

How to

PROMOTE YOUR NOVEL

Using

REVIEWS

By Adrienne deWolfe





Welcome, Author!

If you're a novelist on a shoe-string-budget, this resource is for you. It was created to answer cries of help from writers, who would rather create stories than market them.

I bring 30 years of marketing experience to the table, coupled with 20 years of novel-selling experience. The tips that I'm sharing in this document come from the school of hard-knocks and were learned in the trenches.

The purpose of this guidebook is not to teach you every nuance of self-promotion. Copious volumes have been written on the subject.

Instead, this guidebook focuses on:

- a) The Pros / Cons of Paid Reviews
- b) How to Generate Reviews
- c) Ways to Market with Reviews
- d) How to Engage Customers (on e-Retailer sites)
- e) Strategies for Responding to Negative Reviews
- f) Querying with a Letter (with example)
- g) Querying with a Press Release (with example)
- h) Creating a Sell Sheet (with example)

Every road to publication has a few speed bumps along the way. No matter what happens on your Writer's Journey, keep the faith. Focus on the reason you started writing your book in the first place.

And never, EVER quit.

Wishing you every success,

Adrienne

Adrienne deWolfe



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The Grass Really Isn't Greener

Indie authors turn a jealous eye to their counterparts, who've been contracted by legacy publishers. "Gee," the Indie complains. "Those authors at Bantam (Harper, Ace, Pocketbooks, etc.) are so lucky! Their publisher has a whole ARMY of publicists to make their books sell."

Fact:

Midlist authors (aka: commercial fiction authors) get next-to-no help from their publishers. If the midlist author is lucky, her publisher will mail an ARC (advance reading copy) to a review magazine (which doesn't guarantee a review.) The publisher might also toss the author's name into a blog article or send her a few free copies of the book cover.

I've been there, so I know. This level of publicity is nothing more than a pat on the head. It doesn't generate appreciable sales (translation: *it doesn't pay the bills.*) Unless you're a mega-star bestseller, publication through a legacy house doesn't give you a huge publicity advantage.

So take heart, Indie authors. EVERYONE has to promote to sell their books.

Indie Authors & the Empty-Pocket Syndrome

Eureka! You have a book idea.

Seduced by the whispers of your Muse, the last thing you're thinking about is how to promote the story that's pouring through your brain. You start writing without regard to the marketing tasks that loom on your horizon.

And that's why 90 percent of all Indie novel-writers don't make enough money to pay their business expenses.

When you sit down to write a novel, the painful fact remains: if you don't have a clear vision of WHO is going to read your book, then you will not be able to SELL that book when you finish it.



Legacy publishers have done gobs of market research, and they have statistically identified five specific reading audiences. This important fact is often dismissed by Indie authors, because they have “a better, cooler idea!”

But will that better, cooler idea sell? That’s the million-dollar question.

Before you spend a year of your life writing your book, and thousands of dollars on editing, formatting, graphic design, and publicity — stop. Take a deep breath. You need to make sure there’s an audience on the other side of all this activity: an audience that is eager to read your “really cool idea.”

One way to empower your success is to “niche” your book, so that the storyline and the marketing campaign will appeal to commercial fiction readers. Commercial fiction (aka “mass market fiction”) refers to the novels you typically see in paperback at your favorite big-box (chain) bookstore. The five categories are Romance, Science Fiction/Fantasy, Mystery/Suspense, Thriller, Horror, and Western.

If you think like a marketer from the beginning of Chapter 1, you’re more likely to sell your book when the promotion push begins. Why? Because readers don’t like surprises. If they’re going to shell out money for a book, then they want their “category expectations” fulfilled.

In other words, if you write a Zombie Apocalypse book, throw in a cowboy, an international spy, and a necromancer who falls in love with a ghost from Regency England, guess what?

You’re going to have a hard-time convincing the Horror/Dystopian readers to buy your Romance.

