

## EXAMPLE EMAIL: READER REVIEW ASK

This is the exact email I sent to my email list in 2012 to request reviews on amazon.com. Feel free to use this as a model when thinking about what to say to your own email list when the time comes to ask for reviews!

[This email was before link triggers, so if your publisher allows you to give away digital copies in this context, what you could do is just have them click a link trigger to get the early copy and then trigger an automated email to send them a copy!]

### **Subject: Would you like a free e-copy of my book?**

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Hey there!

I have some exciting news I wanted to share with you... my book *Community College Success* is now available early Amazon.com and Barnes & Noble.com (official media launch is March 15)!

If you haven't yet, you can see what New York Times Bestselling authors like Dan Pink, Wes Moore, and Brian Tracy had to say about the book.

I wanted to ask for your help in this exciting journey and share with you an opportunity to read the book for free.

It is really important for the book to get reviews on Amazon.com, and my publisher has allowed me to give my email subscribers a free e-copy if you promise to review the book on Amazon.com by March 26, and then share the link to the book on your Facebook page after you write the review.

If you are able to do this it would mean so much to me!

If you're interested, just reply to this email and I'll send you the free e-copy for you to read on your computer right away. If you have your own business or any special links to anything you're working on that you'd like me to share, I can also share them on my Facebook page once you write the review as a thank you.

Let me know what you think! And thank you so much for your support. It means more to me than you could ever know.

Sincerely,

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