

How to Write a Book Review

Reader reviews are one of the most valuable marketing resources available for authors. Reviews help authors qualify for advertising programs, boost list rankings and aid other readers in discovering new books.

If you enjoy an author's book, take a few minutes to post a review at an online retailer (such as Amazon or iBooks) or at an online reader community (such as Goodreads). Long or short, your review matters! You can also help by telling your friends about the book on Facebook or Twitter.

If you've never posted a review before or aren't sure what to write, here are a few tips:

- Consider what traits you most liked about the characters and what parts of the story keep you engaged
- What mood, emotion or reaction did the story evoke?
- Was there something about the author's craftsmanship of the story that appealed to you?
- Did this story remind you of another book or author?
- Consider writing your review in a Word document before you go online
- Keep it short (75-250 words)
- Write a creative title for your review
- While some sites only require a rating such as 5 stars, a few comments make the review more helpful for other readers
- Don't penalize the author for circumstances beyond their control such as slow shipping or technical errors