

How to Work with Bloggers and Reviewers

Walking you
through the
process, so you
don't feel
overwhelmed

Electively Paige &
Meet Cute Creative





Welcome

So you're preparing to launch, or have already launched, your very own book baby into the wilderness that is the publishing industry. Or, perhaps, you've been at this awhile. Whatever the case may be, now you want to get your book out there and seen by the right readers. Where do you even begin? That thought in and of itself can be daunting. There are so many different avenues that you can use, some cost money, some cost time which can also be money in terms of taking away time you could be doing other things, like writing that next book.

In this e-book, however, we're going to focus on just one of these avenues – how to work with book bloggers and reviewers. Of course, if you prefer to have someone handle this for you feel free to check out my services page and reach out to me at any time. Working with book bloggers and reviewers can feel overwhelming. Oftentimes, you don't know where to start when you're only just beginning to test the waters. Here's a few tips to help you out and keep you from getting lost at sea.

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Alone we can do so
little; together we
can do so much.

– Helen Keller



Section 1

Where to Find Book Bloggers and Reviewers

A decorative image on the left side of the page. It features a white rose in a white vase, a gold-rimmed analog clock showing approximately 10:10, and a small wooden object, all resting on a light-colored wooden surface.

Step one

The first step in this case is the most obvious. To begin with, you're going to need to know where to find these bloggers and reviewers. I am going to share with you some of the exact routes I take to find possibilities to reach out to. This will vary based on the genre of the book I'm promoting at the time, but the general process is the same. Simply hopping over to google and searching book blogs or book reviewers will bring up countless blogs, lists of blogs, and so forth, but that's not always the best option. These lists have been so over abused that oftentimes the ones that are on them are not currently taking requests because they've gotten so backed up. However, I am going to share with you a few places you can check out, if only to get your feet wet contacting blogs. I'm not going to lie, this is a lot of work and will take quite a bit of time, so you do have to decide whether the time you put into this particular avenue is worth it or whether you'd prefer to delegate this to someone else. Either way, I hope you find this information helpful.



Sortable Lists and Databases

The Indie View Reviewers List

This is a giant, searchable database of book bloggers that is sortable. It's highly trafficked, and often the bloggers are backed up because of that but it's always worth a shot. My tip? Sort by date added. The newest blogs on the list will have been contacted less.

Book Blogger List

This list is sortable by genres that the bloggers accept, making it a bit easier to find ones that will fit your book to add to your "to contact" list.


The Book Reviewer Yellow Pages

Very similar to the Indie Reviewer list above, this database is searchable by keywords and sortable. To get the most recent submissions, sort the WebID to have the arrow facing down to have it sorted to newest

Similar Authors

Yes, your books are unique, but more often than not, there's going to be at least a few authors with whom you are going to feel that if readers love their books, yours are going to be their cup of tea, too. I challenge you to think hard about your books and the different books or authors you know that are close to the same. If you're struggling yourself, but already have some established readers, ask them who they would compare you to. Your editor is another good source for this if they're willing to offer you some suggestions, they know your book almost as well as you do. Now that you've done all this, you have a list of authors and books that you feel are your target market – Let's do something with it!





Search for Those Books and Authors on Your Preferred Search Engine

Yes, really. The first couple of pages are likely going to be retail sites, the author's own social media and website, etc, but before long you're going to start seeing blogs that have feature them. If they have favorably reviewed or featured a book or author you have on your list, then they are a great option to put on your list to contact.

Be a Stalker

Yes, you read that right. I don't mean the creepy hiding-in-the-bushes way, I'm recommending a more, well, legal approach. Look at the website and social media accounts for the authors on your list. Most are going to want to share when their book gets good publicity, so they'll be sharing blog features and reviews on their Twitter accounts, Facebook pages, and some will even have a page dedicated to this on their website. Check out these blogs and add them to your potential contact list. Not a lot of authors think about doing this, but wouldn't you want to give your book its best shot by reaching out to readers who have already liked books that match your book's style? It's basically setting it up for success.



Brave the "Scary" *Land of Goodreads*

Yes, I said it. That fear that Goodreads is the root of all evil and all reviewers over there are out to flavor their morning coffee with the salt from your tears caused by their harsh words? LOSE

IT. I am dead serious here, people. You're going to find keyboard warriors everywhere. There are people that are going to knock down a great book because it wasn't for them or maybe they're having a bad day and their Texas Roadhouse rolls came out cold and they were all out of the cinnamon butter and they had to take it out on someone and your book was there waiting for that messy one star. Truthfully? It's not going to hurt you. You can't take it personally. Bad reviews actually give you more credibility than all 5 stars and, brutal honesty time? Just because you pretend it's not there doesn't make Goodreads magically not exist. Besides, we're not going to look at your books. We're going to look at the books and authors on your list. Go to those pages and sort their reviews by the 4 and 5 stars, then go to each of those reviewers pages. Some will be bloggers, some will be reviewers only. We're going to add these to your potential contact list, too. You can do this on Amazon, too, but sometimes there isn't really a way to contact reviewers unless they've added it to their profile.

Get Social

Mmhmm, that's right. I'm going to give y'all some more homework. I told you finding new blogs can be a time suck, but it is worth it. You really just have to decide whether or not you want to put in the time or hire someone to do it for you. This section is going to cover some ways you can utilize social media to find more new to you bloggers and book reviewers. This is not going to cover which social medias might be right for your author platform, although I'm happy to chat with you on book marketing strategy if you shoot me an email at electivelypaige@gmail.com, this is simply to give you an idea on how you can leverage the platforms you already have to find new leads.

