



Guidelines on posting *Amazon reviews*

[Unlock!](#) is launching **Sunday, July 5**. As an early reviewer, I am grateful for your willingness to post a (hopefully positive... 😊) Amazon review. At the same time, it's important that these reviews appear **unbiased** and **voluntary**, while continuing to capture the essence of the book. These guidelines, in addition to the media kit, will assist you in doing so. Let's unlock! this book on Amazon!

Do's:

- Ensure that you have already made your purchase (which means you show up as **Verified Purchaser**). Kindle link: <https://www.amazon.com/dp/B08CBKSKW3/>
- Allow **at least 12 hours** after you have bought the book to add review on Amazon. BTW, you don't have to read ALL of the book to write a review. The first 5 chapters should help you jumpstart your review, they are located at: <https://unlockthebook.com/>
- **Be objective** about the book; if you have constructive things to say, please include them in the review. Your review "in your own words" is gold ... 😊
- Make sure to **reference specific terms** from the book that you found valuable. Why did you find those valuable?
- Please try to make the review detailed in at least 7 sentences. **Substance matters!**
- **Posting an image** adds more weight to your review, so I highly encourage it if you've bought a paper copy. Video reviews gets substantially rewarded if you'd like to be bold and the brave!
- While I appreciate an honest review, **5 stars 🌟🌟🌟🌟🌟 matters!** The book gets traction on Amazon's best seller list, and every single 5 star review helps it get there.
- Feel free to link up the book's webpage <https://unlockthebook.com/> so that it gets more traffic.

Don'ts:

- Please **do not mention that you know me in any way**
- Please **do not mention that you got an advance copy** of the book to read
- Please **do not post other URLs, linking to the book's webpage** (<https://unlockthebook.com/>) is perfectly okay
- Obvious but worth emphasizing, **please avoid words such as "in exchange"** in your review in cases where you received an advanced copy of the book

I personally hope you will reap tremendous benefits from this book, and I'm deeply thankful to you for supporting me through this journey.

Best Regards,

Abhijeet Khadilkar