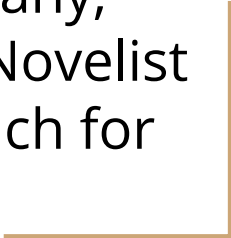




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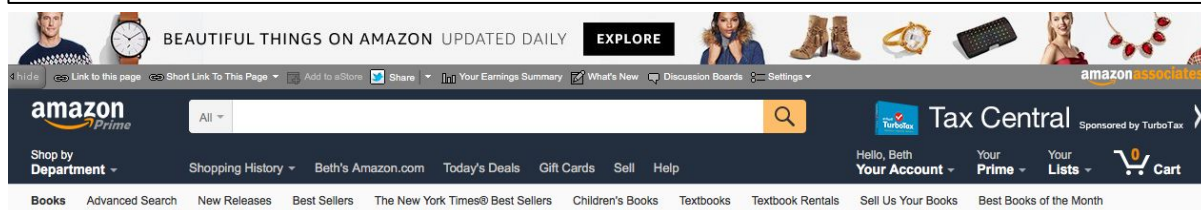
A Strategy

with Beth Barany,
Award-Winning Novelist
+ Creativity Coach for
Writers





Creativity Coach for Writers and Certified Master NLP Practitioner, Beth Barany helps genre novelists write, publish, and market their novels through her books, products, and classes. She's a book midwife and helps you inspire the world with your books. Beth is also an award-winning novelist of *Henrietta The Dragon Slayer*, book 1 of her trilogy to empower young women to be the heroes of their own lives.



About Beth Barany

www.BethBarany.com
beth@bethbarany.com

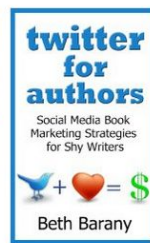
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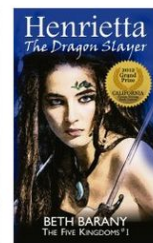
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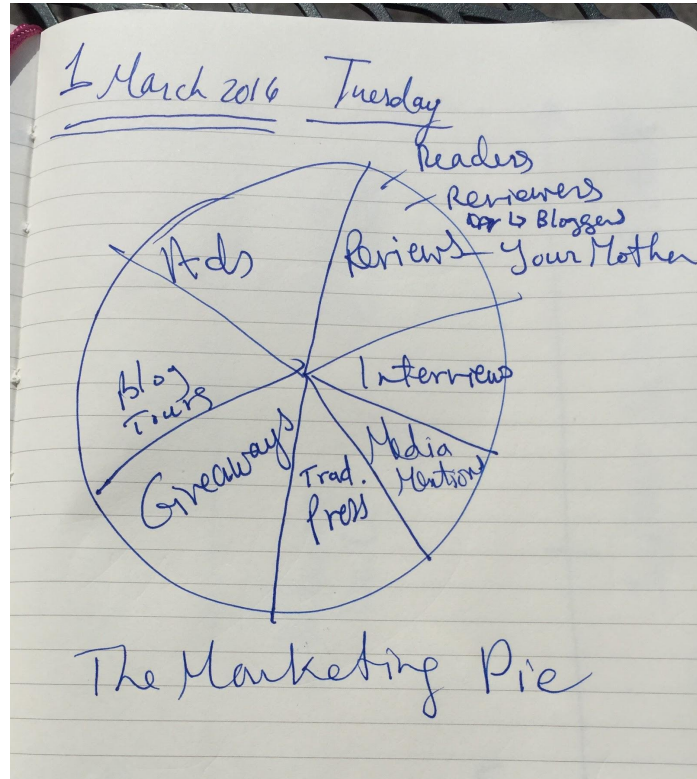
At Events

