

HOW to WRITE a HELPFUL BOOK REVIEW

Good reviews are essential to the success of a book, particularly on Amazon (and Audible, Goodreads, B&N, etc). If you really want to help an author spread a message, write an honest, specific, and detailed review. Your singular review could lead to hundreds of lives changed.

Before we cover how to write your review, let's talk about what makes a review *great*.



Amazon Loves...

- **Verified Purchases** – or an explanation if the book was received as a gift or consideration for 'an honest review'. (BTW, a buyer must have purchased over \$50 from Amazon in the past year to be eligible to write a review.)
- **Longer reviews** containing details that help other buyers decide if this book is for them. Give buyers honest feedback on what helped you and why.
- **Photos and video reviews.** Not everyone wants to just read reviews. Pull out your camera and share something visually.
- **Clear headlines** highlighting what's most important for buyers to know.
- **Proof** the buyer read the book...
 - eBook pages turned
 - audiobook hours heard
 - eBook highlights
 - audio bookmarks
 - pulled quotes
 - specific content referenced in the review
- **Editorial Reviews** (a/k/a Endorsements) from *recognized* authorities. These are listed separately from consumer reviews.
- **A steady pace of purchases** followed by a steady natural pace of incoming reviews.

NOTE: Sometimes genuine reviews are mysteriously rejected ... especially during the launch phase. **Copy and save your review text before submitting it just in case you'll need to try again later.** The author can contact Amazon Author Central if they feel reviews are being unfairly rejected.

4 Hacks to Write a Great Review Faster

No matter how much you love a book, starting with a blank page can make writing a review feel overwhelming. Here are three hacks for creating a great review in less time:

HACK #1 - Copy, Paste, & Tweak

Find a top-ranking “helpful” review from an unrelated book and use it as a model.

Before: The Prototype

★★★★★ **AMAZING! I love it**
By Amazon Customer on July 20, 2016
Format: Paperback | **Verified Purchase**

AMAZING! I love it. I have been having trouble waking up in the morning and this book has helped me get that extra boost. Prior to this book my wife was not a morning person at all, but after reading this we are both getting up early and going to enjoy an early breakfast or an early start on our business/hobbies. I would highly recommend it for anyone struggling and needing that extra reason to wake up or to help you get that extra boost. I have always known a lot of life is mental and every experience is what you make it to be, but for some reason this book just helped it click for some reason.

If you purchase the book I would highly recommend joining the groups inside and actually doing what it says. Get your significant other to be your partner in this or your best friend as that helps also. There are also people in the groups that ask for partners to help them stay focused and press on past the first few weeks of the challenge in the back of the book, so even if you have no one right now don't worry, because everyone in the groups are really helpful and I am sure at least one person will be willing to help you out there. Make it past your first week and wake up early on the weekends too, that's when it is the most beneficial, to me at least. Very highly recommended!

5 Comments | 162 people found this helpful. Was this review helpful to you? [Report abuse](#)

After: Our Version

***“FANTASTIC! Great book.** I have been having trouble _____ and this book has helped me _____. Prior to this book, _____, but after reading this I am _____. I would highly recommend it for anyone who _____ and needs _____. I have always known _____, but for some reason, this book just helped it click in new ways. If you purchase this book, I would highly recommend _____ and actually doing what it says. [HOW, etc...]*

HACK #2 - Michael Hauge’s Mini-Story Model

Follow Michael Hauge’s 6-Step Storytelling model and practice your storytelling skills.

1. **Setup:** I was struggling with... (or I was looking for help to...)
2. **Crisis:** I bought this book because... (or I’ve tried __ but, ...)
3. **Pursuit:** This book helped me...
4. **Conflict:** I had to...
5. **Climax:** I tried __ and it worked!
6. **Aftermath:** Now I’m __ and I encourage you to follow the author’s advice too.

PRO TIP	Don't forget you can take a photo to go with a review – or shoot a video instead. Reviewers can help the author out by sharing the review on social media too.
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HACK #3 - The Cliff Notes version

Briefly summarize the key points of the book following the Table of Contents. Bonus points if you quote content from the book and summarize your takeaway(s).

- This book is a great guide through the process of...
- It's perfect for anyone who...
- In Part 1, I learned... (quote)
- In Part 2, the author shares... (quote)
- In Part 3, the author...(quote)
- Overall, I found it very ___ and my key takeaway is ...

HACK #4 - Use AI

AI can help you craft a review faster. Here's a guide on how to generate a draft with ease.

- Tell AI you want help crafting a 150-200 word book review for Amazon.
- Give AI a link to the Amazon book listing, or give AI a short summary of the book's title, and book description.
- Tell AI why you purchased the book (or how you received it).
- Share 2-3 things you liked about the book.
- Share one way it's changed the way you think or act.
- Summarize who you think would also benefit from reading it.

PRO TIP	Eventually Amazon reviews are also searchable by repeated words or phrases. Look for ways to incorporate a couple of buzzwords buyers might be searching for within reviews. Here are a few ideas: "easy read", "humor", "effective", "highly recommend", "must read", "great stories", "life changing", etc.
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CAUTION: 3 Things that Could Get Your Review Removed

1. **Declaring a friendship or business relationship** that would clearly make your review biased. "I've known the author since we were kids..." or "he's my business coach" will probably cause your review to be rejected.
2. **Attempting to submit a review too fast – before you've clearly consumed at least 30%** of the eBook or audiobook, or received your print copy in the mail.
3. **Promoting your own book or expertise.** Keep it about this author and their book.