Ask Your Friends and Current Followers

Do a post on your Facebook page or profile, Twitter profile, Instagram account, or wherever you frequent asking for any recommendations on book bloggers or people who like to review books.

You might be surprised at the response you receive. Plus, if a reader is recommending this blog to you that means they, and likely other readers, are already reading them

#Bookstagram



Instagram. If you don't already know this, there is a major book loving community on this platform, my friend. MAJOR. Book bloggers and reviewers flock here to show off their TBR lists, #shelfies, and what they're currently reading in beautifully crafted images of both print and ebooks. Searching certain hashtags can provide you with a plethora of accounts to look into and add to your contact list, many of them have blogs or just KILLER Insta followings in general.

There are so many terms you can search, including your own book genre, but to get you started consider hashtags such as #bookstagram, #amreading, #igreads, #bookishlife, #bookish, #bookishfeatures, #bibliophile, #bookblogger, #bookaddict, and the list could go on and on.

Twitter



Much like with Instagram, the writing and blogger community is strong on Twitter – especially in certain niches. This is another good place to search using hashtags, or even do a call out looking for #bookbloggers using that exact hashtag. You never know, they might just find their way to you.

Facebook Groups

There are multiple groups on Facebook dedicated specifically to finding reviewers and bloggers.

Just do a quick search, read the rules of the group to make sure it fits what you're looking for, join the group, and make your post once accepted.



Know Your Market

Just because your book is, you know, a book doesn't mean that book bloggers are the only bloggers you're going to want to reach out to. You know your work better than anyone, and there is bound to be multiple angles that you can utilize to grow your readership through being featured by the right blogs or reviewed by the right people. I'm going to give a few fake examples. Say your book is a contemporary romance book, you'd think book blogs would be your only option, right? Wrong.

Your main genre may be contemporary romance but we're going to dig deeper. Does your book couple adopt a child? Adoption blogs are a great place to reach out to. Perhaps your novel is straight up horror, consider reaching out to horror websites and blogs that cover all aspects of the genre, such as books as well. Running a major theme? Running blogs. College student? College lifestyle blogs. I think you're getting the idea. The possibilities are endless when you start thinking outside the box, and the thing about the audiences of these blogs is their readership may or may not be the hardcore readers that book blogs have but your book is basically tailor made for them and there isn't going to be as much competition for their reading attention. So, it's now time for our next challenge. I am challenging you to make a list of different angles your books have and then hitting Google to find blogs that match those angles. Add these to your list.



Organize Your Contact List

Keeping everything organized is essential to remembering who you've contacted, who you still need to reach out to, and the response you have received. [AirTable](#) is one of my favorite organizational tools for this, and you do not need the paid account, the free one is all you will need. I have created a table for you to organize the bloggers and reviewers you plan to contact. You can view it and [copy it into your own AirTable here](#). If this is something you prefer not to handle yourself, you can always outsource. I offer a monthly service that organizes your ARC team and has me constantly reaching out to new reviewers and readers for you. Results tend to start appearing at about two months into the service, as a rule of thumb. Bloggers usually can't get to new review copies right away. There are exceptions, of course.

How to Contact the Bloggers and Reviewers



Now it's time to reach out. Make sure you've read and understood any policies these blogs have in place. I'm not going to lie to you, this next part might feel pretty disheartening. You're going to be contacting many, many blogs and likely won't ever hear back from a good chunk of them. What you're going to have to understand is that these bloggers aren't necessarily being rude. You might feel that's the case, but the majority of these are providing services to you at absolutely no cost other than the complimentary copy you'll provide for them (in fact, never pay for Amazon reviews – extra features on blogs you can pay for but do not pay for a review), and they're getting contacted by many, many other authors every day of the week. Their inboxes are full and you can rest assured that they're receiving your request, they might not have time to respond. Don't take it to heart, just move on to the next and focus on those who accept your work for review.

What to Include in Your Email

When you're contacting these bloggers and reviewers there's a bit of a rule of thumb. ALWAYS address them by name whenever possible when emailing. Yes, you can have a canned email you put together to reach out but please personalize it to the person you're addressing. They are not Blogger. They are not Reader. There is a person behind that screen. If you read something interesting on their about or request page, include it. Most bloggers and reviewers will have policies in place that let you know exactly what to include in your email to them. However, for those that don't or in addition to what they might be asking for here is a general idea of what else to include:

The title and your author name – this might seem obvious, but you'd be surprised the amount of requests I personally received in the past before setting up my [review request form](#) that did not include this

- The genre of your book and/or who your ideal reader/target audience is
 - The book blurb
 - Possibly the purchase links, just so they can check out the page
 - What formats your review copies are available in
 - If you have a deadline that you would like a review by, if possible.
 - If you'd be open to interviews or guest posts if to a blog.
 - YOUR EMAIL/a signature. Even if you're sending from your email, include it. Trust me.
- Optional but sometimes appreciated:
- The cover
 - A short excerpt or teaser

Now, you've got your email all together. Write your template, customize it for each blogger as addressed above, and get them sent. The wait begins. Use the AirTable I shared with you, or your own system or spreadsheet, to track your responses, review dates, ARC sending, and other things of that nature. You're doing great!

What's Next?



Now that you know what to do, the key is to stay consistent with it. Continuously contacting new bloggers and reviewers, so that you can get a steady stream of new blog features and reviews going can be vital to staying relevant in terms of finding new readers. You've got this! And remember, if you need someone to partner with you can always reach out to me.