

Thank you for your interest in my survey results! Although this study was done a couple of years ago, the results are as applicable today as they were when the study was done. Feel free to reference these results in any work that you do as long as you give due attribution.

Appendix Survey Results and Analysis

Initial Survey questions

- How long have you been book blogging?
- Would you describe yourself as a voracious or avid reader?
- What country do you blog from?
- What genre(s) does your blog focus on?
- Do you post book reviews on your blog?
- How many review requests do you get on average each month?
- Is this number increasing or decreasing?
- How many of these are within your reading taste?
- Do you have a review policy posted on your blog?
- Roughly, how many authors follow your policy instructions?
- How many reviews do you do from purchased books each month?
- How many reviews do you do from review requests each month?
- Do you review self published books?
- Do you review small pub books?
- How often do you post on your blog/week?
- How many posts each week are memes? (ie. follow friday, what's in your mailbox, etc)
- How frequently do you post guest posts or interviews or excerpts?
- When you post a GP do you receive everything you need to post?
- Do you get comments on your blog from authors you feature?
- If you feature an author on your blog, do they promote it on THEIR social media?
- Do you participate in blog tours?
- Do you currently have advertising on your blog?
- Do you have accounts on the following?
 - GFC
 - Google+
 - Twitter
 - Facebook
 - LinkedIn
 - Tumblr

- Other
- How often do you go to an author's blog/website for information?
- How often are you successful in finding the information you want?
- Would you be available to answer more questions?
- Do you feel having a blog has changed you as a reader?

Raw survey results:

How long have you been blogging?

Over 2 years: 55/215 or 26%

1 - 2 years: 53/215 or 24%

6 Mo - 1 Yr: 50/215 or 23%

Under 6 Mo: 57/215 or 27%

Would you describe yourself as a voracious or avid reader?

Yes: 211/215 or 98%

No: 4/215 or 2%

What country do you blog from?

US: 151/215 or 70%

Canada: 19/215 or 9%

England/UK: 17/215 or 8%

Other countries represented with 5 or fewer respondents:

Philippines

Netherlands

Italy

Singapore

Sweden

Czech Republic

Thailand

Germany

Surinam

Bulgaria

Hungary

India

Australia

Macedonia

Brazil

Do you post book reviews on your blog?

Yes: 205/215 or 95%

No: 10/215 or 5%

What Genre(s) does your book blog focus on.

The answers are many and varied

How many review requests do you receive each month?

Overall: 2656 from 200 responses or 13.28 requests/month/blogger

When the results are broken down by time blogging the results are different

Under 6 mo: 4.339 requests/month

6 Mo - 1 Yr: 7.327 requests/month

1 - 2 Yrs: 14.520 requests/month

Over 2 Yrs: 19.268 requests/month

Is this number (review requests) increasing, decreasing or staying the same?

Increasing: 138/207 or 67%

Decreasing: 12/207 or 6%

Staying the same: 56.207 or 27%

How many of these requests are within your reading taste?

Most: 80/200 or 40%

Many: 76/200 or 38%

Few: 44/200 or 22%

Do you have a review policy posted on your blog?

Yes: 148/200 or 74%

No: 62/200 or 31%

Roughly how many authors follow your policy instructions?

Most: 80/181 or 44%

Some: 61/181 or 33%

Few: 40/181 or 23%

How many reviews do you do on purchased books/month?

1-5: 148/210 or 70%

6-10: 32/210 or 15%

More: 13/210 or 6%

None: 19/210 or 9%

How many reviews do you do from review requests each month?

1-5: 121/211 or 57%

6-10: 43/211 or 20%

More: 25/211 or 12%

None: 22/211 or 11%

Do you review self-published books?

Yes: 165/200 or 83%

No: 45/200 or 17%

Do you review small pub books?

Yes: 195/208 or 94%

No: 13/208 or 6%

How often do you post on your blog / week?

1-3 times: 86/212 or 57%

4-6 times: 77/212 or 36%

Every day: 49/212 or 23%

How many of these posts are memes?

