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The Book Review Companion

An Author's Guide to Getting and Using Book Reviews

Book 3, the Up-to-Speed series

David Wogahn | davidw@authorimprints.com | 760-814-1416

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About the Book

The Book Review Companion is the only book that brings together all the facets of this vital topic into a single handy reference guide. Loaded with feedback from authors and real-world experience, it includes step-by-step instructions for getting and using book reviews.

- Proven review strategies applicable to any book, and any author
- The ten major sources for reviews, including sixty resources
- Amazon review policies demystified and clarified
- A complete guide to soliciting and using endorsements and blurbs
- Detailed instructions and resources for contacting book bloggers
- A special bonus section written specifically for new authors

About the Author

David Wogahn is the author of five books including *The Book Review Companion*, *My Publishing Imprint* and *Register Your Book*, and he is a LinkedIn Learning author. He has worked for the *Los Angeles Times*, the Los Angeles Olympic Organizing Committee, and was co-founder and COO of the first online publisher of sports team-branded websites known today as the CBS College Sports Network.

He is a frequent speaker and trainer, including presentations for the Independent Book Publishers Association, the Alliance of Independent Authors (ALLi), the Independent Writers of Southern California, and the Santa Barbara Writers Conference.

David is also the president of AuthorImprints, an award-winning professional publishing services company that publishes books for authors and businesses using their own publishing imprint.



"Book reviews are the lifeblood of many successful book launches. David Wogahn's book cuts through the confusion to show both indie- and traditionally-published authors an effective system for getting the reviews their books deserve. Highly recommended." — **Joel Friedlander**, TheBookDesigner.com

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"David has written one of the most useful books for book marketing." — **Fauzia Burke**, president, FSB Associates and author, *Online Marketing for Busy Authors*

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"...a comprehensive guide to understanding why reviews matter, and how to get them."

— **Jim Kukral**, Founder, Author Marketing Club

• * *

"...an indispensable roadmap for requesting and garnering reviews..." — Best-selling mystery author, **Elizabeth Spann Craig**

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"David Wogahn's book covers everything about book reviews; Amazon policies, sources, ARCs, even writing reviews to build your platform. It's all there." — **Dave Chesson**, Kindle Marketing Jedi, Kindlepreneur.com