

The Review Game: The Shy Girl's Guide to Getting Noticed

Presented by: Jeannie Lin (www.jeannelin.com) & Shawntelle Madison (www.shawntellemadison.com)

- I. Intro:
 - a. Do reviews actually sell books?
 - b. Why do you want reviews? – What is your strategy?
- II. Places for reviews
 - a. Traditional venues – NYT, PW, Kirkus, Booklist, RT magazine, local newspapers
 - b. Book blogs
 - c. Retailers – Amazon, B&N, aRE
 - d. Reader sites – Goodreads, LibraryThing, Shelfari
- III. ARCs and Galleys and review copies
 - a. Paper ARCs or galleys
 - b. Digital ARCs
 - c. Galley services – NetGalley, Edelweiss
- IV. What gets a book reviewed?
 - a. Marketing – the cover, title, blurb
 - b. Initial buzz
 - c. Availability of ARCs/galleys (NetGalley co-ops)
 - d. Individual interest
 - e. Networking/begging/asking
- V. Planning stages
 - a. How much effort (time & money) to spend
 - b. Timelines – When to get started?
 - c. Research – How to find bloggers/reviewers
 - d. Blog tours – To blog or not to blog?
 - e. Virtual assistants and publicists – How to use them
- VI. The review query – Ha! You thought you were done with these?
 - a. Blurb
 - b. Positioning your book
- VII. What to do with your reviews
 - a. Pull quotes – website, Amazon, covers, Twitter
 - b. In-house promotion
 - c. Bookbub, BookGorilla & other ebook advertisers
 - d. How to handle negative reviews ☹

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Remove to enter drawing!

Name: _____ E-mail: _____

Please add me to your e-mail list (check which updates you wish to receive):

Jeannie Lin _____ Shawntelle Madison _____

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Example Review Query

Dear Awesome Reviewer,

In less than four months, the second book in my urban fantasy romance series, KEPT, from Ballantine Books will be released on November 27th, 2012. I'd love to introduce you to the first book, Coveted, which has been called "original and quirky" by several bestselling authors including Angie Fox, Lynn Viehl, and Ann Aguirre. NYT bestseller Angie Fox said my book was a, "Sexy, rip-roaring good time."

My book is a paranormal romance that stretches over the boundaries into urban fantasy. If you're looking for something fresh and different, I'd love to offer you a review copy for an honest review. At this time, I don't have mass market copies available, but I'd love to send a digital copy your way. I'm also open to spotlights, interviews, and giveaways if you are interested.

Please take a look at the attached press release to learn more about Coveted. I hope you'll consider reading KEPT also.

Sincerely,

Shawntelle Madison

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Example Review Query

Dear XXX,

I found your site when researching reviewers who have reviewed books in a similar vein to my upcoming release, so I thought you may be interested in *The Sword Dancer*, my June release from Harlequin Historical.

I wanted to see if you'd like to receive a printed copy for a possible review? I've included the back cover copy as well as a link to more information below.

If you would prefer a digital copy, I am still waiting to receive one from my publisher, but I can forward a copy to you as soon as it arrives. If you would like a print copy, just let me know your mailing address and I will get one to you ASAP. Please let me know your preference.

Thank you for your time!
-Jeannie Lin

The Sword Dancer (May 21, 2013)

The thief who stole his heart

Sword dancer Li Feng is used to living life on the edge of the law—a woman alone in the dangerous world of the Tang Dynasty has only her whirlwind reflexes to trust. She *will* discover the truth about her past, even if that means outwitting the most feared thief-catcher of them all....

Relentless, handsome and determined, Han sees life—and love—as black and white. Until he finally captures the spirited, courageous Li Feng, who makes him question everything he thought he knew about right and wrong. Soon he's faced with an impossible choice: betray the elusive sword dancer he is learning to love, or trust his long-disregarded heart and follow her to dangerous, tempting rebellion....

More info and the excerpt here:

<http://www.jeannielin.com/the-sword-dancer/>