

9 places to look for readers who write reviews



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You probably don't need to be reminded that you need to get more readers to review your book.

You need readers sharing their opinions for many reasons, including:

- They provide others with evidence that they won't be wasting their time or money on your book. Marketers call this “[social proof](#).”
- Your [advertising dollars will be wasted](#) without them.
- You can often [use reader feedback](#) to tweak your description or correct mistakes.

It's one thing to know this and another to know how to make it happen. Often, the big question is: “Where can I find readers to review my book?”

Where are the readers?

Here are nine places you can look to find the right readers to review your book.

Please note that in all cases, **you're offering a free digital copy in exchange for an honest review posted on Amazon or Goodreads.**

Why those two sites? Amazon sells the most books online; Goodreads is where readers gather to discuss books. You want your readers to review your book on either or both.

1. Social media

Offer a free copy in exchange for an honest review on the network or platform where you have the highest quality connections – the right types of readers.

If you don't have a strong online following, ask a friend who does to make the offer for you.

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2. Your email list

People who add themselves to your email list are interested in what you write about it. Take advantage of that and use your list to find reviewers.

Ask for more volunteers than you need, because a significant percentage won't follow through.

3. Online reader groups

Online groups can be an excellent resource for reviews.

For novels, use genre-specific or reader review groups on Facebook. Search there for your genre — for example, “romance book reviews” — or “Kindle reviews” — and select “Groups” in the top menu.

You'll have to ask to join a private group before you can see the group's content and its rules for soliciting reviews. (You'll know that it's private when you click on the group name and get a “Sorry, this content isn't available right now” message.) The [Kindle/Ebook/Book Promo & Reviews group](#) is public, though.

If yours is a business book, use the groups you belong to on LinkedIn.

When your book is related to your profession, offer a review copy in forums hosted by trade associations you belong to, also.

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4. Public speaking audiences

When you're speaking at conferences or other events, ask for volunteers from the audience. That's what life coach and speaker Andrieka J. Austin, author of *Secrets of a Socialpreneurista*, does.

"I've used several of my past clients and event attendees for reviews," she says.

Use a signup form or collect business cards.

5. Free book offer newsletters and websites

The first step is setting your sales price as free so it's easy for readers to use their favorite online retail sites to get it.

Once it's free, advertise in newsletters and on reader sites that tell readers about free e-book offers. (The Digital Reader has done a lot of the work for you; scroll down to "[Free Book Promotion Sites](#).") In addition, let your email list and social networks know that the book is free so that they may also download it.

Keep in mind, though, that many people grab a free book simply because it's free. And, even if they intend to read it, it might not be for months. This means you won't see instant results.

6. Services that send e-books to readers for reviews

One of the best ways to reach new-to-you readers who review books is to pay for a service that connects authors looking for reviews with readers who agree to write them.

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Options include:

- [Bookfunnel](#)
- [NetGalley](#)
- [The Kindle Book Review](#)
- [BookRazor](#)
- [Edelweiss](#)
- [Hidden Gems Books](#)
- [Book Boast](#)
- [Book Sprout](#)
- [Prolific Works](#)
- [Book Sirens](#)

7. A request at the end of the book

As a reader, I love it when I see a personal request from the author at the end of the book.

Make yours heartfelt and specific. Tell readers how much it would mean to you to learn what they thought of your book.

Be certain to provide a direct link to your book's page on Amazon and/or Goodreads. For the print version, use a URL shortener such as [TinyUrl](#) or [Bit.ly](#) so it's easy for readers to type into a browser.

8. Bloggers

Do a Google search to find two types of bloggers: those who review books in your category or genre and those who blog about your book's topic. [Reedsy](#) offers "[Best Book Review Blogs of 2020](#)," a sortable list that offers a short blog description, the blog URL, and the blogger's name.

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But don't overlook people who blog about your book's topic. A topic blogger receives fewer review requests and is therefore more likely to be willing to review a free book that's related to the blog's subject.

9. Influencers

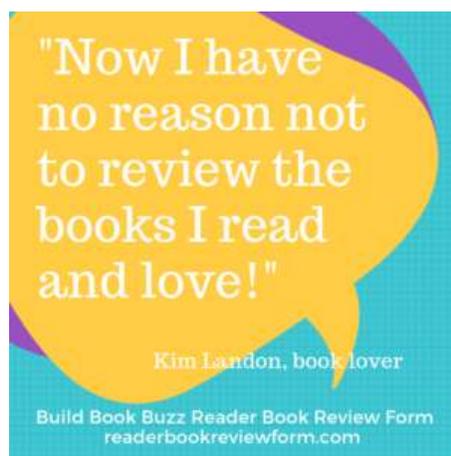
For fiction, people who influence your ideal readers are often popular authors in your genre. You aren't going to get Danielle Steele or Stephenie Meyer to review your book, of course. You have a much better chance of connecting with authors who are doing well, but are still on their way up.

Nonfiction writers can approach thought leaders in their fields, as Sonia Frontera does for *Solve the Divorce Dilemma: Do You Keep Your Husband or Do You Post Him on Craigslist?* In her case, that's divorce and domestic violence professionals.

Make it easy for readers write reviews

Your goal whenever you're asking anyone to do a favor for you (and writing a review is a favor) is to make it as easy as possible for them. It's the best way to ensure that they follow through with their commitment.

That's why when you send a free copy of your book in exchange for an honest review, you want to include a **Build Book Buzz Reader Book Review Form**.



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This fill-in-the-blanks PDF document saves readers time by walking them through the review process. Simply by answering a few questions that helps them focus their thoughts on what other readers want to know, they can write a meaningful review in less than 10 minutes.

Buy your [Reader Book Review Form](#) once; send it to as many readers as you need to.

Start with the option on this list of nine that's easiest for you, but don't limit yourself to just one. Getting reader reviews takes work. And it's work you should do as long as your book is available for purchase.

Sandra Beckwith is an award-winning former publicist who now teaches authors how to market their books. Her website, [BuildBookBuzz.com](#), has been recognized as an outstanding resource for authors seven times, so you know her advice is author-tested.

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