



BONUS!

5 Sample Pitches for Book and Product Reviews

This accompanies the webinar [How to Ask for Book and Product Reviews from Bloggers, Journalists and Consumers](#)

1. A Request for a Product Review from a Blogger

In this pitch, notice that the writer took the time to find the name of the blogger's dog. See my blog post [Find the name of a blogger's dog, cat or kid in 60 seconds](#).

Subject Line: Review Request: (Product) (solves a problem)

Body Copy:

Hi (name),

In your blog, (name of blog), you've written (humorously, passionately, extensively, etc.) about (topic related to your product.)

Our new (type of product), (name of product), helps (who?) (solve this problem) by (name a product feature and include a few details.)

Does this sound like something you'd like to try out (add a personal detail if you have it)? If so, we'd be happy to send you one at the address you provide. Just let us know if you'd like (specific type, size, color etc.)

Thanks for considering this.

Here's an example of the pitch:

Subject Line: Review Request: High-tech Collar Finds Lost Dogs

Body:

Hi Karen,

In your blog, Crazy About Critters, you've written passionately about the importance of keeping dogs safe.

Our new high-tech dog collar, Dog's Best Friend, helps owners locate their dogs up to a quarter mile away, using a hand-held device no bigger than a mobile phone.

Does this sound like something you'd like to try out on your next walk with Cosmo? If so, we'd be happy to send you one at the address you provide. Just let us know if you'd like a small, medium or large.

Thanks for considering this.

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2. A Request for a Consumer Review After Someone Has Purchased a Product

If the customer orders a product from your website, you can use a series of autoresponder messages that are automatically emailed to them X number of days after they buy. These messages are usually created using an autoresponder program inside your shopping cart. The first message, sent on the day they buy, might thank them for purchasing and tell them when they can expect the product to arrive. The second message, sent about five days later, might ask them if it arrived safely. The third message, sent about two weeks later, might ask them to review the product at your website or on Amazon if the product is sold there. Amazon sends this type of review request. Here's an example:

Subject Line:

Did our (name or type of product) meet your expectations?

Body Copy:

By now, we hope you've had a chance to use (name or type of product). We wanted to let you know that you can rate the product and write a review at our website at (URL). We welcome your feedback and know others will, too.

Thanks again for doing business with us.

* * *

3. A Request for a Book Review

Subject Line:

Review Request: (Title) or a few catchy words to describe the book

My (genre/type of book), (title), will be released on (date), and I'd be delighted if you'd review it.

It deals specifically with (major benefit/point/attraction of the book) and because you've written about (topic) and (topic) at (name of blog), I know this topic is important to you and your readers.

A sample chapter, the PDF version of the book, photos, my bio and other information are on my website at (link to a private page on your website).

Thanks for considering this.

[Optional sentence if the author is a subject matter expert] Please keep me in mind if you need blog ideas, sources, background or other material on the topic of (topic).

Subject Line:

Review Request: How to Raise Confident Kids

Body Copy:

Hi Kim:

My parenting book, How to Raise Confident Kids, will be released on April 22, 2013, and I'd be delighted if you'd write an honest review.

It deals specifically with easy ways parents can instill confidence in even the shyest, most timid child. And because you've written about bullying and sibling rivalry in your Because I'm Your Mother blog, I know this topic is important to you and your readers.

A sample chapter, the PDF version of the book, photos, my bio and other information are on my website at (link).

Thanks for considering this, and please keep me in mind if you need blog ideas, sources, background or other material on the topic of instilling self-confidence in children.

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4. A Request to Test and Review a Product or Service Before You Launch It

This is a great way to get bloggers, podcasters, journalists and others excited about your new product or service and make them feel like they're "in the loop" and part of a select few who know about it. They can help you build the buzz as you get closer to the launch date because they'll be covering it before everyone else is. In this pitch, notice the personal information that's included in the P.S. at the end.

Subject Line: Sneak Peek for You and Your **(Readers or Listeners)**

Body copy:

Hi **(Name):**

I have been enjoying **(name of blog, podcast or publication)** as a resource for **(topic)**. I am particularly interested in what you are saying about **(topic or problem)**.

Your recent **(post or show)** on **(headline or name of show)** ties into the reason I'm writing.

I want to offer you---and **(number)** of your **(readers, listeners, etc.)**---a chance to **(state your offer)**.

(Your offer) would be a nice little "extra" for your readers. I would welcome their feedback, and yours too.

Please let me know if this sounds interesting to you, and I can provide more details. Just hit "Reply" or feel free to call me at **(phone number)**.

P.S. Include a comment about something personal that they've written.

Example:

Subject Line: Sneak Peek for You and Your Readers

Body Copy:

Hi George:

I have been enjoying your blog, Ain't It Grand?, as a resource for grandparents. I am particularly interested in reading about their frustration with technology, especially since so many of them want to use computers and mobile phones to stay in touch with their families.

And that's why I'm writing.

I want to offer you---and 10 of your readers---a chance to beta test a new website that teaches people over 60 about how to use technology. We cover simple things like how to get set up with a computer

and create a Facebook account, to more advanced lessons like how to use Skype and basic photo editing programs.

A beta test would be a nice little "extra" for your readers. I would welcome their feedback, and yours too.

Please let me know if this sounds interesting to you, and I can provide more details. Just hit "Reply" or feel free to call me at 777-777-7777.

P.S. Congratulations on winning a blue ribbon at the state fair for your woodworking! I enjoyed the photos of that toy train you made.

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5. A Request for a Top Amazon Reviewer

These reviewers don't only review books. They review clothing, electronics, toys, DVDs, clothing, garden tools---just about anything that Amazon sells. Competition for these reviewers is so stiff that you might consider pitching reviewers who are aren't as popular. Regardless of who you pitch, choose only the ones who review products that you have.

Here's a quick step-by-step guide on how to find them.

1. Go to <http://www.amazon.com/review/top-reviewers>
2. Click on a name and read the "About Me" and "Interests" section of their profile which explains exactly what they review. You'll also see many of their reviews on that page.
3. Many reviewers have their email address on their profile page.
4. Email your pitch.

Sample Pitch to an Amazon Top Reviewer

Subject Line:

Review Request: (Title of Book or a few catchy words to explain what it's about)

Body Copy:

Hi (first name),

I found your name on the list of Amazon Top Reviewers and I know that in addition to (include a personal fact about them that ties into your topic), you review (types of books).

I've written (title of book), which identifies the best foods, like almonds and salmon, for a healthy brain, with tips on how to prepare them or use them in recipes to maintain the greatest nutrition possible. It's at (include Amazon link).

Would you be interested in reading it and writing an honest review? If so, I can send you a PDF or a paperback if you send me your snail-mail address. (Optional: Offer something else the reviewer can include at her blog.)

Thanks for considering this.

Example:

Subject Line: Review Request: Healthy Brain Food

Body Copy:

Hi Meagan,

I found your name on the list of Amazon Top Reviewers and I know that in addition to being a foodie, you review cookbooks for healthy eating.

I've written Brain Food, a book that identifies the best foods, like almonds and salmon, for a healthy brain, with tips on how to prepare them or use them in recipes to maintain the greatest nutrition possible. It's at <http://www.amazon.com/dp/XXXXXXXXXXXXXXXXXX>.

Would you be interested in reading it and posting an honest review? If so, I can send you a PDF or a paperback if you send me your snail-mail address. You also have my permission to reprint a few recipes at your blog, Power Food.

Thanks for considering this.