And you’re going to have a hard time persuading your Romance readers to give the Zombie a try.

Stray too far from the anticipated “formulas” of the five commercial categories, and you’ll shoot yourself in the foot when it’s time to earn a profit. For these reasons, an Indie author must write a novel with the end goal in mind. SALES.



As you plot your story, you should be focused on meeting the expectations of your target audience. Who is your target audience? What are their demographics? What do they expect in your fiction genre?

To research this information, start with the website of the appropriate commercial-fiction organization. (Examples: Mystery Writers of America, Sisters in Crime, Romance Writers of America, Science Fiction and Fantasy Writers of America, Western Writers of America, Thriller Writers of America, Horror Writers Association, etc.)

If you do not know your target audience before you write your book, then you'll spend a lot of money and waste a lot of time. Niche markets were created by the legacy publishers for a reason. Don't recreate the wheel! Use these categories as a basis for your marketing plan.

Book Critics: They Ain't What They Used to Be

In the old days, before the internet, authors sought reviews from trade publications, newspaper columnists, or magazine writers. The author could assume (safely) that these reviewers had some level of credibility.

For instance, "book review jobs" at big daily newspapers are considered "plum positions;" they rarely go to wet-behind-the-ears reporters. Many reporters get assigned to these positions because they have earned public respect as a reasonably unbiased writer; they've grown a particular type of readership; or they possess training in literary criticism. (Yes, accredited journalism schools used to prepare aspiring news reporters to become book reviewers!)

But since the Internet took over our lives, professional book reviewers are starting to become dinosaurs. Everyone who has an opinion is encouraged to share it on a blog. Think how intelligent a high-school dropout looks to all his couch-potato friends when he "writes his opinion" about a published book – maybe YOUR book! -- on the internet.

My point is that book critics can no longer be expected to recognize well-honed fiction-writing skills. Most of them couldn't tell you the difference between "literary fiction" and



“commercial fiction.” The vast majority of them don’t even know what’s trending in the marketplace. If you’re seeking a review for your book, prepare yourself for the reality.

Guest Posts vs Reviews: Which is the Better Marketing Strategy?

I honestly believe that you can generate more “positive buzz” for your book by writing guest posts than soliciting reviews. However, both approaches are worth pursuing.

When you solicit a review, you’re putting your livelihood (literally) in someone else’s hands. You have absolutely no control over the outcome. With a guest post, you decide exactly what you want to write and how to word it!

So when you’re creating your self-marketing plan, decide what’s more important to you: generating a bunch of posts that you CAN control, or soliciting a bunch of reviews that you CAN’T control. Then plan your publicity accordingly.

In my opinion, your best publicity option is to seek reviews from PROFESSIONAL industry reviewers (who write for trade publications or well-respected bloggers with a credible track record.)

Request guest post spots from “amateur” blog owners.

Building an Army of Eager Reviewers

Of course, there’s a HUGE untapped army of eager reviewers in the world. They are called “Amazon Customers.” (Or BN customers, etc.)

How do you find these folks? How do you appeal to them?

Hint: If you aren’t thinking about ways to reach these potential review partners while you’re writing Chapter 1, then you’ve already missed the boat.



While you're writing your Great American Novel, you should also be developing your website and social media sites. Through these "platforms," you can announce to the world that you exist and your book's on its way.

Most importantly, your website should have an email capture program that is quietly collecting names of potential readers behind the scenes.

Why?

Because everyone who has visited your website or subscribed to your newsletter should be THE FIRST people you contact when your book launches. These loyal fans are the army you are growing not only to buy your books, but to REVIEW them on e-retailer sites.

General Tips for Soliciting a Review:

Okay. Back to website bloggers and trade reviewers.