1-3: 174/177 or 98%

4-6: 3/177 or 2%

How often do you post GPs or interviews or excerpts?

1-3: 151/159 or 95%

4-6: 8/159 or 8%

When you post a GP do you receive everything you need to post?

Always: 59/153 or 39%

Sometimes: 84/153 or 55%

Never: 10/153 or 6%

Do you get comments on your blog from authors you are featuring?

Always: 0

Sometimes: 186/201 or 93%

Never: 15/201 or 7%

If you feature an author on your blog, do they promote it on THEIR social media?

Always: 38/203 or 19%

Sometimes: 126/203 or 62%

Don't know: 38/203 or 19%

Do you participate in blog tours?

Yes: 142/210 or 68%

No: 68/210 or 32%

Do you have paid advertising on your blog?

Yes: 35/213 or 17%

No: 178/213 or 83%

Which of the following accounts do you have?

GFC: 143/215 or 67%

Google+: 133/215 or 62%

Twitter: 210/215 or 98%

Facebook: 175/215 or 81%

Tumblr: 38/215 or 18%

LinkedIn: 62/215 or 29%

How often do you go to an author's blog/website for information?

Frequently: 111/213 or 52%

Often: 66/213 or 31%

Seldom: 36/213 or 17%

How often are you successful in finding the information that you want?

Frequently: 118/210 or 56%

Often: 80/210 or 38%

Seldom: 12/210 or 6%

Do you feel having a blog changed you as a reader?

Yes: 193/214 or 90%

No: 21/214 or 10%

Analysis and Commentary

How long have you been book blogging?

I was happy to see a roughly equal distribution of bloggers amongst the four categories. One of the main reasons for starting the study was to see if other bloggers were seeing the same things that I was. I was also curious as to whether what I was seeing was a factor of the genre I focus on for my blog or whether everyone, regardless of their experience or genre, was seeing the same thing. Because of this, I was hoping to get answers from experienced bloggers as well as newbies.

Would you describe yourself as a voracious or avid reader?

I must admit, I wasn't surprised to see that 98% of the book bloggers that responded to the survey described themselves as voracious or avid readers. It is my experience that everyone I meet in the book blogging world is just like me—always with a book by their side. One of the further questions that I asked, and will talk about below, is why each person started book blogging. Almost 100% of respondents started to share their thoughts about and their love for books. That's what we do when we love a story—we tell everyone we can. When you enter the world of book bloggers, the word "everyone" takes on a new meaning. We aren't just talking about the ladies that we meet for book club or our next-door neighbors. Some book bloggers have literally thousands of people who read their opinions. And these people are from all over the world.

What country do you blog from?

I was happy to see a selection of countries represented in the respondents. Many of the book bloggers from other countries made comments about having issues getting books

to review, as they don't live in the US. I'm hoping that this will change with the proliferation of e-books and e-readers. As time goes on, e-books will be available to a larger and larger audience. There are fewer geographical restrictions (although I know there still are some) and soon I hope all books will be available to people in many different countries, not just North America. I actually had several people comment that the reason they started blogging was to get books that they were otherwise restricted from purchasing. Amazon is well known for imposing geographical restrictions.

Do you post book reviews on your blog?

When creating the questions for this survey, I made the assumption that all book bloggers started out posting reviews of their favorite books, as I did. It seems that I am correct, but what I found interesting is that although 95% of respondents post book reviews, quite a few of the book bloggers in the "2 years or more" category commented on the fact that they no longer post reviews. This, of course, brings up the question that I didn't ask, which is if you no longer post reviews, why not? I do know of several bloggers that no longer post reviews on their personal book blogs, but review for larger, more commercial sites. Maybe they just choose to use their blog as a vehicle to promote books and their authors through features and restrict the posting of reviews to the commercial sites. I also know that there is quite a bit of concern about backlash from a negative review. Again, a question that I didn't ask is whether or not the book blogger posted negative reviews. Many do not for various reasons. I know that I don't, as I simply don't finish reading a book that I'm not enjoying. There are too many books on my TBR pile to soldier on when I'm not enjoying a book. My blog focuses on the books that I want to talk about, not list the ones that I don't.

