacts



The Book Review Journey

START IN FRIENDLY
TERRITORY

GET 5-10 REVIEWS
BEFORE PROMOTIONS



10 SOURCES IF YOU WANT TO BE PROACTIVE

1. Your contacts
2. Comparable book reviewers
3. Giveaways
4. Traditional media
5. Bloggers
6. Review tours
7. Review business-traditional
8. Review business-paid
9. Review business-hybrid
10. Review business-services



I.YOUR CONTACTS

“I have 185,000 Twitter followers. A tweet of content will get me around 20 clicks. Twenty bucks on a boosted Facebook post of the same content to 5,165 people who like the page gets even less. But a link in my newsletter? More than 2,000 clicks from an email list of less than 7,500.” –Brian Clark



A soldier in camouflage gear is using a metal detector on a large pile of hay in a field. The soldier is wearing a helmet and a backpack, and is holding the metal detector with both hands. The background is a lush green field.

2. COMPARABLE BOOK REVIEWERS



3. GIVEAWAYS



747522
PETE'S SEAFOOD
MICHIGAN SALAD

178049
WHOLLY GUACAMOLE
ALL NATURAL GUACAMOLE
3 PACK 16 OUNCES EACH

SELL PRICE
9.99



4. TRADITIONAL MEDIA

Search 2,411 bloggers by keyword*

- Considers Most Fiction
- Action
- Adventure
- Biography
- Children's
- Erotica
- Fantasy
- Graphic Novels
- Historical Fiction
- Horror
- Humor
- LGBTQ
- Literary Fiction
- Memoir
- Mystery
- New Adult
- Paranormal
- Poetry
- Religious
- Romance
- Science Fiction
- Thriller
- Women's Fiction
- YA
- Other Nonfiction
- Other Special Focus

5. BLOGGERS





6. REVIEW TOURS



historical novel

SLJ School Library Journal

Booklist
ONLINE

7. REVIEW BUSINESSES- TRADITIONAL

Free

Hard to get

Requires Advance planning

8. REVIEW BUSINESSES-PAID





Chanticleer
Reviews & Writing
Competitions

9. REVIEW BUSINESSES-HYBRID



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goodreads



10. REVIEW BUSINESSES-SERVICES

PART III: CASE STUDY

A 93,000 word Western
novel rated PG



ABOUT THE AUTHOR

- Debut novel
- No mailing list
- No social media
- Minor website presence
- Not outgoing
- Professionally edited
- Sensitivity reading
- Professionally produced
- Marketing budget
- 90-day pre-launch



Share    

Pre-order

\$17.00

Qty: 1

Pre-order Price

Guarantee.

This title will be released on April 12, 2019.

Ships from and sold by Amazon.com.

Gift-wrap available.