- 1) Read, read, READ the reviewer's column. If you're writing about a rock-and-roll star, and the reviewer reveals in some archived blog post that she can't stand any music that isn't Bach, Beethoven, or Brahms, guess what? This reviewer has a built-in prejudice against your protagonist. She shouldn't be on your A-List of reviewer contacts. (In fact, you could argue that she shouldn't be on ANY of your reviewer contact lists. ☺)
- 2) Prioritize your reviewers.
 - On your "A" list should be the reviewers who are actively seeking the type of fiction you write; whose overall "writing tone" is positive or kind; and who've praised other authors' titles that you've read and liked. (That way, you know whether or not you share the same tastes.)
 - On your "B" list should be reviewers who show genuine enjoyment of your fiction genre at least half the time.



- On your “Watch List” should be reviewers who are new to your genre OR to reviewing in general. Also add to your Watch List reviewers who write sporadically or who’ve temporarily stopped accepting books.
- 3) Find Your Reviewer’s Hotspot
- In an attempt to grab your reviewer’s attention (and maybe even get her to move your book to the top of her To-Be-Read pile,) write a query letter slanted to her interests. For example, if you’re writing a holiday story, tie your book into “Christmas in July,” “a humor-cure for the holiday blues,” “a celebration of Moms on Mother’s Day,” etc. If a current event (ex: Renaissance Festival) or news story (ex: sex scandal) can be tied to one of your subplots, mention this fact. If the reviewer has horses all over her blog, or went to school in England, or has Flickr photos of herself, hiking in the Smokey Mountains, tell her how you and your book are connected to her interests. In essence, create a “hook” that will make the reviewer want to read your book.

Paying for Professional Reviews

Some trade publications / websites charge authors (especially Indie authors) outrageous sums of money for a review. A few that come to mind are *Kirkus Reviews*, *Romantic Times*, and *Net Galley*. The charge is roughly \$400 per title, and the payment does not guarantee a positive review.

In the e-publishing / self-publishing section of the *Library Journal*, Indie authors are invited to participate in an awards contest. Participants can have their ebooks distributed to U.S. public libraries for free. It sounds great, until you realize that this “free email service” requires you to **SIGN OVER YOUR COPYRIGHT AND ROYALTIES FOR LIFE.**

No joke, people. I read the Terms and Conditions Clause.

I’ve had long discussions with publishers, publicists, and bestselling authors about the wisdom of paying for a review. Here are the experiences they’ve shared with me:



- 1) The only reviews that impact a book's profits (translation: help or hinder sales) seem to be the ones written on e-retailer sites, such as Amazon, Barnes & Noble, and Kobo.
- 2) To a lesser degree, reviews published on Good Reads can help sell books.
- 3) A New York Times bestselling author tried an experiment. She spent \$400 to post her newly released ebook to Net Galley. That book didn't receive a single query. Her opinion? The money was wasted.

Trade publications and social media sites will happily take your money. The question to ask yourself is, "Do I want exposure, or do I want book sales?"

Unfortunately, EXPOSURE does not necessarily equal BOOK SALES (no matter what advertising sales people would like you to believe.) And sure: if you spend millions of dollars on "image branding," like Coke or Nike, someone might actually remember your website logo -- someday.

However, Indie authors:

- a) Don't have millions of dollars to spend
- b) Often have to market a new product every few months
- c) Face more than *1 million other* competitors for the same target audience. By comparison, Coke and Nike are marketing in a desert!

So think smart. Search for free ways to gain "exposure." Plenty of free channels exist, ranging from guest posts, to public talks at libraries and book clubs, to email loops.

Creating the Sell Sheet

Note: A sample Sell Sheet can be downloaded from my website.

If you decide to solicit reviews (especially from trade publications,) then you need to know what information to send and how to present that information in a succinct and attractive way.

That's why I recommend creating a Sell Sheet. This 1-page document should include facts about your book. It should also have a "pleasing" graphic design. If you're on a



shoestring budget, you can easily create a 2-column sell sheet with Microsoft Word. (The sample on my website was created this way.)