How many review requests do you get each month? Is this number increasing, decreasing, or staying the same?

This was the most interesting question for me. I have a huge TBR pile, and obviously I have issues saying no! Before I stated on my review policy that I was closed to reviews, I was getting upwards of 50 requests each month. Even now, after closing to reviews, I am still getting upwards of 20 requests each month.

When all the numbers are combined together, book bloggers are getting just over 13 review requests each month. When the numbers are broken down by time blogging, they get larger the longer the book blogger has been around. I don't find this surprising. The longer a book blogger has been active, the more visible they become, and the more likely they are to be found by authors, PR people, and publishing houses. The fact that book bloggers with two years or more blogging are getting 19+ review requests each month doesn't surprise me. What was even more interesting is if I removed all the responses where people entered a 0 or a low number, as they are closed to, or closing to

reviews, this group of book bloggers gets 35+ book review requests, on average, each month with 5 indicating they receive over 100. Seriously, can you read 35 books each month? I can't!

The second question that I have included here is whether or not the number of review requests is increasing, decreasing, or staying the same. I was not surprised to see that 67% of respondents claim that their review requests are increasing.

The results to these two questions are very important! This is information that we will be referred to again and again in the various chapters of the book. Most people can't possibly read 35+ books each month. (I do understand that many book blogs have multiple reviewers, but most of the bloggers that filled out my survey were one person blogs.) Book bloggers have to have a method to decide which books to read and review and which ones to refuse. Everyone will have a different method, but I would suggest that if you want to be one of the authors accepted by some of these book blogs, submit your query properly. If you really want to be reviewed by a particular book blogger, don't give them a reason to hit delete.

How many of these requests are within your reading taste?

The fact that only 40% of respondents said that "most" of the review requests are within their stated reading taste is troubling to me. As I said over and over again in this book, do you really want your book reviewed by someone who really doesn't like the genre you write in? I read historical romance. Do you really want me reviewing your brand new horror story when the genre scares me? Do you really want a 1 star review on Amazon because a reviewer felt your story was too frightening? Don't you want someone that is predisposed to love your book from the outset? Stack the deck. Only approach lovers of horror to review your book. To me, this is just common sense. The same is true when approaching book bloggers to let you do an interview or other feature to promote your new book. Make sure the book blogger likes the genre you write in, and therefore their readers will be potential buyers. Why would you want to waste your time promoting your book to a group of readers that will never buy your book?

Do you have a review policy posted on your blog?

It seems that review policies are very popular. 74% of all book bloggers that responded to the survey claimed to have a review policy on their blog. It is my experience that review policies take different forms on blogs. Many bloggers have an actual page on their blog labeled "Review Policy." In some cases, the information is on an "About me" page. Regardless of the form, it is often highly detailed, listing what they will and will not read, and what their review will consist of. Book bloggers go to a great deal of trouble to outline their policies in hopes that they will be read. Because of this, the

answer to the next question is troubling.

Roughly how many authors follow your review policy instructions?

The respondents to my survey state that most authors follow the instructions on review policies only 44% of the time. That is a pretty sad comment! When an author queries a publishing house, queries that don't meet the stated requirements are usually dumped in the trash. When approaching a book blogger for a review or for another type of feature, you are asking them to promote your book for free. You are asking them to take time to do something so that you can potentially earn money. Take the time to read and follow the instructions. Remember, most book bloggers get more review requests than they can reasonably respond to. Don't give anyone the excuse to hit the delete button.

Do you review self-published books?

I was surprised and very pleased to see that 83% of the people who responded to my survey claim to review self-published books. There seems to be so many vocal people that are against reviewing self-pubbed books that I was happy to see that so many are willing to review them. I see this as a positive boost for all those self-published authors out there.

Do you review small pub books?

I was happy to see that 94% of respondents are willing to review small press published books. This is such a huge help to all those small pub authors out there. One often assumes that if you have your book published by a publishing house, they take care of promotions for you. Frequently that is not true, and authors are set free to fend for themselves. They need all the help they can get! They don't have a large marketing budget (does anyone these days?), and they need to get the word out about their book.

