

Book Reviews Comprehensive Strategy

PRE-LAUNCH PHASE

1. **End-of-Book request** – During the layout and design process to include a request for reviews in the back of your book. This request should be in the print and digital versions.
2. **Build Your Launch Team (6 or more months before launch)**
 - **Identify and contact ideal team members** - Look for avid readers, bloggers, influencers, and active social media users.
 - **Recruitment channels** - Use email lists, social media platforms, and personal networks.
 - **Incentivize participation** - Offer free advance copies, exclusive content, and special discounts.
3. **Develop Promotional Materials (4 to 5 months before launch)**
 - **Media Kit** - Include book synopsis, author bio, high-resolution images, and sample chapters.
 - **Review Guidelines** - Provide tips on writing reviews, including what to mention (e.g., plot, characters, writing style).
4. **Outreach to Influencers and Bloggers (4 months before launch)**
 - **Personalized Pitches** - Contact influencers and bloggers with a personalized message and offer ARCs.
 - **Follow-Up** - Send a follow-up message within two weeks if you don't hear from them.
5. **Engage Your Launch Team (3 months before launch)**
 - **Provide ARCs (Advanced Reader Copies)** - Send digital or physical copies to your reviewers. Digital ARCs can easily be sent through BookFunnel.com.
 - **Create a private group** - Use platforms like Facebook or Slack to keep in touch with your team more easily and to answer immediate questions.
 - **Set Clear Expectations** - Inform team members of their responsibilities (e.g., reading the book, writing reviews, sharing on social media).
5. **Plan Your Launch Content (2 months before launch)**

- **Create a Content Calendar** - Schedule blog posts, social media updates, email newsletters, and other promotional content.
- **Teasers and Snippets** - Share quotes, character interviews, and behind-the-scenes content during this time to generate excitement.

LAUNCH PHASE

1. Utilize Paid Promotions (3 to 4 weeks before)

- **Sponsored ads** - Invest in Amazon ads, Facebook ads, and BookBub promotions.
- **Review services** - Consider services like NetGalley, BookSirens or TheFussyLibrarian to reach more reviewers.

2. Encourage Immediate Reviews (Launch week)

- **Prompt your launch team** – It is go time! Remind them to post their reviews on Amazon, Goodreads, and other platforms.

3. Launch Day Activities (Day of launch)

- **Social media blitz** - Post across all your social media platforms with high-impact visuals and engaging captions.
- **Email blast** - Send an email to your subscribers announcing the book's release.
- **Host a launch event** - Consider a virtual book launch party, live reading, or Q&A session.

POST-LAUNCH PHASE

1. Maintain Momentum (1 to 3 months after launch)

- **Follow up with reviewers** - Thank those who have posted reviews and gently remind those who haven't.
- **Continue outreach** - Reach out to additional bloggers, podcasters, and influencers for ongoing reviews.

2. Leverage Reviews (ongoing)

- **Share positive reviews** - Highlight standout reviews on your website, social media, and newsletters.
- **Update promotional materials:** Incorporate review excerpts in your book description, media kit, and marketing materials.

3. Keep it going (ongoing)

- Send **personalized emails** to readers asking for their feedback and reviews.
- **Host review swaps** - Partner with other authors to exchange reviews.

PRACTICAL AND CREATIVE TIPS FOR MAXIMIZING REVIEWS

- **Personal connections:** Reach out to friends, family, and acquaintances - anyone who is willing to leave honest reviews.
- **Book clubs and libraries:** Offer copies to book clubs and local libraries in exchange for reviews.
- **Community engagement:** Engage with readers on forums, social media groups, and book discussion sites.
- **Creative incentives:** Offer unique incentives like personalized thank-you notes, exclusive content, or discounts on future purchases.
- **Consistency:** Regularly post reminders and thank-you's to maintain visibility and appreciation for reviews.

NOTES ABOUT AMAZON

- ***Amazon is very protective of their reviews.*** They will take down reviews they feel are biased, paid for, or just about any other reason.
- Make sure reviewers post that they received a free copy in exchange for their honest review.
- If possible, have reviewers (not bloggers or influencers) purchase their copy directly from Amazon. Kindle prices can be reduced for a while to 99 cents so that they can download at special rate just for being your reviewers.