Include the following facts in your Sell Sheet:

- 1) Title of Book
- 2) Your author name / pseudonym
- 3) Name of Series (if relevant)
- 4) Number of the book within the series (if relevant)
- 5) Publisher name
- 6) ISBN and/or ASIN
- 7) Format (Is the book electronic or paperback or both?)
- 8) Number of pages in the book
- 9) Publication date
- 10) Date when pre-orders begin
- 11) List of Sites where book can be purchased (with links, if you have them)
- 12) Price of the book
- 13) A super-short bio about you (100 words, max.)
- 14) Your contact info (or the contact info of your publicist)
- 15) Your website
- 16) A super-short book description (100 words, max)
- 17) Jpeg of the cover
- 18) Optional: Social Media links
- 19) Optional: Link to your online media kit

Keep in mind, your Sell Sheet is a ONE PAGE document. You won't have room for an exhaustive list of social media links.

How to Query a Reviewer: Press Release vs. Letter

You've done your research. You've compiled your A/B reviewer list; you're following your reviewers' guidelines; and you are well within your reviewer's deadline requirements.



Now the time has come to solicit your review.

There are 2 ways to solicit a review: write a letter or send a press release. If you need help writing a press release, look for my guidebook on press releases.

Today, we will focus on the query letter.

A query letter is a letter of introduction. It is designed to do one thing: grab the reviewer's attention and interest him in reading your book. There is a fine art to writing a query letter, so be sure to follow the letter-writing tips below. (A sample letter is included in the appendix.)

Unless you just WANT the reviewer to ignore you (or worse, write a scathing review,) research your reviewer's policies BEFORE you send your letter. Be aware that some reviewers will accept an eARC (electronic advance reading copy) when you send your email. Others will want you to wait for an INVITATION before you send your book.

I cannot emphasize this enough: follow reviewer instructions!

What to Include in Your Query Letter:

- 1) Catchy opening sentence: what makes your book interesting? Why should this particular reviewer look at it?
- 2) Your book title and its genre
- 3) Your name and a few pertinent credentials to establish your credibility (For example: you write about composting because you're a certified environmentalist; you've won reader awards or ranked as a bestseller; you write about the city in which the reviewer lives, etc.)
- 4) A 1-2 sentence description of the book
- 5) Book cover jpeg
- 6) Book release date / time frame in which you'd like the review to run
- 7) Book ISBN / ASIN
- 8) Publisher



- 9) Point the reviewer to your Sell Sheet for additional details and/or your bio. (Note: some review sites don't take attachments. Be prepared to copy Sell Sheet info into the Message Box on the Review Site's contact page.)

Additional Tips for Querying:

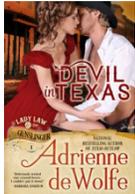
- 1) Keep the query short. Imagine reading it on your cell phone. Would you be repelled or fascinated by all that text on your screen?
- 2) If the reviewer's guidelines clearly state, "SEND NO ATTACHMENTS," then post your book cover and Sell Sheet on your website. Provide links in the query letter.
- 3) Start contacting reviewers at least 6 months in advance. Some reviewers book more than a year in advance! Know who they are and act accordingly.
- 4) NEVER argue with a reviewer about a review. You asked for his opinion, and he gave it. If you're not happy with the review, go cry in your beer. Grit your teeth and move on. But never, never, NEVER ask for a retraction or demand an apology. This sort of sour-grapes behavior has a way of getting posted on Twitter and will cause you all kinds of embarrassment.
- 5) NEVER offer gifts (fruit baskets, Amazon cards, season tickets to the Mets, etc) for a great review now or in the future. This practice can be interpreted as bribery. Giving – and receiving – such a gift is considered a conflict of interest and highly unprofessional (unscrupulous) behavior. What's worse, it will cost you all credibility with readers when news of your *faux pas* hits social media. (And it WILL hit social media. Maybe not today, but probably when you've made a name for yourself . . .)
- 6) NEVER hire a bunch of high school students, foreigners, family members, etc. to deluge an eRetailer with positive reviews. Amazon (especially) will sniff you out. Amazon's algorithms give extra weight to reviews that accompany a verified purchase.
- 7) DO write a thank you note, expressing your gratitude for the reviewer's time and consideration and for reading your novel. DO NOT thank him for liking the book.
- 8) DO start building an email list of loyal followers (as previously discussed.) These readers can become members of your Street Team and help you promote your book in libraries, on the internet, and in hometowns around the world.