How many reviews do you post from purchased books?

The fact that book bloggers purchase books to review is a testament to their love of reading! We are the ultimate consumers of books! We often receive a huge number of free books, yet, this number indicates that most of us are still consumers. Remember, 98% of respondents describe themselves as voracious or avid readers. That's what we do—we read books, lots and lots of books! I know that if one of my favorite authors publishes a book and I don't get an ARC, I'm heading to the store or the library to get a copy. I am obviously no different from many book bloggers out there. I know that I don't purchase near the number of books that I did before I started blogging, but I am still a consumer.

How many reviews do you do from review requests each month?

This is a question where the answers surprised me. 57% of respondents post 1–5 reviews each month from review request books. 32% of respondents post 6 or more reviews each month. Given that there are, on average, 30 days in a month, the majority of the days the blog is not hosting book reviews.

The next few questions offer more detail.

How often do you post on your blog/week?

It seems that over half of respondents only post 1–3 times each week. I personally find this interesting. Almost all of the book bloggers I know post at least every day, of not more than once a day. Yet only 23% of the respondents claimed to post everyday.

How many of these posts are memes?

I was not surprised to see that 98% of all respondents post between 1 and 3 memes each week. Although a book blog is a way of celebrating and promoting books and their authors, the weekly memes are the social aspect of book blogging. There are many weekly memes like Follow Friday events to memes that allow book bloggers to talk about the books they received that week, or the books that they are anxiously waiting for. There are even racy memes like “Mancandy Monday” which need no explanation. These various events are open to anyone who wants to put up a post and take the time to visit some bloggers. I often encourage authors to participate in some of the larger activities, as this is a good way to find active book bloggers.

How often do you post guest posts or interviews or other features?

Again, I was surprised to see that 95% of all respondents said that they only post between 1 and 3 guest posts, each week. It seems that my theory of most book bloggers posting every day is not true. To a large degree, guest posts or interviews are an easy way for book bloggers to get content for their blog and an excellent way to promote authors and their books. This would be an interesting area to explore for another survey. Do book bloggers choose to not post every day as maybe it is too time consuming, or do they choose to only post a certain number of days each week?

When you post a guest post or interview, do you receive everything you need to post?

The answers to this question reflected what I have been seeing on my blog, and also various other blogs that I post to. Only 39% of respondents say that they always receive

everything that they need to put together their post. In other words, more than half the time, material is missing from what is sent. I asked a follow-up question about this and we'll talk about this next, but I've noticed that this seems to be a function of not reading. I know that when I send an email of requirements, I list the requirements in point form. I would think that this method is easy to serve as a check list. I still am frequently sending notes to request more information. I would think that an author would want to get as big a bang for their promotional buck as they can. For heaven's sake, send buy links and social media links. Send book trailers. Maybe the book bloggers don't post them, but what if they do?

Do you get comments on your blog from authors you are featuring?

93% of respondents say that they sometimes receive comments from authors that they are featuring. I do admit that this could be an unclear question. What I was intending with this question was: "Do authors that ask to be featured, comment on your blog?" Sadly, that's not what I asked in the question. Because of this, I don't know if people are saying that authors don't comment 100% of the time in general or when they know they are being featured. Remember, there is nothing better for getting people to comment than to ask a question in your post, and then drop by the blog first thing in the morning and state that you will be checking in to answer any questions. I know from my hits that a lot of people read posts on my blog, but only a small fraction leave a comment. There are studies that indicate as few as 1% of readers leave comments. I also know that if the author has left a question which asks for an answer, I'm more likely to comment on the blog. Otherwise, I find myself leaving lame comments like "Nice post" or "Thanks for sharing."

If you feature an author, do they promote the stop on THEIR social media?

This was an interesting question that I followed up on in my supplemental questions. 19% of respondents said that they don't know if the author had promoted the stop, but likewise, only 19% said that authors always promoted the stop. You'll see when we get to the supplemental answers that many book bloggers either really don't pay attention to whether the stop is promoted or not, or they don't expect the authors to do anything. Quite a few comment that they feel many authors don't understand how to promote their stop. I'm hoping that this is one area this book will help. Just like the saying goes, "It takes a village to raise a child," think of your book as a child. We discussed this topic in more depth in the main portion of the book.

