

*Thank you for sending me a copy of your book—I'll waste
no time reading it.*

• *Moses Hadas, book reviewer*

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Let's Review

There's not enough I can say about reviews. This is a vital part of your marketing and should not be overlooked. And while there is no such thing as free advertising, this comes darned close. For the cost of an advanced review copy or a book, you can garner a review (maybe several) that will begin to open doors for you. Even bad reviews can help you. I remember when *Chicken Soup for the Soul* came out and the *New York Times* gave it a pretty bad review and look what happened. You can't walk into a bookstore without seeing stacks and stacks of some sort of "Chicken Soup" book. There are so many editions now, I've lost count. So if you get a bad review, don't despair. Cash registers still sing even if the review is negative.

Most first-time authors cannot afford to run ads in newspapers, nor should they. Buying ad space is largely ineffective and can come across as being gimmicky. An unbiased review can garner you media attention like nothing else, especially if you hit the big time with a larger publication.

There are two types of reviews. The first of which is referred to as a pre-publication review. These reviewers will expect to see gal-

ley* copies of your book. If your galley still has typos in it or doesn't have an index yet, not to worry.

Reviewers know they are advanced copies and expect that. There are several ways to produce galleys. My two favorite are either to print them myself and take them to a copy center for binding, or, contact Crane at (508) 760-1601. Crane specializes in galley printing and can do as few as ten or as many as several thousand copies. Call them for a quote, though last time I checked, they were about \$10 per copy. Although the cover on your review copy does not have to be the actual cover of your book, I recommend that you include a sample copy of what the cover will look like. On the inside of the actual galley cover, though, you're going to want to include the following: title, author, publisher, publisher's phone, publisher's URL, publication date, ISBN number (get that from your publisher) and the price of the book.

Now that your galley is ready, you're going to need to send it out to many, many reviewers.

Marketing Tip

If you're sending review copies, I'd advise you *not* to mail these between the days of November 15th through December 27th as they might instead wind up as holiday gifts and never get reviewed.



Timing Is Everything

Believe it or not, the day your book arrives on the reviewers desk can actually make a difference and even increase (or decrease) your chances for review. According to Jim Cox of *Midwest Book Review* (www.midwestbookreview.com), "Mondays are consistently the heaviest intake day for review copies. This is because

*a printed copy of your book, neatly bound

UPS does not deliver on Saturday, and neither the UPS or the Post Office deliver on Sundays. So the books that are in the UPS and Post Office pipelines over the weekend all show up added to the normal Monday intake. As the week progresses, the flow of books tends to die down a little, with Saturday (and only the Post Office delivering) tending to be the least numbers of books arriving. But countering that low Saturday figure is that while the book bags will be opened, it's fairly frequent that the books themselves will simply be stacked and added to the Monday piles before starting through the process of examination to determine their status with respect to the review selection routine."

That said, the two best days for your book to arrive on a reviewer's desk are Thursday or Friday. The competition of your books arriving decreases as the week progresses. There's really no way to ensure that the Post Office will deliver when you hope unless you get three day, or overnight delivery. If you're not sure about the time frame for delivery these days, have a the tracking feature added to a few of your packages to see when they arrive.

Now as far as months go, generally January and February tend to be the best months for review submission. According to Jim Cox, the months to avoid are October & November with people gearing up for the holiday season when bookstores make up to half or more of their entire annual sales figures. The second worst months are April & May. This is because they are the "hump months" for the Spring Season releases for the big guys who have distinct Spring & Fall Seasons to their marketing. Besides January and February, the best months or, "slump months" as most reviewers refer them to, are March, June, July & August.

Your advanced copies are going to go to the following reviewers:

Prepublication Reviewers:

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245 W. 17th Street

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According to a recent E-mail I received from them, *Publishers Weekly* is accepting submissions of author-subsidized works for possible review. They define author-subsidized works as those on which authors incur a fee for publication. Such titles may be print-on-demand or traditional subsidized titles. When submitting materials to them, it is essential that you follow these guidelines:

Only titles written for adults will be considered at this time.

These guidelines do not apply to children's titles.

Never send them a complete book unless you have been specifically asked to do so. Please note that a request to see a full manuscript in no way guarantees that they will run a review of that title.

You may send them a brief description/summary of the work pasted into the main body of an E-mail along with the equivalent of a cover letter.

Authors should list previous published works, if any.

Be sure to include the work's category designation (fiction, mystery, science fiction/fantasy/horror, nonfiction, lifestyles).

They would also like to see the first few (1-3) pages as a writing sample. Please either attach this as a Word rich text format file, provide a link to a web site on which they can read the sample or include it in the body of the message.

If PW is interested in considering your book for possible review, they will contact you directly and request further information.

All correspondence should be addressed to selfpub@cahners.com, including any correspondence with individual Forecasts editors, who may write to you from other addresses.

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Book Review Editor

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Questions? Contact Jim Barnes at jimb@bookpublishing.com

The Village Voice

Lenora Todaro

36 Cooper Square

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sues (you can read them on-line at www.villagevoice.com) and determine whether your book seems appropriate for their section.

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You can also fax press releases on readings to Bastidas at 212-475-5807.

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