How to Use Your Reviews

Congratulations! All your hard labor paid off. You got a review, and it's a good one! Here are ways you can use it:

- 1) On Your Website:
 - a) Keep an updated endorsement/review page for every book
 - b) Create a slider with your covers and testimonials.
- 2) In Your Social Media:
 - a) Include quotes and links in your posts.
 - b) Include quotes in your banner for Facebook, Twitter, Google Plus, etc.
- 3) On Your e-Retailer Pages (right under the description of your book.)
- 4) On Your Amazon Author Central Page
- 5) On Your Good Reads Page (and on all your other bookshelf pages too.)
- 6) In Your Press Releases: Choose the top 2-3 quotes and print them, like boiler plate, at the end of every press release (before your author bio.)
- 7) On Your Next Book Cover: Some on the front, some on the back
- 8) Inside Your Next Book: On page 1, and in the section where you're announcing your next book (typically at the end of your novel.)
- 9) On Bookmarks and Swag
- 10) On Posters and Tradeshow Signs
- 11) In Your Book Trailers and podcasts
- 12) In Query Letters to other reviewers, Literary Agents, and news media.
- 13) Send them to Your Publisher: Make sure the marketing team is including them in Social Media and/or posting them to your author page
- 14) Send Them to Library Administrators, along with a press release about your book.
- 15) Include 1 great, short review in any workshop or webinar "introduction" that you write for moderators / hosts to announce you to their audience.
- 16) Add it to Your Email Signature: Check out mine (below.) I use a program called WiseStamp:



DEVIL IN TEXAS: "Pure fun! Get this one!" ~Affaire de Coeur (4.5 Stars)

Adrienne deWolfe, National Bestselling Author

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How to Increase Reader Engagement

In general, engagement with positive customers on e-retailer sites is a good habit. Be proactive. Whenever a customer leaves a positive comment, thank him the way you would thank a blog-reviewer. You might even take the opportunity to (slyly) add a promo for your current or next book. For example:

“Hi, Hopeless Romantic! Thank you for taking time to comment. I appreciate your insights. I have to confess, that hilarious scene, where Wes cooks flapjacks with the orphans, is one of my favorites. Do you have any old family recipes that you’d like to share?”

You may never hear from the customer again, but at least you got some good “book detail” into the comment – detail that can’t be found in the excerpt or book description. Hopefully, your strategy will pique the interest of other web-surfers, the readers who like to cook or love stories about kids.

When customers see that you actively watch your e-retailer pages, and that you respond to reader comments, two wonderful things will happen:

- More customers will start to engage and
- Fewer customers will leave nasty, spiteful reviews.



How to Handle Jerks on Amazon

Everyone gets lousy customer reviews on e-retailer sites. It's a normal part of being a public figure. (Yes, as an author, you're a public figure. Certain privacy laws no longer apply to you!)

What isn't normal is being stalked by some maniacal Hater, who has nothing better to do than trash each and every one of your books. Unfortunately, Amazon is pretty strict about the customer reviews it will remove for you. The fact that you don't like a review is not grounds for removal.

Amazon MAY remove a review if it is abusive (includes cuss words) or blatantly promotes some other author's work (Example: "Yes, this was a good book, but for a REALLY good read, check out Jenny Jones' new Romance, 'I Can't Wait to Be a Bride.'")

In this latter case, you may have to prove that the reviewer has a track record of writing promos for herself (or her favorite author) and leaving them where the target audience is likely to see them -- in this case, where *your* Romance novel is being sold.

