

Write Publish Market.Ep 122_Book Reviews_mixdown

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Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet. Hey, hey, business owners writing a book. Today, we're talking all about book reviews and the power that book reviews can hold. So do me a favor and think about it this way. When is the last time you went to a movie theater? Or even honestly, you know, scrolled through Netflix, and watched a movie without either checking out a trailer, or hearing how great this movie was, via word of mouth from some trustworthy source, your sister, your parent, a friend, whoever the case may be, I would bet it's been a while. Think about books the same way now, are you just going to pick up a book now listen, some people do just pick up a book, I pick up a book based on the cover. But then I dig a little bit. Before I go, I'm not buying a book just based on the cover. So we need to do a little bit of research here, and figure out how we can best get those people recommending our books, book reviews are one of the main ways to do that. So just to be clear, let's clarify two quick points here. Number one, we're talking about reader reviews, not industry reviews, those are the reviews, you know, that you pay in industry publication, to review your book, in their publication on their site, whatever the case may be, these are different, this is a different type of review. So that's point number one. Number two, you do not need hundreds of reviews. So take a breath. I know that's a lot of the common advice out there is that you need hundreds and 1000s of reviews on your book in order for it to do well. Now, listen, we'll talk about this, the algorithm of the Amazon machine does like reviews. However, what do we always talk about on this podcast. And if you're in the Jodi, Brandon editorial orbit in any other spot as well, your goal is likely not commercial success as a professional writer. So those you know, hundreds and 1000s of reviews, they aren't going to matter so much to you. Now, if that is your goal, you need to heed that advice. But that's probably not you, if you're listening to this podcast, right? This is a podcast for business owners, not the general writing population. So just keep that in mind that we're not taking that typical advice of getting, you know, it's a quantity over quality, quantity matters. But not nearly to the degree that you know, common writing advice would have you believe, if you're a business owner writing a book to serve your business. That's the caveat there. So just those two quick

points before we dig in a little bit. So quantity versus quality. It's both, it is both. So I mean, like I said, the Amazon algorithm for it to you know, sort of push your book, you want more reviews and regular reviews. So regular is the key piece for business owners writing a book because if you can get some regular reviews rolling in even a few at a time, that will help the Amazon algorithm push your book to those people who might find you organically from Amazon. Now remember, those are not the primary people we're trying to reach. That's sort of you know, like the cherry on top of the ice cream sundae, that audience, the people you're trying to reach are the people who are you know, already in your audience or coming into your audience for you to warm up. So for them, quality, over quantity really matters. Now, the thing about quality book reviews is that you want them to be as much as your you know, family and friends will write you an awesome review. You want them to be by people who are in your ideal primary audience or one of your secondary audiences. And the reason for that is really simple. If you think about it, if you just step back for a minute. These are the people who can really speak to the transformation. Your book provides them. They can honestly speak to the you know that before and after the promise that you're making. Did you fulfill that promise, the transformation that you're promising? Did you fulfill that promise? So these are the people who you really want to write reviews for you. So we'll talk a little bit about how you can get some of those, but once you have them, it's up to you now to use them to use that word of mouth. Like with the movie trailers we talked about at the beginning of this episode a few minutes ago, share these reviews everywhere, obviously, you know, screenshot them, use them on your social media, you know, weave them into a narrative story in your email newsletter, into your speaker bio, or your you know, speaking one sheet or your podcast guest one sheet, you know, these are the things people have to say, into your website and your email signature, if you've got, you know, a couple that are like short and punchy, something like that. But it's up to you to take what people are giving you and use it. Right, we talked about that all the time, a book is a tool for your business. But if you don't leverage that tool and use that tool, it's not going to, it's not going to do anything for you, right? So you've got to make sure that you're using these reviews. And that's all the more reason, by the way to keep getting newer reviews one to, you know, to help that Amazon algorithm. Which sidenote here? No, Amazon is not your main goal. But anything that you can get from Amazon is that cherry on top of the sundae, that's just extra, and why wouldn't you want that. So don't rely on Amazon. But in my opinion, it's foolish to not use Amazon, I don't think you need to use all of the tools that Amazon provides, or offers, I should say, that are available to us as authors. But the ones that don't take a lot of time, we should 100% Just you know, kind of set it and forget it kind of thing. So you can get reviews, no matter how long your book has been out, right book marketing marathon, not a sprint, that's something you hear me say all the time. So it's really never too late to ask for book reviews. And people love to be able to help an author somebody that they they support, you know, in real life, in online business, whatever the case may be. So when you're posting about your book, you know, remind readers, it's never too late to leave a review, it's so easy to do, it really does make a difference, you know, in the life of a book, for an author, etc. You know, all of those things you see them I'm sure on. So social media, when people do talk about their book and ask that's, you know, it's a very organic way of talking about the book and asking for reviews. But the important thing to remember here is that you do need to make those requests, you do need to make those you know, little mini marketing pushes talking about the book, even after the book has been out for months, a year, a couple of years, you know, before you have a big marketing push for maybe a revised edition, something like that. But you want to keep getting those reviews, a few at a time, a handful at a time, make sure that you're updating all of your, you know, refreshing all of your marketing, new way to talk

about it. You never know also what somebody's going to say, in a review. I had a client a couple of years ago that her book promised this one transformation, which this reader, you know, it was met. But this reader had, it was sort of like a ripple effect after that was something that she wasn't expecting, and my client wasn't expecting. So she wrote about that in her review. So she was late to the party with a review, which of course is fine, right? If she would have left a review right after she purchased that book, the story wouldn't have been in there. But she waited like a few months, my client did one of those, you know, little pushes talking about the book on social media, hey, by the way, if you read the book and haven't left a review, I'd love it if you would do so, really appreciate it easy way to help support me, blah, blah, blah, this person did that shared the story of that ripple effect, which my client was then able to translate into a monetary value, to talk about her book to talk about the services she provides to talk about all of these things. So it really you just never know what's going to come out in a review that you can use in your business moving forward. So you can leverage that tool that your book is. So this is how the power of reviews works. But again, always think back to that first thing I said about last time you just went to the movies and were like, Oh, I think I'll just you know, check this movie out based on the poster without knowing anything about it. That just really doesn't happen in today's day and age when there's so many options before us with movies, and even more so with books. So I leave you with a challenge. Think about who you can ask to leave a review today for your book. Whether that's you know, reaching out via email to you know, three 510 people or posting something on your social media. I challenge you to do that, to think about who those people are, but then actually go do it. So until next time, happy writing. Happy book review getting

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