



Tips for a Successful Email Marketing Campaign

We are excited to work with you on your email marketing campaign! This is a collaborative effort with lots of moving parts, which is why we put together the following Q&A to help guide you through the process. This way, you will know what to expect once you have approved the designed email and we send it.

Please feel free to reach out to us with any questions you may have by email: abteam@storymonsters.com or phone: (480) 940-8182.

What happens after the email is pitched?

We will start to receive requests to review your book from our network of parents, teachers, librarians, media members, and book bloggers. Any requests to review your book will be sent to you via email. You will need to follow up with each requestor and plan to send a copy of your book to review. We recommend sending a PDF file of your book, but if you prefer, you may choose to send a printed copy instead. This is completely up to you!

Do I send a printed or digital copy of my book?

We recommend that you send whatever makes the most sense for you! There is no wrong or right answer. To save on cost and time, a digital PDF is perfectly acceptable. If you wish, you can add a watermark to your PDF file that clearly says that the digital copy is for review only. However, there is nothing like getting a physical book for a reviewer to hold and read, so don't hesitate to mail a printed copy if that is your preference. Either way, we also recommend including information on how to buy the book.

How soon after I receive a request to review my book should I send it?

We recommend that you connect with each requestor right away. If that's not possible, then within 48 hours of receiving the book review request. We have found that the authors who respond quickly increase their chances of receiving a review of their book. Our reviewers are excited to receive a copy of your book!

To help you with this process, here is an email template that you may use and edit as you see fit (e.g., include your own hashtags, offer a discount to buy the book, include links to your social media or website, etc.) when you respond.

Dear [INSERT NAME],

Thank you for your request for a digital review copy of [*TITLE OF BOOK*]. A PDF of the book is attached. Please kindly confirm receipt of this email.

I hope you enjoy reading the book and would love to hear what you think of it! Please submit your review using the form at <https://www.storymonsters.com/submit-book-review>. As an added incentive, when you submit a book review to Story Monsters LLC, your name will be entered into a drawing for a chance to win a \$15 Amazon gift card.

Also, Story Monsters LLC appreciates reviewers sharing their reviews and tagging them on social media.

Instagram: @storymonstersllc; Twitter: @storymonsters; Facebook: @storymonstersllc

Happy reading!

Warm regards,

[INSERT NAME]

How will the requestor use the review copy of my book?

Some requestors may only want to review your book while others, such as teachers, may read the book to their class or share it with other teachers.

How can I get my book reviewed?

When a request to review a book is made, we supply instructions and a link to the form on our website to use when submitting a review. We recommend that when you send the file, you also include this link: www.storymonsters.com/submit-book-review. Any reviews we receive will be sent to you! When a reviewer uses the Book Review form on our website, we will enter their name into our drawing for a chance to win a \$15 Amazon gift card.

What information do you ask reviewers to include in their book review?

Here are some things we ask reviewers to think about when writing a review:

- Would you recommend this book? Why or why not?
- What makes this book special or stand out from its competition?
- What are your thoughts about the illustrations? Do they help enhance the story? Why or why not?
- Would you consider adding this to your classroom or library, or buying it as a gift for someone else?

If a review is positive, we encourage reviewers to post them on social media, Amazon, or Goodreads.

[CLICK HERE](#) to view a sample of book reviews we've received.

What happens if a reviewer just doesn't like my book?

Book reviews are *always* valuable—even when they are critical. They help authors and potential readers/buyers gauge what people like teachers, librarians, or members of media think of the book. Be prepared for an honest review of your book. However, we encourage reviewers to consider offering suggestions rather than writing a negative review.

Don't worry, while we will share a critical review with the author, we will never post one on our site. We only want to shine a light on the praise an author receives for their book!

If I didn't hear back, should I contact the requestor again?

When a request is made to review a book, we ask the requestor to acknowledge receipt of the book. If a reasonable amount of time has passed and you have not heard from a requestor, we recommend that you send a follow up email. We recommend keeping the email short and friendly.