

# **Marketing 101: How to Get Your Book into the Right Reviewers' Hands**

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## **FIRST: GET ORGANIZED**

Create a spreadsheet with the following info -

- Reviewer's Name
- Blog Title
- Blog Address
- Email Address
- # of Followers
- Target (for me this was either parent, church teacher, or book reviewer)
- Contacted On (date you emailed review request)
- Response
- Scheduled Review Date
- Review Copy Sent

## **SECOND: FINE TUNE YOUR CYBER STALKING SKILLS**

- Start with your contacts
- Blog tour services
- Twitter
- Amazon & Goodreads
- Author websites

## **THIRD: ANALYZE & INVITE**

- Large vs. small following
- Crossover followers
- Countries represented
- Consider non-reviewers
- Offer various reviewing options
- Invite email w/ sign up link (2-3 months before blog tour)

*Awesome Tip: Google Drive Forms*

## **FOURTH: SET UP, FOLLOW THROUGH, AND THANK YOU**

- Press Kit & Images
- Reviewer giveaway
- Personal thank you to each reviewer