Assuming that your customers are merely disgruntled readers (not maniacal Haters,) you could write a reply to the review. This practice comes with risk, however. It keeps the negative review front-and-center, rather than letting it fall to the bottom of your list where no one is likely to see it again.

For 99 percent of all negative reviews, I would NOT recommend engaging the customer in a debate.

But for those rare occasions when you think a debate might help your rankings, be extremely judicious. Never attack the customer. Never write that her opinion is wrong. NEVER stoop to the level of a Hater.



Final Thoughts: Reviews are NOT about Your Book

I get great reviews all the time. I'm grateful for them. I'm thrilled by them. But the truth is: THE REVIEWS ARE NOT ABOUT MY BOOK.

The sooner you wrap your mind around this concept, the sooner you'll be free from blood-pressure spikes and weight gain from fudge-sundae pity parties.

Your reviewer, whether she loves or hates your work, is responding to the emotions that your little "Can of Worms" stirred up in her brain. If she was expecting to be titillated by your prose, and she didn't get aroused, she may say you can't write Romance. If she was expecting to bite her nails, and you made her laugh, she may say you can't write Suspense. See the pattern?

Hey, I've been accused of writing characters that are "too real." (Good for me! I spent 20 years learning how to characterize real people.) I put this reviewer in my "Wrong Target Audience" file and moved on.

Every negative review has a silver lining. You can make money off a negative review. That's right: controversy sells books. My publisher showed me the stats. Books on Amazon with an overall 3-star rating actually attract more paying readers than books with 5-star ratings. Why? Because readers want to decide for themselves.

So let them. And laugh all the way to the bank!

In the meantime, my Indie Friend, best of luck. Believe in yourself, and good things will happen.

Wishing you every success,

Adrienne

Adrienne deWolfe



Appendix I: Sample Query Letter

Hello, Nancy:

“The last time Fancy Holleday robbed a train, she did it in her bloomers.” *Texas Outlaw* opens with a bang, pitting a Deputy U.S. Marshal against a kick-butt heroine who can “charm, seduce, or just plain outsmart any lawman alive.” Or so she believes!

I’m writing to explore your interest in reviewing this Historical Western Romance novel, which launches my Wild Texas Nights series. Fancy and Cord match wits from Carson City, Nevada, to Hells Half Acre (Fort Worth) in 1875. The book will be released in December of next year, and two spin-off novels are planned to tell the stories of Cord’s younger brothers.

Who am I? My name is Adrienne deWolfe, a #1 bestselling author and winner of the Best Historical Romance of the Year Award. Other reviewers have praised my novels for strong characterizations, sparkling dialogue, and loads of humor. Since you seek out “funny” Romances,, I thought you’d get a kick out of *Texas Outlaw’s* slogan, “*He vowed to arrest her. She had other plans.*”

For your convenience, I’ve attached my Sell Sheet, with the book’s ISBN and pricing details, along with a jpeg of the cover. Please let me know whether you would prefer me to send you a PDF or a downloadable file for review.

Many thanks for your consideration!

Warm regards,
Adrienne deWolfe



Appendix II: Press Release Query

The following letter is my own invention. It combines an informal “note,” tailored specifically to the reviewer’s interest. Beneath the note is a PARTIAL press release. Links are clearly provided to my website and media kit. I send this press release by email.

Hello, Brenda: As an Austin author, who writes about Texas, I thought your readers would be interested in my new novel, which is receiving rave reviews. Questions? Contact me at XXX-XXX-XXXX.

Bestselling Austin Author’s Stolen Computer Inspires NEW SERIES OF HISTORICAL WESTERN ROMANCE NOVELS with Kick-Butt Pinkerton Heroine

["Western Romance at its best." ~ *Midwest Book Review*](#)

["Relationships keep the pages turning." ~ *Library Journal*](#)

["Pure fun. Fans of Westerns should get this one." ~ *Affaire de Coeur* \(4.5 Stars\)](#)

Austin, TX – Writing a series of whodunits was the last thing on the mind of #1 bestselling Historical Western Romance author, Adrienne deWolfe, until her computer crashed – and got stolen from the repair shop.

