



Books That Make You...
HOPE . DREAM . LAUGH . SCREAM .

Readers, Do You Know the Power You Wield? – How Your Book Reviews Lift Your Favorite Authors

Featuring:
**Dave Duffy, Desireé Duffy,
CJ Ives Lopez and Bree Swider**
at
ReaderCon 2023

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WHERE DO YOU POST BOOK REVIEWS?

Websites including NetGalley, Good reads, Amazon and other retail sites are great places to start.

Start your own blog, or feature on your social media.



WHAT ARE SOME DIFFERENT TYPES OF BOOK REVIEWS?

Editorial book reviews.

Blurbs or back cover of the book reviews.

Verified reviews on Amazon (and other retailers).



WHY ARE BOOK REVIEWS IMPORTANT?

Authors appreciate reviews more than you imagine. They work hard, let 'em know you like their writing.

Reviews help to promote the book to others.

You are at the vanguard of setting tastes and influencing the stories in our world. Writing book reviews comes with great responsibility...



WHAT ARE SOME TIPS FOR WRITING BOOK REVIEWS?

Try to be kind. There is a big difference between being a reviewer and a critic.

Don't give away too much (spoilers ahead) but do give some poignant insights fellow readers will appreciate.



HOW TO BECOME A BOOK REVIEWER?

Request to review books on NetGalley.

Just start: GoodReads, Amazon, B&N, and others.

Reach out to publishers and promoters.

Black Chateau – request to be added to the Book Reviewer Email List: PR@BlackChateauEnterprises.com



WHEN SHOULD BOOK REVIEWS BE POSTED?

Don't wait, post before the book releases to really help the author.

Post on Amazon as soon as the book launches.

Yikes, did your TBR list get backed up? Though advanced reviews are nice, remember it is never too late to post a review...



ARE BOOK REVIEWERS INFLUENCERS?

Some book reviewers have enough followers to become “influencers”.

Focus on one or two platforms to maximize your reach. Popular ones include TikTok, Instagram, Goodreads, YouTube and other social media.



BENEFITS TO BECOMING A BOOK REVIEWER?

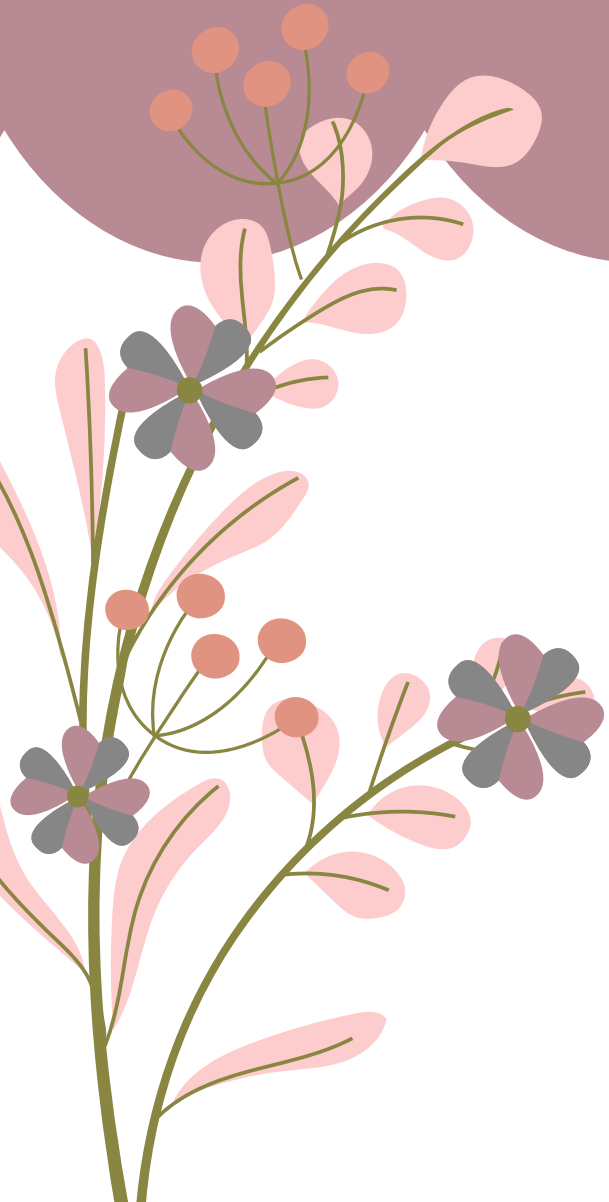
You'll get advanced reading copies (ARCs) often ahead of release on sites like NetGalley.

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You'll make an author's day. They work so hard, show 'em how much their art matters.

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The Black Château Family of Brands

Unifying motto: We believe in storytellers.

Black Château (BCE) is an award-winning marketing and public relations firm that specializes in promoting authors, books, personality brands, and creative individuals from around the world with a full spectrum of services.

The company developed the proprietary Author Network, an integrated marketing and public relations retainer designed for book launches. Additionally, Black Château offers a full-service array of marketing and public relations services including author platform building and branding, website development, self-publishing support, editorial services, SEO, public relations, social media, and book trailer production.

Black Château is proud to be a virtual, family company with office locations in Southern California, Oklahoma, and everywhere the team roams.



<https://www.blackchateauenterprises.com>

The BookFest®, an award-winning biannual bookish adventure for readers and writers alike and was created by The Black Château team. It is livestreamed and free-to-attend event that happens in spring and fall. Authors, celebrities, literary agents, and publishing industry experts speak in Conversations, Panel Discussions, Keynotes, Special Sessions and in Live Author Chats.

The BookFest® videos are curated on the website and on the Books That Make You YouTube Channel. Videos are viewed thousands of times during and after each event, with views reaching over a **335,000+** since inception. The BookFest Awards, Virtual Booths, Speaker Pages and featured Books can also be found on The BookFest Website which had **152,000+ website views** for the most recent event. There are over **8,400 email subscribers** and the most recent event had a social media (Meta) paid and earned media reach of **875,000+** and **2.3+ million article impressions**.



<https://www.thebookfest.com>

Books That Make You (BTMY) is a multi-media brand that engages the reading community and promotes books through its website, radio show and podcast, social media channels, Webby Award-winning newsletter, and bookish events like The Beach-Bound Book Bash and Jingle Book Books.

The Books That Make You website had **44,000** active users (according to Google Analytics) last year and received **282,210 unique pageviews** in Q2 2023. The newsletter has over **25,000 subscribers**. The Instagram has **22,000+ followers** and the Facebook Pages and Groups have **11,000+ followers** combined. The YouTube Channel has **4,000+ subscribers**, **335,200+ channel views** since inception, and some **individual shows receive 12,000+ views**. Advertising drives numbers into the **millions of impressions** and **10,000+ click-throughs for listicle Articles**. Giveaways and Social Media impressions reach **23,000+** for many posts.



<https://www.booksthatmakeyou.com>



The Authors Porch® Established in 2020, The Authors' Porch is a space for authors to share their literary works of art. Founded by CJ Ives Lopez, The Authors' Porch puts authors first and becomes a premier destination for all at every level in their careers. When you join The Authors' Porch, we want you to think of us as a beacon of light, bringing you home to a porch where your family is waiting to usher you into your greatness.

From Live cast to a podcast, blog posts, and most recently the magazine, The Authors' Porch brings promotional services and advice to authors to get their writing published. Whatever the issue, The Authors' Porch connects writers with the service desired to create their dreams into a reality..

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THANK YOU



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