How to Write an Effective Review Request Plus My Swipe File!

Asking for reviews for your book can be difficult!

Tips when writing your review request to a book blogger or author blogger:

- If it's a book blogger, follow their review request policy on their site.
- Offer a giveaway. If an e-book/print book, specify if national or international contest. Don't give away your new release, although sometimes you must. Offer swag, a unique prize related to your book, or a gift card to an online bookseller.
- Offer to write a guest post that their audience would enjoy.
- Let them know the review formats you have available.
- Explain why your book might be a good fit for them and/or their blog audience to know about (similar genres, themes, age-range of other books they read and review.).
- Include all the information about your book: title, summary, publish date, online links.
- Contact them a minimum of 8 weeks before your book releases to give them time to read and review by your release date.
- Include your website/blog links.
- Include your book cover in the body of the email, no attachments.
- Include 1-2 blurbs or other early reviews if you have them.
- Include a brief bio.
- Thank them for their time and consideration (and be sure to thank them when they review, share the review, and tag them).
- Follow up with them politely just once after your book has published, if they have not posted a review, to see where they are in reading and reviewing.
- If you are requesting a review from other than a book blogger, outline your expectations for a review.
- An honest review can be a brief paragraph. Show them examples of your book reviews (if you have some) or comparable other books, a time frame to post their review, or online sites to where they can post. Be sure to thank them and share their review.

Tips of what NOT to do!

- Don't send anyone your book without permission!
- Don't send a mass email to book blog reviewers. Personalize each one.
- Don't insist they review. Book bloggers do not get paid to review. They get many requests! Give them a reason to want to read your book (good fit, similar to other books they've reviewed and liked, wide time frame, etc.)

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Sample of review request email:

Dear Teri ,

I hope your writing is going well and you are excited about your current project!

I can only imagine how busy you are, but when my publicist and I sat down to talk about who would be on our list of potential blurbers for my next contemporary middle-grade novel, THE SECRET WINNERS CLUB (Wild Trail Press 3/3/26), you were at the top of the list.

I love your heartfelt, funny, and poignant books (XYZ is my favorite!), and I think our books complement each other. Would you consider taking the time to read and endorse my forthcoming book?

Here is the summary of THE SECRET WINNERS CLUB, a 70K word middle grade novel:

1st Rule of The Secret Winners Club: Do whatever it takes.

Thirteen-year-old Sunny Whitlock has alopecia; an autoimmune condition that's made her lose her hair—and she's desperate to be seen as more than just the bald kid. But how? By setting an epic goal: win her school's junkbot club competition. And if she's #1, then other kids will have to see beyond her disease … and she'll finally fit in.

Sunny's immune-deficient best friends are also tired of looking different and achieving second place in their school competitions. With a bold plan, Sunny bands with them to create The Secret Winners Club, a club devised to win—at any cost—and push them outside their comfort zones.

They promise to trust no one else. It's all classified! And in total secrecy they aim to help one another become #1 before this middle school year is over. But as they start to succeed, they quickly discover that crossing the line and hurting others can make them even more visible *and* even more an outsider.

This is a very personal story to me as I have several autoimmune conditions, some visible, like the characters in this story. I can relate to how it feels to look different with these conditions—and strive to stand out for something other than your appearance.

Keywords:
friendship, family, coming-of-age, theater, autoimmune, STEM, swim team, bullying, junkbot, vitiligo, alopecia, psoriasis, school clubs, identity, LGBTQIA+, new experiences, self-acceptance, inventions, technology

Audience:
- Tech, theater & swim lovers
- Kids seeking self-acceptance
- Fans of friendship stories
- Those with skin conditions
- LGBTQIA+

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Full Book Information Sheet

Praise for The Secret Winners Club:
"I can't imagine any young person who "looks different" or wonders about those who do, not relating to this honest, carefully crafted story. It is a fine weaving of heartache, grit, humor, and the ethics of what it means to get even."—*Joan Bauer, New York Times Bestselling author*

"A moving and insightful middle-grade novel that explores identity, perseverance, and the actual cost of success. Galanti skillfully captures how the hunger for recognition can sometimes overshadow what truly matters—integrity, empathy, and friendship."—*Midwest Book Review*

Here's a bit more about me:
I'm the author of middle-grade books with the *Unicorn Island* series which *School Library Journal* says, "fans of unicorns and magic in the real world will enjoy", *Joshua and the Lightning Road* series, and *Loon Cove Summer*. I've lived in fun locations including England, my family-owned campground in New Hampshire, and in Hawaii where I served as a U.S. Navy photographer. I am an avid outdoor adventurer and volunteer for the Old-Growth Forest Network and the National Audubon Society. For more information on my books, school visits, and events, visit me at: www.donnagalanti.com.

I'm keeping my fingers crossed that you might find some time to read THE SECRET WINNERS CLUB in the next 2-3 months and offer a few words of endorsement. If you think you might be able to take a look, let me know if you'd prefer eBook or hardcover, and if so what address to mail it to.

Thanks so much for your time. Wishing you success with your newest project!

All the best,

Donna Galanti

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