Do you participate in blog tours?

I was surprised that only 68% of respondents participate in blog tours. I thought that amongst all the blog tour companies, all book bloggers had been recruited to one tour

company or another. Blog tours are covered in chapter 10 of this book. Are they a good thing? They certainly may be, but like everything else in life, there are good ones, bad ones, and those that fall somewhere in the middle. Make sure you educate yourself about blog tours before you head off to spend your hard-earned money.

Do you have paid advertising on your blog?

I must admit that I was surprised that only 17% of respondents claimed to have some form of paid advertisement on their blog. Although I didn't ask the question, I would imagine that a lot of the respondents that have advertising have Amazon affiliates or another form of affiliate advertising. Many bloggers claim to earn a lot of money from affiliate advertising, but I certainly don't. I get a few cents every time one of my links leads to the sale of a book. This doesn't do more than buy me a few lattes a year. In my opinion, authors miss the boat by not paying book bloggers to advertise their covers on their sidebars. A busy book blog has thousands of eyes on it each month. Authors will pay Google for Adwords, but miss out on sidebar advertising. How much do you pay per click on Adwords? You could easily get thousands of sets of eyes looking at your book cover for a fraction of what you spend on Adwords. Look into it!

Which of the following accounts do you have?

I was not surprised by the fact that well over half, in some cases closer to 100%, of book bloggers have accounts on Google Friend Connect, Google+, Twitter, and Facebook. I am not surprised to see almost 100% of book bloggers that answered the survey are active on social media. I advertised the survey on my blog and on Facebook and Twitter. Other than word of mouth, I would imagine that all of the bloggers that responded, saw a post, a tweet or a Facebook post.

How often do you go to an author's blog/website for information? How often are you successful?

The reasons behind asking these two questions are somewhat selfish. I design blogs and help authors with their platform. I wanted to know if book bloggers find authors' sites helpful. The vast majority of respondents visit authors' sites either frequently or often. I was happy to see that they are frequently successful or often successful 94% of the time in finding the information they seek. I often have reason to visit an author's blog or website. What I get from the answers to this question is that authors are doing a good job of creating a source of information for their readers to use.

The last question on the main part of the survey was, "Has having a blog changed you as a reader?"

I was delighted to see that 90% of respondents said yes to this question. I know that I have been dramatically changed by having a blog. My blog has led me to books and authors that I would have not heard of using my previous method of choosing what books to read. Many of the books that I now read are not found in Walmart or my local used bookstore. They are new authors just starting out and have wonderful talent that just needs to be recognized. I love the fact that I can play a small role in that promotion. I just want to shout from the virtual rooftops “Read this book! It’s GREAT!!” I can tell from the comments, that there are bloggers with the same opinions as I have!

Supplemental Questions and Analysis

Several months after the original survey, I sent out a set of additional questions to all the book bloggers who answered my original survey. These ones asked for anecdotal answers, not quantification, but description. The number of responses I got on this set of questions was much lower than the original set, but I think you will find the answers quite interesting. You will notice that I have not edited the answers even though there are errors present. I see them as quotes and not to be changed in any way. I have, however, in order to save space, condensed the simple No and Yes answers into numbers of each rather than listing.

I have listed the commentary before the raw answers in this section.

Why did you start book blogging?

I enjoyed reading all the answers to this question. I find it interesting how many people start a blog to connect with others like them—to find friends. We talked more about the answer to this question in the main portion of the book.

Do you review for more than one blog? If so, where?

Although many respondents do not review for anywhere other than their blog, I was interested to read the list of places that people review for. Other than the obvious Amazon and Goodreads answers, quite a few respondents review for more than one place. I know that I review for my blog and several other commercial sites. If you aren’t familiar with the sites listed, visit them. Maybe these other sites are a good fit for your book!