Pre-order: Add to Cart



Pre-order now



Deliver to D. - Carlsbad 92009

Add to List



PRE-ORDER MAKES A BOOK REAL

Supports event planning

You get a URL

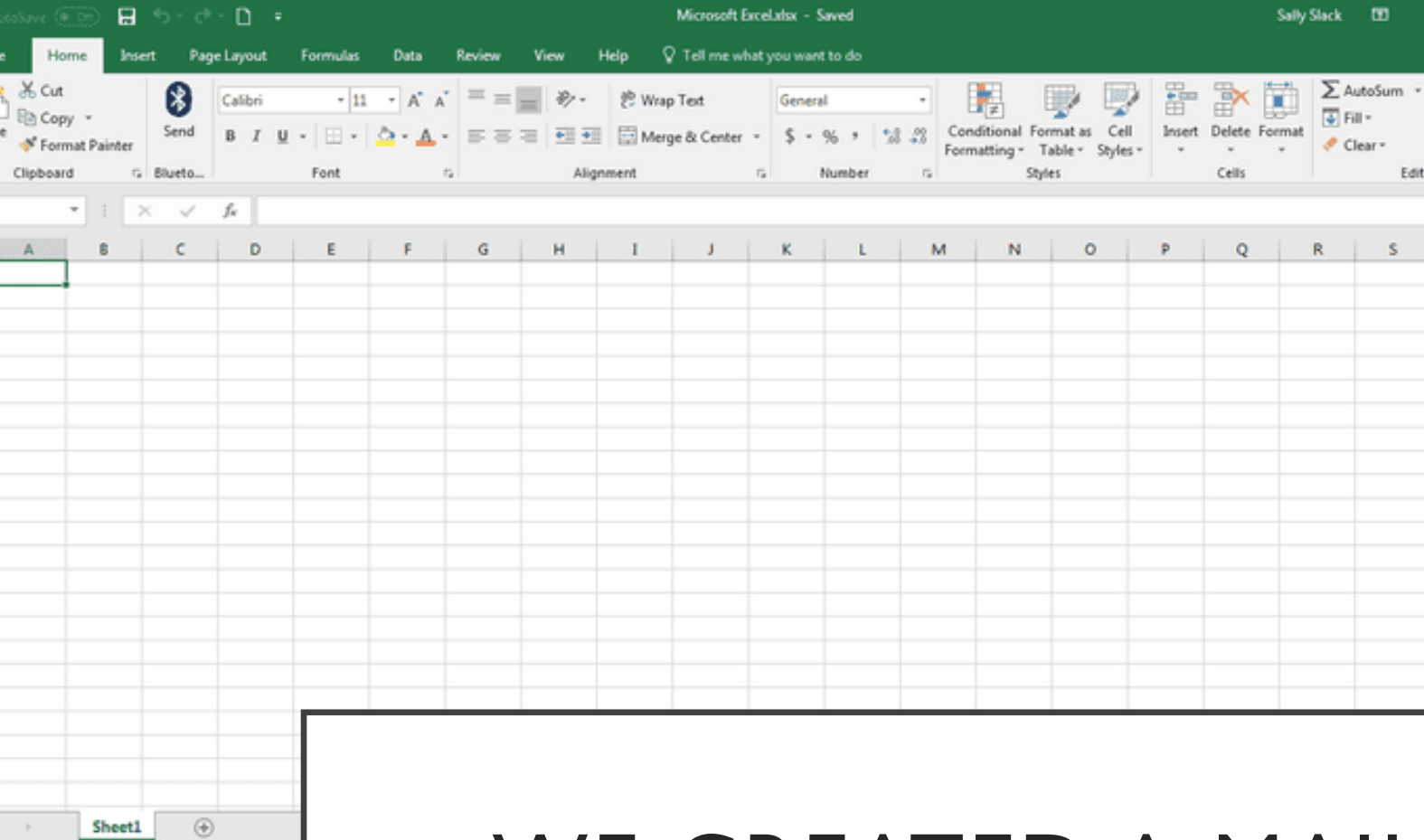
Everyone needs a goal

Oh yeah, sales

WE ORDERED SEVERAL PAID (EDITORIAL) REVIEWS



DavidW@AuthorImprints.com



MailChimp

WE CREATED A MAILING LIST

KDP SELECT? IN THIS CASE, YES.

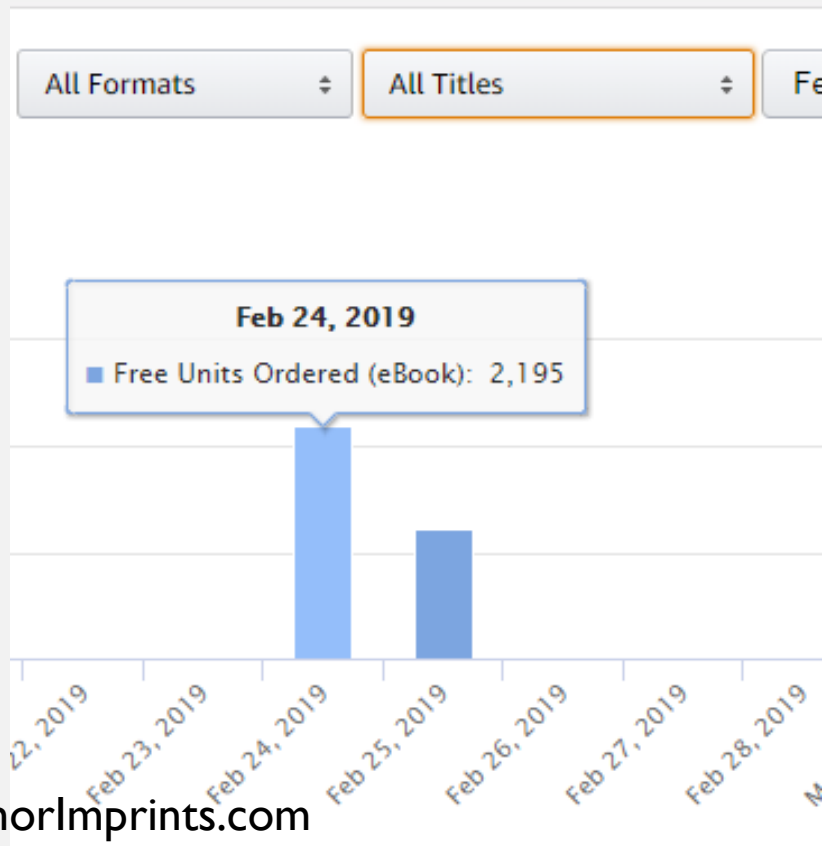
kdpselect
Amazon Ebook Exclusivity



1. Are you a first-book author?
 2. Are you a savvy marketer?
 3. How well-known are you?
- It's only 90 days...



SCHEDULED FREE GIVEAWAY



- 3,426 copies requested
- 9,000 pages read 7 days after
- Promotion cost: ~\$100




