

Reader Book Review Form Blog Post Outline

Consider writing a blog post for your site that encourages readers to write more reviews. There are three goals for your post:

1. Educate readers about how reviews help THEM, not you
2. Encourage readers to write short book reviews
3. Motivate readers to request a **Reader Book Review Form**

WARNING:

Many authors approach this topic by explaining how reader reviews help *them*, the authors.

There's a better approach.

People want to know what's in it for *them* – not what's in it for *you*. Here's what's in it for readers: When they write reviews, they'll help their friends discover books, and they'll help their favorite authors keep writing.

Show how they will be helping themselves and others in their circles by writing short book reviews.

Focus on the greater good: the impact of reviews on readers and authors collectively.

Here's an outline for one way to approach this:

BEGINNING:

- Ask readers how they decide what books to read.
- Point out that reviews by other readers probably influence them (research this online – here's one study showing that 85 percent of people trust online reviews as much as they trust personal recommendations: https://www.brightlocal.com/learn/local-consumer-review-survey/?SSAID=314743&SSCID=81k2_mpfgr).
- Remind them that this trust gives them clout and influence with other readers.



MIDDLE:

- This clout is why it's important that they write short, honest reviews of the books they read.
- They don't have to be full-fledged book reviews; just a few sentences work fine.
- These short reviews help other book lovers decide what to read.

CALL TO ACTION:

- Ask them to review books on Amazon and Goodreads.
- Tell them you can make the process super-easy.
- Ask them to provide their email or contact you on social media so you can send them a free form they can use to write an honest and helpful review in just a few minutes.

CONCLUSION:

- Communicate that reviews keep the books coming from their favorite authors.
- If an author's current book doesn't have reviews and sales, that author might not have an opportunity to write another book – and that's a loss for the readers who love that author's books.
- Remind them to contact you for a free form that will make the review process simple, easy, and painless.

Remember: If you focus on how readers can help other readers, you'll help increase the number of reader reviews.

That's a significant contribution to the entire reader, author, and publishing community!