The other piece of information that you can take away from this question is that many book bloggers are fairly well connected. We review for our own blogs, but we are also highly interconnected. We can be helpful. In addition to posting on more than one site,

we chat. If you are polite and respectful when approaching me and I can't help you, I'm likely to point you in the direction of someone who will. If your book isn't a good fit for my site, I likely have a bloggy friend who can help you.

Do you appreciate being on publishing house or PR people's mailing lists?

The answers to this question fascinated me. I personally dislike being on the receiving end of form letters, especially if they are not personalized in any way. I do, however appreciate being on mailing lists—you know, the ones that come out from publishing houses that list the new releases, and books that are available to review. I'm seeing the same sort of thing in the answers from other book bloggers. Most people are willing to be on mailing lists. A few said no and were quite definite about it, but overall, people are willing to receive newsletter type mailing lists.

Do you like getting review requests via form letters? Give reasons.

The answers to this question, when compared to the previous one, are quite different. Where most people are willing to be on a mailing list, they dislike getting form letters. What I was intending when I asked this question was the type of letter that is mail merged. Even if it has my name or my website on it, there has been no attempt to look at my review policy or see what I'm interested in reading or promoting.

I found it entertaining to go through the raw answers. There are some people who liked form letters and some who didn't understand what I meant by the question, but the majority of respondents had something to say about getting a form letter. The comment that came up over and over is that it's easy to hit delete. A publishing house might not care how many letters end up in a trash bin, but bloggers hold authors to a different standard. They want personalized letters that spell their name correctly and are from someone who has visited their site. Although it's time consuming to visit a whole bunch of blogs and compose personalized letters, it's more doable when attacked one step at a time.

Do you feel that you give clear expectations to the authors that you feature? Explain.

I found the answers to this question quite interesting also. Two things are quite clear by reading the answers. Firstly, most of the respondents feel that they are very clear in their expectations of authors. Secondly, most assume that authors have read their policies on their blogs. That's where their expectations are stated.

In other words, if the author doesn't read the policy, they don't know what expectations

they will be expected to follow! I know that many bloggers re-state their policies in their email contact with authors, but it's obvious from the answers that authors are expected to educate themselves. One point is quite clear through several of the survey questions—book bloggers feel that their expectations are clear.

Do you feel that authors understand how to promote a stop on your blog?

Of all of the questions, this was the one that was the least definitive. I asked a similar question on the first questionnaire, and felt that it needed some follow-up. After reading the answers, I still don't think I got what I was looking for. Maybe the questions I should have asked were "Do you care if authors promote their stop? Do you think they understand how?" I think that some book bloggers are perfectly happy posting for themselves and anyone else who happens along. They don't feel that it's their mission in life to promote books and their authors. Others are more regimented and see that posting a promotion of a book on their blog is a joint effort that is shared by the author. They expect the author to take a role in promoting their blog stop. One thing is clear, however, that many bloggers see a stop as wasted if the author does nothing, or not much to promote it. A point that I repeated in this book—why bother making the effort to ask someone to review your book, or post some interview questions, if you are not going to promote it?

If you could give an author one piece of advice about promoting their book, what would it be?

This is the question that I find has the most delightful answers. If you take nothing else away from this book, read those answers. Each one is a little pearl of wisdom from someone who loves books and wants to help you!

Raw answers to Supplemental Questions

Why did you start book blogging?

- Because I wanted to be able to share great books with readers.
- I started reading book blogs after joining GoodReads. I already had other blogs, and felt like book blogging was something fun I could also do. I have an eclectic taste in books, and I wanted to share that beyond GoodReads.
- I am very supportive of many changes taking place in the book industry. I am particularly supportive of ebooks and talented Indie and small press authors and LOVE helping spread the word about their books. I also personally enjoy

discovering new to me authors who can help support my book addiction.

