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100% Effective Natural Hormone Treatment
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Impair Healthy Healing In People Over The Age Of 30!

5 Ways a Book Review can Increase Your Sales

By Kathy Burns

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If you write and/or publish books of any kind, you need to get your books reviewed. Why? Because it can dramatically increase your sales. Here is a quick list of 5 ways a review can help to increase your sales.

1. Massive Exposure — Book reviews are picked up and distributed across the web, and throughout a variety of print publications. Having your book review distributed widely can get it seen by hundreds of thousands of people.
2. Eliminate Buy Fright — Writing a book is one thing, and if you're a known expert in your field then you already have much of the credibility needed to drive sales. If you are a new author however, not widely known, or available only in non-traditional book formats, you may not be fully trusted by the general reading public. Getting a professional review of your book lends credibility to the title and helps to remove any skepticism, or "buy fright" that your customers might have.
3. Word of Mouth Referrals — When customers read a review that interests them, they tend to pass the word to friends, family and associates. Some people even do this for books they might not like when they think a family member or close friend might enjoy it.
4. Impulse Buyers — Reviews that are found through simple browsing, reading and word of mouth can generate instant impulse purchases. If the reader likes what they've read in the review, they are more likely to click through to the purchase site and buy it immediately.

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5. Greater Credibility — Testimonials from satisfied customers help to increase sales, and objective reviews work the exact same way. A well-written review however, will explain both the strengths and weaknesses of your book — this makes the readers trust the review more!

Testimonials **always** say great things. You've heard the saying "if it sounds too good to be true it probably is"? This can be the case with testimonials... they risk making the book sound **too** good. And how is a reader to know whether those testimonials didn't actually come from a friend? A review is more objective and thus the readers are likely to feel more informed. This makes them more comfortable

with purchasing the book.

So, no matter what kind of book you have: Print on Demand, Electronic, Self-Published; Get it reviewed and use that review to start increasing your book sales.

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A Bad Book Review? You Aren't Doomed. Here's Why.

By Laura Hickey

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When you get a bad book review

You've just been notified a review of your book has been posted. You're all excited and can't wait to see what has been written. You're clicking onto your book's page when...Oh no! They hated your book! This bad review is going to turn away customers from buying your book. Wait! This isn't the end of the world. Here's 3 tips to deal when you get a bad review.

1. You can't please everyone!

Example: One of my favorite authors is a bestseller but the author didn't receive such hot customer reviews.

Another example: I was reading some book reviews and one of the books had one of the worst ratings ever. I clicked the link with curiosity to find over 20 customers had reviewed the book and loved it. In life, you can't please everyone. Will a bad review discourage future customers? On to my next tip.

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2. A bad review doesn't have to mean bad profit.

Not all customers look at a bad review as their only guide to buying. In fact, if your review is so awful, they may even buy the book to see if it's really as bad as the reviewer rated it. There's the saying that curiosity killed the cat, curiosity in this case could help you. Customers also realize that everyone has different tastes. Maybe the reviewer didn't like your book, but who's to say someone different won't? It may be bad publicity, but none the less it may help you. In fact, sometimes a customer may have read the bad review but only remembers your name and or the book's title.

3. If you're getting more than one bad review.

It's understandable if you're disappointed. It's expected, but do not allow yourself to become discouraged. If you've published an e-book and can easily edit your work, bad reviews can actually help your writing. Now don't go crazy and change everything! But if reviews are constantly pin pointing on one certain area, review your work and see if and how you could improve it. I know reviewing repeatedly can be hurtful but if it can help your e-book, isn't it worth considering? Also, don't start picking apart reviews right away, give yourself time to go over them. Picking apart your reviews the moment you receive them could prove fatal to your self esteem.

Author of Mysterious Chills and Thrills for Kids. Ten Short Stories to Tickle the Imagination. "Spooky" "Awesome" "Unpredictable" Isn't it time you entered the world where shadows lurk and each page turn

could be your doom...<http://www.laurahickey.com>



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