

Book Reviews

Before you get started



Book Reviews



A significant advantage that traditionally published books have over self-published books is the blogger and consumer reviews they get due to readers not being aware of self published books.

Proven Efficient

While the media reviews appear in newspapers and magazines, most are relevant for just a day or a week. With limited book reviews on the internet, what is a must is ensuring enough consumer and blogger reviews that are perpetually present on the web. Anyone surfing for the book also gets to see what other consumers and readers have to say about the book and helps the buyer's decision making.

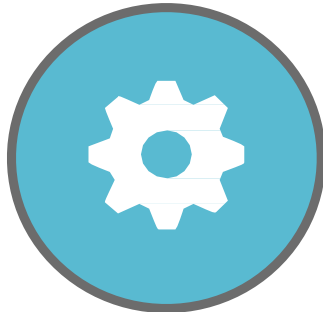
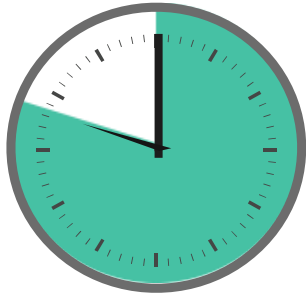


Just like sports fans head to the last pages of the newspaper every day, book buyers check out the book review columns of newspapers and magazines to get a list of the recommended books.

The Process



Work Methodology and Timelines



Short listing relevant newspapers and magazines

As per the genre of the book, we choose media houses that are most likely to review the book. There is dedicated media for Non-Fiction or Children or Spiritual books. Ensuring relevance of the media enhances the chances of getting reviews/mentions significantly.

Timeline - 2 working days

Short listing genre-specific book bloggers

We research the bloggers with propensity towards the genre of the author's book. We look at previous reviews and evaluate the best suited bloggers for positive reviews of the book. We then reach out to the long listed bloggers, and send the book to the ones who confirm their interest.

Timeline - 2 weeks

Activating Goodreads Giveaways

We guide the author through activating the Goodreads Giveaways for India. After the Giveaways listing, the author gets the list of people interested in reviewers. We also help in promoting the Giveaways.

Timeline - 2 weeks

Work Methodology and Timelines



Drafting covering letter

For the media reviews, a covering letter is a must so that the journalist gets a gist of the book, the author's profile, any key milestones achieved by the previous book(s) etc. This is drafted and approved by the author.

Timeline - 1 week



Packing and Dispatching Books

The books are then packed with the covering letters and dispatched to the various media houses, bloggers and Giveaways recipients.

Timeline - 2 working days

Delivery Confirmations

Within 3-4 days of the dispatch, we call and confirm the deliveries of the book. The calls also act as a reminder for the journalists and bloggers to review the book.

Timeline - 1 week

Work Methodology and Timelines



Follow Up – Round 1

After 2 weeks we make the first follow up call to know the interest level of the journalists and request a review or ask for the expected timeline of the review.

Timeline -1 week

Follow Up – Round 2

If the reviews committed are taking time, we make a second and final round of follow ups with various people.

Timeline - 1 week



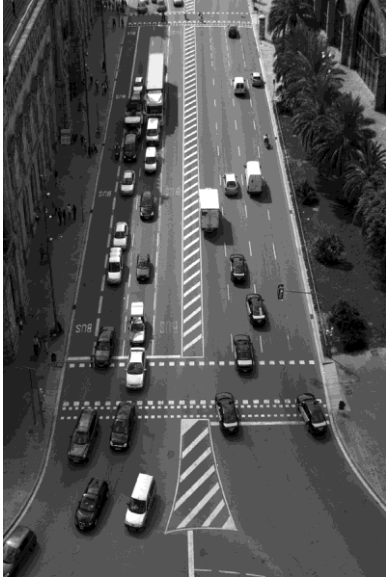
Tracking Reviews

Parallel to our work, the media and blogger reviews are tracked regularly. We hire an agency that buys all the newspapers and magazines where the books have been sent and track the weekly reviews. This process continues for the next 4 months.

Reporting Reviews & Force Multiplication

All received reviews are conveyed to you. We also promote the reviews received on our social media.

Challenges we face along the road



In India, approximately 3000 – 6000 titles release each month (including traditionally published books, Indian imports, Indian prints of international editions and self-published books). Close to 1000 books are sent to various media for reviews. The newspapers have only 4 days (Sundays/ Saturdays) dedicated for book reviews and a limit of 4-6 books each time. Magazines generally have 4-6 books per month.

Additionally, books by popular authors get reviews in several papers. The remaining books remain in an endless pipeline or find their way to the trash cans.

Confirming any reviews is an unethical practice, we will never commit to the same. Yet, we have seen substantial success through our book review programs with our method of work.

Marketing Service Catalogue

**Media
Reviews**



**INR 25,000
onwards**

**Blogger
reviews**



INR 20,000

**Press
Release**



INR 20,000

**Social Media
Management**



**INR 15,000
onwards**

**Video
Trailer**



INR 15,000

**Author
Website**



**INR 15,000
onwards**

Get in touch with us



Details

Send your full name, address, contact information along with details about your book to hello@becomeshakespeare.com



Documentation

We will send you an agreement (including non-disclosure clauses).



Payment

Make the payment & we will send you a project activation email.

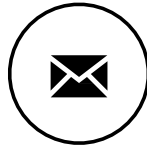


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