By Sharing Books

At Libraries

At Bookstores

Getting Book Reviews is a Piece of the Marketing Pie



What We're Not Covering

Vendor-specific policies

Buying reviews

Giveaways to generate reviews

Lots of case studies

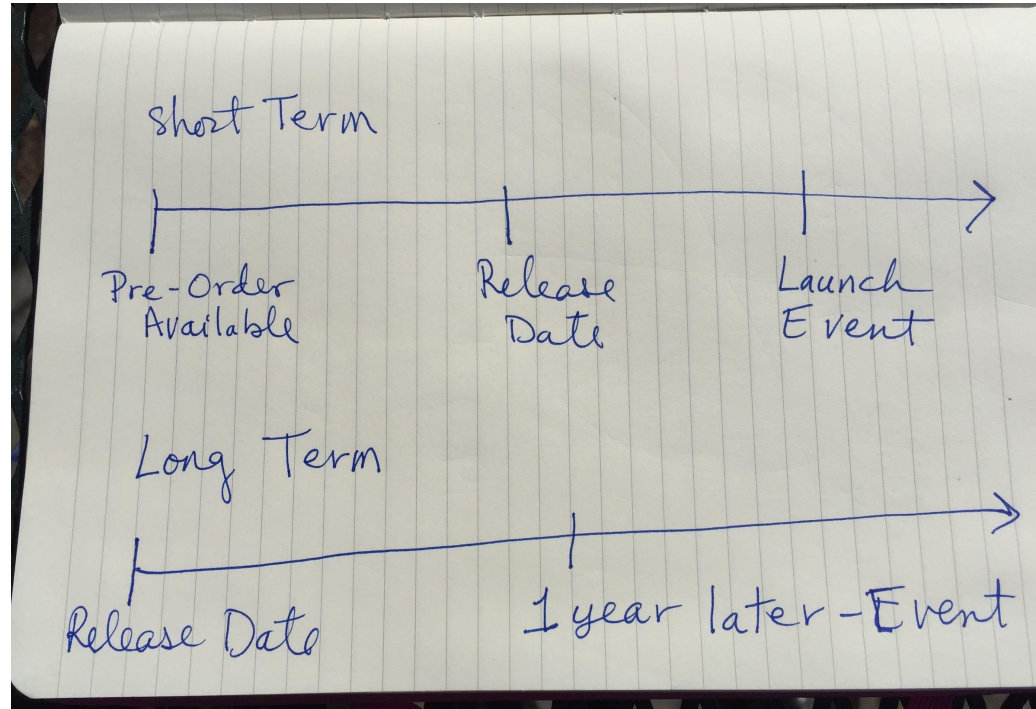
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I've also attached the book cover for your enjoyment.

Lastly I am open to doing guest posts and/or Q&A's. Just let me know if you would like that and by when.

I'm really excited to share about my newest book and I look forward to hearing from you soon.

Sincerely, Awesome Author

A Detailed Article on This Topic

<http://www.writersfunzone.com/blog/2015/11/05/how-to-get-reviews-by-beth-barany/>



Track, Follow Up, & Keep Going

Set Up Structure

1. Set a start and end date
2. Set up goals: What you put your attention on expands.
 - number of reviews
 - number of queries sent
 - number of sales
 - number of newsletter subscribers
3. Fit your lifestyle

Example: Schedule 10 to 15 minutes every (work) day to send off one query.

4. Follow up gently with bloggers

Growth Mindset

Lastly, put on a positive or growth mindset.

You don't need to do this campaign perfectly, you just need to take small steps on a regular basis to make a difference in your author career.

More on mindset and its importance here:

<http://mindsetonline.com/>.

Two-fer! Get Reviews + Promote

- ★ Share on your blog, Facebook, Twitter, etc.
- ★ Make pretty images



“Really addictive & magical, this book is recommended for romance readers.”

Books and Authors Spot
<http://booknauthors.blogspot.com/>

Sign up to get Your Free Book Review Campaign Tracking Template

<http://www.writersfunzone.com/blog/how-to-get-reviews/>



An Example: A 3-Month Campaign

As an example, I ran my last campaign over the course of six months. My goal was to send out 100 queries. I actually worked on it for three months and sent out 48 queries. Not bad. My results? I was sending out queries for both my romance and my young adult fantasy novels and was open to doing guest posts and other kinds of promotions.

In this way I garnered 19 promo opportunities:

- 4 spotlights for my romance
- 5 reviews of my 2 fantasy novels
- 3 reviews of my 4 romance novellas and their collection
- 500+ giveaways for my romance (of one title)
- 3 prizes sent (books and/or bookmarks)
- 1 guest post featuring one of my romances
- 1 paid ad for my fantasy
- 1 FB party appearance that netted me 3 new newsletter subscribers (romance oriented)
- 1 FB party appearance (fantasy oriented)

Upcoming Course:

How to Get Book Reviews

March 14 - 28, 2016

<http://bit.ly/30daywritingchallenge>

Surprise Special!

Sign up by today for this course -- **March 1st** -- and get a signed copy of ***Twitter for Authors: Social Media Book Marketing Strategies for Shy Writers*** (\$30 value).



Your Next Steps in Getting Book Reviews

1. What is your next step for generating book reviews?

2. When would you like it done by?

3. What kind of help, if any, do you need to start (or continue) the process of getting book reviews?

Questions? Answers!

You can email Beth Barany:

beth@bethbarany.com

Subject: “How to Get Book Reviews”

