

Day 3: Reviews

Editorial vs. Customer Reviews

- _____ can be influencers, past clients, friends, or even just character references. People email these directly to you, and you post them through your profile in Amazon Author Central.
- _____ are posted by people who bought the book (or anyone with an Amazon account who has spent at least \$50 on Amazon). These are the ones with the star ratings. If Amazon realizes you have a relationship with the reviewer, they'll take the review down.

How many reviews do you need?

	Ideal	Good	Minimum
# of customer reviews			
Average stars			
Reviews that are not five stars			
Substantive reviews			
# of editorial reviews			
# of "famous" editorial reviewers			

How to get more editorial reviews

Make _____, specifically saying why you think they'd be the perfect person to comment on your book. Make it about _____ as much as you can.

Here are some categories of people you can ask for editorial reviews:

- _____, especially if you have a relationship with them. (If you do this, keep your requests super targeted and concise.)
- _____, _____, _____, other _____
- Past _____ who have interacted with you
- Authors of _____

How to get more customer reviews

To get more customer reviews quickly, our best option to do what the big publishers do: send out advance review copies (or just plain review copies, if the book is already out). The trick is where to find people who would want to review your book? Here are some places to look:

- Your _____, if you have one
- Your _____
- Your _____ (just know that reviews from close family and friends may be taken down)
- Reviewers of _____ who have made their _____ public on Amazon

Here's how to get more customer reviews over time:

- Add a "please leave a review" page to _____, explaining how it helps you and future readers
- Add a "please leave a review" message to your _____, if you have one.

What not to do

It's against Amazon's terms of service to:

- buy reviews
- compensate or reward reviewers with anything other than a free copy of the book
- ask for positive reviews (as opposed to "honest reviews" or "helpful reviews")

The FTC also requires your reviewers to disclose that they received a free copy of the book in exchange for their honest review. If you send out free review copies, don't forget to remind people of that.

Resources

Book Review Targeter: <http://www.clkmg.com/ddrum/brthome/brtlogin>

(software that searches Amazon reviews of books you specify, to find reviewers with public contact information)