



# Book Review Request

HOW TO APPROACH A BOOK REVIEWER

A COMPLIMENTARY GIVEAWAY FROM

[WWW.BEWLEYBOOKSPLUS.COM](http://WWW.BEWLEYBOOKSPLUS.COM)

## Book Review Request

Approaching a book reviewer shouldn't be done as a 'round robin' catch-all type approach. You need to specifically target a particular reviewer and find out about their likes and dislikes. Understand what types and genres of books they are interested in, whether they like an academic tome or a light romance or an edgy thriller. There is absolutely no point in sending a romantic comedy to a professor of criminology at a high-brow university. They simply won't read it.

When you approach them, be friendly. They are giving you their time. It's not a given that they have to do this for you.

There are also services that provide you with an assessment of your manuscript – though not a 'review' as such, it will give you much valued feedback on presentation, style, grammar and approach.

Of course, if you have secured an agent or publisher, they could do this for you, but the onus is on you, the author, to get your book marketed to as wide an audience as possible. Your book is 'your baby' – so you need to do your best for it when sending it out into the world of possible readers.

Of course, you can always put a template at the front and back of your book, something similar to the following:

**Enjoy the book?**  
**Please leave an honest review at (website – or place where  
they purchased the book).**

### Tips

- This should come directly from you, the author.
- Do some research on the reviewer you are pitching – this enables you to send a 'customized' pitch rather than a 'one-size-fits-all' to all reviewers.
- It is important that you don't send unsolicited books to anyone
- If someone asks for your book, when you send your book for review to someone, put a copy of your press release inside the book.

## Subject Line:

**Review Request: Acatchy sentence to tell them about the book.**

## Body copy:

Hello (NAME OF REVIEWER),

My psychology/self-help book, 'Depression – how to help yourself through it' (name of your book), will be released on 1<sup>st</sup> October 2016 (date of its release), and I would be delighted if you would review it.

The book deals specifically with helping someone to identify what depression is and how they can get themselves through it by implementing some easy to follow steps (benefit to reader/selling point) and because you've written about depression and anxiety (reviewer's interest) on your blog (name it) or (magazine), I know this topic is important to you and your readers.

On my website (give link) you'll find a sample chapter, the downloadable PDF version of the book, some photographs, my author bio and some more information (include a link to your website page). If you would like a paperback copy, please let me know your street address and I'll post it to you straight away.

Please keep me in mind if you need ideas, sources, background or other material on the topic of (topic).

Thank you for your time and for considering this request.

Your name

Your email address

Your website page