

EXAMPLE EMAIL: AUTHOR REVIEW ASK

This is the exact email I sent to Brian Tracy's assistant in 2011 that led to him reviewing my book on the inside cover. Feel free to use this as a model for writing your own emails to your favorite authors.

Subject: Sharing Eat That Frog w/ CC Students?

Hi,

I am a huge fan of Brian and am hoping to promote Eat That Frog in my upcoming *Community College Success book* (my post on procrastination where I mention Eat That Frog was my most popular). If you could share the email below with Brian I would be so grateful. Thank you so much for your time as I'm sure you are incredibly busy. I really appreciate it.

Hi Brian,

I found your contact information through your incredible book *Eat That Frog* (which I shared on my blog and my students loved). I have a huge favor to ask.

My very first book (I can hardly believe it) *Community College Success* is going to be published by NorLights Press this April 2012, and I am currently looking to get endorsements from authors I trust and respect and whom I'd also like to recommend to my readers (e.g. a few others I already have on board are Cal Newport, Christine Hassler, and Wes Moore).

I have to turn the endorsements in to my publisher by Jan 6, 2012.

I know you are so busy so any kind of endorsement/blurb you could offer would be considered a tremendous gift. I know it means a lot to be willing to put your name and words on something (especially for someone of your caliber). But my book is all

about teaching students who come from low socio-economic backgrounds to have the courage to reach out to those whom they'd never have access. So here goes :)

Below is a brief overview and table of contents and attached is a more extensive overview with a few sample chapters for you to look over in order to write a phrase or a sentence or two with your comments. If you'd like to read the entire book first just let me know and I can email it to you (it's not in hard copy form yet).

If you are able to do this, please:

- Email me back with your endorsement/blurb
- Let me know how you'd like your name to be printed
- Let me know how you'd like your book highlighted

It would be my hope that in return for your kindness of allowing me to share your endorsement in my book I will be able to showcase your work to my readers through the endorsement and in a personalized recommended resources page in the back of the book as I know my readers need a lot of guidance when it comes to procrastination.

It would be an honor to have your name and commentary on my book.

Thank you so much for your time and consideration Brian. It means a lot. Please let me know if you have any questions.

Sincerely,

Isa

--

Isa Adney
Isaadney.com

Overview

[I inserted a paragraph that gave an overview of my book, as taken from my book proposal]

Table of contents

[I inserted the table of contents for my book]

Attachment

[I attached my book proposal which included two sample chapters and a paragraph summarizing each section.]