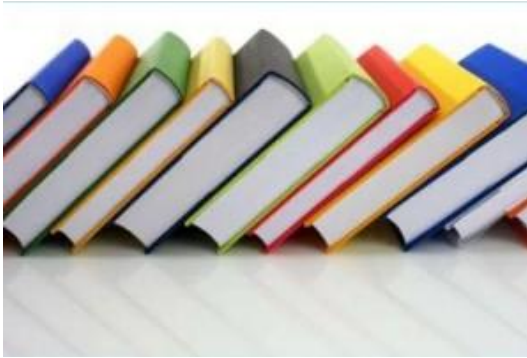


Even Today, Book Reviews Have Value



When independently publishing a book, you must complete several key steps before and during its launch. These range from essentials like securing an ISBN to actively generating reviews. [Book publicity](#) experts advise that reviews add significant credibility to your work in ways few other things can, especially when they are positive. Many potential readers and buyers discover new titles through such reviews, and favorable ones have a strong impact. If you're preparing to seek reviews as an author, the good news is that there are a variety of ways to do so effectively.

Today, one of the most important sources of reviews is reader feedback online. It is entirely appropriate to encourage fans to leave reviews as soon as they finish your book. The most common approach is reaching out via email. Readers often appreciate the personal touch of an author contacting them directly. If you have a sizable audience and send a regular newsletter, you can include a review request in one or two editions. As with any effort, success depends on doing it thoughtfully and with creativity. Make your requests engaging to inspire readers' interest.

With the internet's growing influence, well-regarded bloggers have become valuable sources for book reviews. Even if you cannot do a book tour, contacting bloggers is affordable and not too time-consuming. Blog reviews work well alongside traditional media coverage and can greatly increase your book's visibility. Building relationships with bloggers is much like connecting with editors or producers in other media. Once you've established a connection, it's natural to ask for a review, and people you know are more likely to help. When they've read your book and given sincere comments, it's persuasive.

It's also common now for books to feature a review request at the end. Asking for feedback right after someone finishes reading often yields richer reviews, since the story is still fresh in their mind. If you publish your book electronically, you can include a direct link to a popular bookselling platform, making it easy for readers to leave their thoughts. Reviews on these sites are especially effective because they target people already considering a purchase. Sometimes, a few positive words from another reader can help convince someone to buy. Having a group of reviews that speak to various readers also helps.