BEGAN USING AMAZON PPC ADS

Customers who bought this item **also bought**



Book Title	Author	Rating (Stars)	Reviews	Format	Price	Prime
Story Genius: How to Use Brain Science to Go Beyond Outlining and Write a Riveting Novel	Lisa Cron	4.5	240	Paperback	\$10.87	Yes
Launch to Market: Easy Marketing For Authors (Write Faster, Write Better)	Chris Fox	4.5	131	Paperback	\$8.99	Yes
How to Write Dazzling Dialogue: The Fastest Way to Improve Any Manuscript	James Scott Bell	4.5	387	Paperback	\$11.39	Yes
Register Your Book: The Essential Guide to ISBNs, Barcodes, Copyright, and More	David Wogahn	4.5	30	Paperback	\$11.95	Yes

- Pay only when clicked
- Target your reader
- Train Amazon algorithm



SCHEDULED A BLOG TOUR

- Fair amount of work
- Potentially good
- Success depends on genre
- Free or pay someone
- Different kinds of tours





Showing 1-2 of 2 reviews (Critical). [See all](#)



Kindle Customer



Profanity!!!

THE FIRST NEGATIVE REVIEW





50%

**A PRICE PROMO TO GET MORE
READERS**

30%

20%

A woman with long, dark, wavy hair is sitting on a bed, her hair blowing in the wind. She is wearing a light-colored, short-sleeved dress. The room has a blue wall and a window with white blinds. Numerous books are floating in the air around her, some open and some closed. The scene is lit with soft, natural light from the window.

RECAP

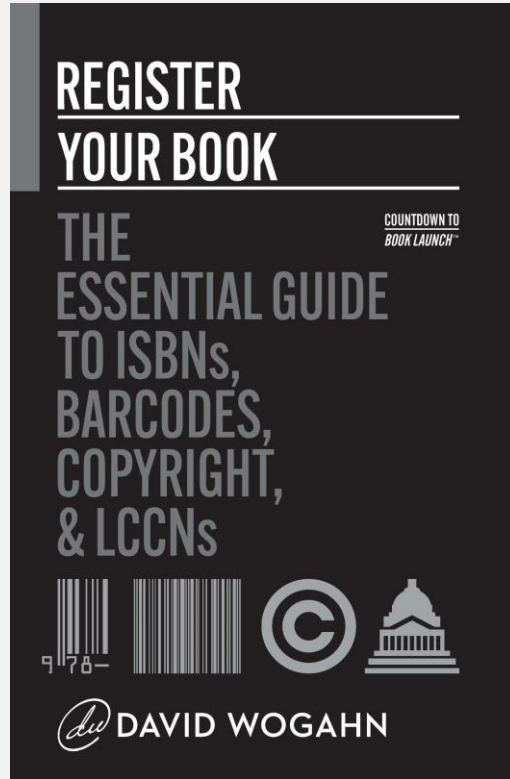
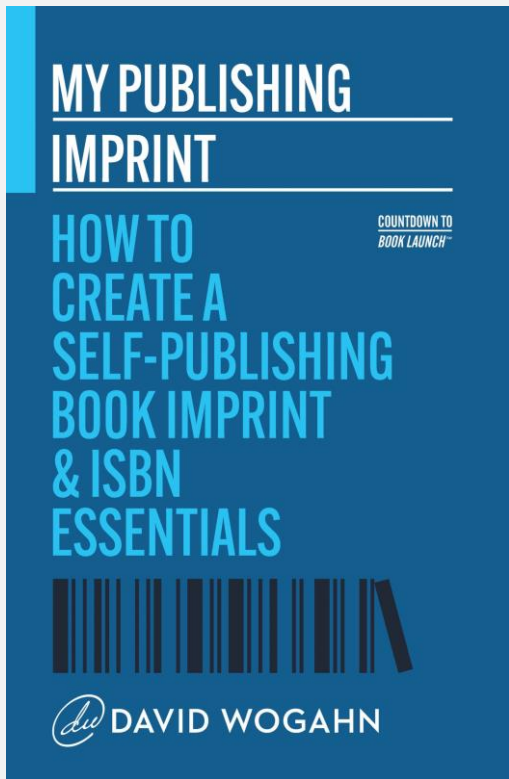


SEVEN TIPS

1. Tip #1: Create and maintain a mailing list
2. Begin 60-90 days before launch
3. Prospect in friendly territory first
4. Send gift cards to your launch team
5. Get reviews before sales promotions
6. Reviews from comparable authors may be more valuable than editorial reviews
7. Price matters*

*See “Book Launch Marketing Case Study” on AuthorImprints.com/blog





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