

NOTES ABOUT THIS TEMPLATE

1. This entire process should be PERSONAL... so use your regular email account, not an mass marketing email program like Mailerlite, Constant Contact, etc. Having an email coming from you personally is so much more meaningful. They will really feel like you are connecting with them.
2. That also means the emails need to be personalized. Is it a lot of work? Yes. Is it worth it? Also, yes. It makes all the difference in the world. There are huge chunks of these emails that you can copy and paste. But make sure each one is personalized in some way... event it is just the name at the beginning.
3. Before you begin, set up a spreadsheet to keep track of reviewers...
 - a. Name
 - b. Email
 - c. Method used to ask them (email, Facebook, etc.)
 - d. If they said yes
 - e. If you sent the ARC
 - f. When you followed up
 - g. Sent review link
 - h. If they left a review
 - i. If you have used the quote in your newsletter.
4. In EMAIL #1 consider also adding...
 - a. Add an image of your book cover/back cover
 - b. Add link to purchase or preorder book
 - c. Add links to other books you have written
 - d. Add a link to another resource on your website

EMAIL #1 – THE ASK

Hey [NAME]...

Thank you so much for being willing to review [BOOK NAME]! Before we go any further, if you haven't already, I would love to have you connect with me at:

[Your social media platforms that you regularly use]

[website]

[podcast]

Here it is! The ARC (Advanced Reader Copy) of [BOOK NAME]! You are about to become a huge part of the success of this book. Sales and getting the word out about new authors is almost **solely based upon reviews**. **My goal is to get between [what number are you looking for]** and your review is a such a big part of that.

Websites use reviews to determine which books are put in front of readers... and that truly is my goal. I want the truths from God's Word that are contained in this book to get into women's hearts and lives!

Your review can be as simple as a STAR review or more extensive written one. Either way is perfectly fine. [LET THEM KNOW THE TIMING OF WHEN THE BOOK WILL BE OPEN FOR REVIEW].

If possible, please leave your review for [BOOK NAME] on or before **[date]**, the day of release! I recommend setting this date as a calendar reminder. I will also email you a week before the release date with a gentle reminder asking you to post your review.

Since I am projecting to get between [REVIEW GOAL] reviews for [BOOK NAME], **can you please share with me anyone in your circle who you think would be a good ARC reader**, willing to commit to leave a review on or by release date? I would ask that you communicate with me about who you are thinking about and that the ARC comes from my email, not yours. Thank you for helping to spread the word about this series.

If you are good with these terms, thank you so much for being an ARC reader.

HAPPY READING! I hope you enjoy it!

[YOUR NAME]

P.S. - Here's the link to post your review for [BOOK NAME] – [Amazon.com/review/create-review?&asin=isbn10]

EMAIL #2 – THANK YOU!

[NAME]...

[Start with a personal thank you...Mention them by name/ask about family, etc. Say how much their review meant to you (and the time they took).]

My goal in writing is that our God would be known and that His truth would shine in the places of our hearts where we believe things that aren't true or where we have fears and questions. That said, I have two questions for you:

First...If this book ministered to you, please consider others in your sphere who might also be blessed by reading it. One easy way to spread the word is by creating a social media post. (If there are other ways to spread the word that come to mind, too...Awesome!!)

Some things to consider including in your social media post: Your review, what you liked about the book, a favorite character or what that character learned, what you got from the book and a link so others can find the book ([LINK GOES HERE]). (And if you buy the book, a picture of you reading or holding [BOOK NAME] would be awesome!) Tag me in the post, if you would please: [SOCIAL MEDIA TAGS]. And if you like to add hashtags, here are a few: [APPROPRIATE HASHTAGS]

Secondly... Do you know of a school, church library, ministry, outreach program, prison, nursing home, homeschool group, reading group/club, newspaper, blog, podcast, radio program or other outlet that would benefit from these books?

[TALK ABOUT WHERE GOD IS ALREADY OPENING DOORS] and I would love to distribute them further. Pray about it and if you have a contact for me to follow up with, reach out to me.

I consider writing these books a ministry and look forward to hearing more stories and testimonies of how God is using this book to draw women's hearts close to Him.

[YOUR NAME]

EMAIL #3 – FOLLOW UP EMAIL, IF THEY HAVEN'T FOLLOWED THROUGH

Hey there, [NAME]...

I want to thank you again for your commitment to leave a review for [BOOK NAME]. [DATE] was the day of release and many, many reviews are coming in!

I totally understand that life is BUSY!! So, if you committed to leave a review and haven't had the time, don't worry! It's not too late!

In fact, here's some good news: My publisher, CrossRiverMedia, has informed me that it is a GOOD thing when all the reviews don't come in at once!

So, here's what I need from you...**Please REPLY to this email and let me know the date you CAN commit to leaving a review by.**

I hope it's okay, but if I don't hear back from you, I will check back in with you in a couple of weeks.

Remember, I don't expect a 5-star review. Please be honest in your assessment! And if you are more of a reader than a writer, don't stress about the wording. **You can make it short or simply give a star review.**

Here's the Review Link: [Amazon.com/review/create-review?&asin=isbn10]

And if you've already left a review, thank you! Word is getting out to Amazon readers and I'm so thrilled you kept your commitment!

SOCIAL MEDIA THANK YOU

Don't forget thank your reviewers (as a collective) for their reviews on your social media platforms and in your group