



Book Reviews That Sell: Discover the Secrets of Getting a Boatload of Great Reviews

Gary Webb

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BOOK DESCRIPTION

BOOK REVIEWS THAT SELL: Discover the Secrets of Getting a Boatload of Great Reviews

Having a good number of high-quality book reviews can make the difference between mediocre books sales and having a best seller. Dr. Webb's last four books have ranked #1 in their categories.

Even after such success, Dr. Webb recognized that he was neglecting an important part of maintaining long-term sales. He concentrated on getting about 15-20 reviews immediately following the release of his books, but he failed to establish the process for getting more and better reviews, setting higher goals for reviews after the book launch. **His research and testing for this book will prove themselves within the first week of launch, but also for the extended period following its initial success.**

By reading *BOOK REVIEWS THAT SELL*, you will learn:

- Reasons why Amazon may soon remove some of your best reviews.
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- How to recognize the most common mistakes authors are making when seeking more reviews.
- A system for identifying and tracking actual and potential reviewers for your books.
- A legitimate way to use virtual assistants to help increase the number of reviews you get.
- How to screen potential reviewers to avoid the harshest and most negative ones.
- How to best handle the inevitable one-star review.
- How to build a large pool of reviewers who will be glad to see another book released with your name on it.
- How to have reviewers contacting you, asking for a review copy of your next book.

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