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**Can You Trust Book Club Recommendations?**

**By Vicky Slater**

When it comes to whether or not you can trust book club recommendations, the answer is a resounding, 'Well, maybe.'

It appears there are two primary means of finding book club recommendations online: (1) those prepared by a book club for its members and potential members and, (2) testimonials from people who've actually read the book and want to share their observations with others.

Statistics show that nearly 65% of book club members read online recommendations, particularly those in the form of testimonials. Therefore, it is only logical that they trust these reviews to be honest and accurate when it comes to actual book selection.

**+ Recommendations Posted by Book Clubs**

First and foremost, it is important to remember the book club's motivation. This is a business, after all, and their bottom line is to generate income. Obviously, they are not going to write or post a BAD recommendation.

A book club would never say a book is a 'slow read,' or is the author's 'worst work to date.' Instead, a book club recommendation might say that while the novel 'isn't another Moby Dick , it's a good story and a stimulating read.'

Based on these considerations, online book buyers should utilize the tremendous amount of information that is out there on the Web when deciding which review they can trust and what books to add to their libraries.

When evaluating a book club recommendation, a reader should begin with their own set of questions already in place. For example, when choosing a book about gardening, does it cover everything from trees to bulbs? Does it tell you what supplies are essential or what types of fertilizers are best for your region? In other words, is it comprehensive; a 'tool' that you will keep for years?

## Can You Trust Book Club Recommendations?

### + Recommendations/Testimonials from Actual Readers

Whether this type of recommendation is found within a book club site such as Amazon (amazon.com) or Book-of-the-Month Club (bomc.com), it is definitely better than those recommendations prepared simply to promote sales. There are several sites where the truth is told and those making recommendations don't hesitate to include such observations as 'poor character development,' 'strange characters,' or 'I liked his other three novels much better.'

In addition, some of the other things that are usually found in this type of recommendation are a succinct synopsis of the story or contents, a rating system related to the plot, character development, and whether it's worthy of recommendation to a friend. Finally, this type of recommendation almost always gives the book an overall rating. When an A is given in this category, you can count on the fact that this book is truly excellent and worth buying.

### + The Bottom Line

Today, one of the best features of reading online recommendations and coming to trust them is the fact that members and potential members can actually see the book's front and back jacket notes and front and back covers. They can also read actual excerpts from the book.

By evaluating the book itself - for example, if it's non-fiction, does it have good graphics - and by taking the time to read several testimonials it may, indeed, be possible to trust book club recommendations.

Vicky Slater is a freelance writer and researcher. She is a contributing author at 4BookLovers. For more of her work go to:

<http://4booklovers.com>

## **How To Use Recommendations On Your Site To Promote Affiliate Programs**

**By Ken Hill**

### **How To Use Recommendations On Your Site To Promote Affiliate Programs by Ken Hill**

When done properly, writing your own personal recommendations will increase your commissions as well as the sign-ups you get when promoting two-tier affiliate programs.

To help you get started, I've supplied the following tips that will make your recommendations work for you:

1. Establish trust between you and your visitors.

Gaining the trust of your visitors is the key to increasing your commissions by writing personal

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recommendations.

Your visitors must get to know you and feel that you have their best interests at heart.

2. Publish an ezine or write your own e-mail courses that you provide to your visitors.

Both of these marketing techniques will allow your visitors to get to know you while also showing your visitors that your opinion can be trusted — that you know what you're talking about.

In addition, make your site a resource to your visitors. Supply lots of information to your visitors such as your own articles, ebooks, or tutorials that relate to the affiliate programs you want to promote.

3. When posting your articles on your site, have a recommended further reading section after your articles that links to affiliate programs that offer products related to what you talk about in your articles.

4. Recommend only products that you personally use or have first hand knowledge that they work.

Once you've gained the trust of your visitors don't lose it by recommending products that you are not a 100% sure deliver on what they promise.

5. Use your own words when recommending the product or products of an affiliate program.

Many affiliate programs will provide you with prewritten recommendations that you can use on your site which can be good to get ideas from.

When it comes to writing your own recommendation though it is much better to use your own words.

Tell your visitors how that product has worked for you and how that product can benefit them.

Remember that because you personally use the product you are promoting, you have a great advantage in knowing exactly what benefits that product provides.

6. If you use a variety of products that you have found useful, provide a recommended links or recommended resources section on your website where you recommend different products.

7. Increase your sign-ups when promoting two-tier affiliate programs by recommending the opportunity.

You can do this by creating a top rated affiliate programs page, or recommended affiliate programs page.

When doing this, recommend the product in addition to the opportunity. Let your visitors know that the product is worth promoting and delivers what it says it does.

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