“I was struggling to write my first fantasy when my hard drive blew up,” deWolfe recalled. “The night before the meltdown, I actually had a dream that the manuscript would never get published. Does that make me psychic?”



DeWolfe can joke now, but she said the loss of a manuscript is every writer's worst nightmare. "There must have been some Higher Plan for me, because my publisher contacted me two days later, asking me to write a Western. From the ashes of that lost fantasy rose my favorite heroine: a fiery-haired, gun-slinging ex-bawd with a Pinkerton badge."

DeWolfe's fictional firecracker, Sadie Michelson, stars in a new series of Western Whodunits, [Lady Law & The Gunslinger](#). Book 1, *Devil in Texas*, pits the cagey, street-smart Sadie against her ex-lover, "Coyote Cass," a smooth-talking gunslinger, who's working for the enemy. The sparks fly when these star-crossed lovers reunite, waging a battle of wits and wiles that ranges from Galveston's seamy red-light district to the glittering health resorts of the "Saratoga of the South" (Lampasas) in 1883. [Read the Full Press Release](#). [Read an Excerpt from the Novel](#). [Author Bio/Backlist](#).

Purchase Info:

DEVIL IN TEXAS

By Adrienne deWolfe

ePublishing Works!

eBook ISBN: 9781614178408 (\$4.99)

Paperback ISBN: 978-1-61417-839-2 (\$15.99)

Length in Pages: 312

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Available from Amazon, BN, and Kobo.

<https://amzn.com/B01F9VLK12>

Media Kit: <http://wildtexasnights.com/media-kit/>

Read the Full Press Release: <http://wildtexasnights.com/bestsellers-stolen-computer-inspires-new-series/>



Appendix III: How to Properly Edit and Credit a Review

Most authors “clean up” a reviewer’s grammar. If you add explanatory phrases or edit out rambling, don’t change the reviewer’s meaning. Misquotes can lead to libel lawsuits.

Sample Review Content:

“*Tickled in Texas* by Sassy Pants, is about a cowboy, named George, who trains horses with scorpions and tarantulas watching him buck naked in the heat. I don’t like George. The name reminds me of curious monkeys. But the book gets real good after Monkey-Face goes to a café, run by a Tejano girl, named Nita. The courtship part is a sweet story, but if their sex was candy like Nita makes, it would taste HOT, like chili peppers after a bacon beer chaser! By the way: George helps Nita be a rodeo clown. I only took off 3 stars for the clown nightmares I got. Mostly, I thought his book was okay. It’s the best rodeo romance I’ve read since I fell in love with Texas characters last week. If you can stomach clowns, and you like reading about monkeys named George who think they’re studs in spurs, by this book.” ~ Sex Kitten Sally, Kodiak, AK, Love’s Alive Blog

Okay, here’s your step-by-step process for handling this content.

- 1) Decide which of the sentences are most likely to entice your audience.
- 2) Next, clean up the grammar without altering the meaning of the phrase.
- 3) Edit out any content that might be construed as negative. Be judicious. Too many “missing words” (ellipses) will make reader’s wonder what you’re hiding.

Sample Edits with Acceptable Attributions:

(When leaving gaps between content, use an ellipsis. When adding explanatory words, use parentheses.)

“HOT ... The best rodeo Romance I’ve read.” ~ Sex Kitten Sally, *Love’s Alive*

“If you like ... studs in spurs, buy this book.” ~ S. K. S., Reviewer, *Love’s Alive*

“If this book was candy ... it would taste HOT, like chili peppers!” ~ *Love’s Alive*

“A sweet story. I fell in love with (its) Texas characters.” ~ S. Sally Kodiak, AK