- To share my love of books and my thoughts on them
- I started because I really enjoy reading books and I wanted an outlet to explain my input or take of that book.
- I love to read. This was a way to share what I like and to find new books and authors to read.
- To talk with other book lovers, and to have a creative outlet online
- I wanted someone to discuss books with and there aren't any book clubs in my area.
- To have a place to talk about books, to be a part of a community
- To share books I love
- I love reading and none of my friends understand, so I decided to join a community that not only understands, but embraces my nerdiness.
- To encourage my students, to share my love of books
- To have all of my reviews in one centralized location and to make new friends in the blogging community.
- I'm an avid reader and like to promote reading.
- Because I love social media/internet, reading and discussing books
- I wanted a place to talk about the books I read, and interact with fellow readers
- Book Blogging allows me to take my love of reading, and share it with fellow readers.
- To help Indie Authors
- To share my opinions on books that I loved and because no one else really liked the same books as I did, so I wanted to meet some like minded people :)
- I started my blog as a place to put my writing, but when I discovered book blogs I

thought 'I have to be a part of this'

- As a hobby/just for fun
- I started book blogging because I thought it would be fun to share ideas with others and get to have a place where I could express my love for reading. I also like the sense of community.
- Nothing is better than finding "that" book. The one that rings your bell. I like helping people find it!
- I wanted an outlet to discuss YA literature—not many people in my real life read the same genre/category as I do or even as voraciously. Online seemed the logical place to go to find other readers like me.
- I wanted a way to track and share my love of books
- To share about the books I was reading
- To share my thoughts about all of the books I was reading
- I wanted to alert my readers to books that interested me. The books I highlight all share the blog's main topics.
- Self-promotion
- To have a place to put my thoughts about the books I read, to meet other people who love reading as much as I do and to be able to create something to be proud of.
- I love reading and read often. When I found out I could not remember book plots, characters, and if I liked the book, I began writing book reviews. My blog, [BookingIt](#), is mainly reviews, but I do the occasional interview and contest. I want to support authors!
- I read a lot. I started writing reviews because I know authors like them. I started posting them to help other readers find great books.
- I wanted to share my opinions on books for others to see. Plus, there aren't many people I know in my school who read the same books I do, so it makes it hard to gush.

- To find others in the book community who love the same books I do as that is not something I have had access too in "real life".
- To share my opinions with friends and it grew from there.
- To share with others our love for great reads!
- I read a lot and like to share my thoughts with others. Because not many people in my circle of friends read as much or even the same kind of books, blogging about books was a great solution for me
- To keep track of the books I'd read (as I started trading for books I'd already finished) and keep a personal record. I figured if I could make connections with other readers, that would be a bonus!
- I love reading and sharing my opinions about the books I read with people that are interested in discussing them.
- I wanted to share what I was reading with other book-aholics :)
- I love to read and it seemed like I always had a comment at the end of every book I read, so why not?
- I love to read, so I decided why not?
- I actually started my blog in order to enter a contest! I then figured since I had it, I would do something with it, I posted a couple of random posts, then decided to start reviewing the books that I read! I love doing it now and have 2 other blogs!
- I love reading and sharing my opinions about books
- To share my love of books with the world.
- To talk about the books I loved but that my friends didn't read.
- I wanted a way to keep myself writing at least something down. That way I might not get writer's block as often for my writing projects. It is also a way for me to discuss my love for books and find new books that are out there.
- I had a personal blog for a couple of years and in 2011 I participated in a reading

challenge and posted kind of mini-reviews of the books I read for that challenge on my personal blog. Then I decided I wanted to start reviewing books a lot more, and decided to make a new, separate book blog. I also wanted to do it to keep up with my writing, and also to meet other book lovers like myself.

- Because I wanted to find new readers like me who are big romance fans to discuss books with and share this big passion of mine!
- To create a space where my kids and I give our opinions about children's books—we don't always agree!
- Out of a need to share my love of books
- To connect with other readers
- Wanted to share my book reviews and discuss books with others

Do you review for more than one blog? If so, where?

34 people just said no, so for the sake of space, I won't list every 'no' answer.

The rest had more to their answer.

- Bookloons, Bitten by Books
- Yes, Coffee Time Romance & More, Night Owl Reviews, World Literacy Cafe, Indie Book Collective
- Fallen Angel Reviews & Books-n-Kisses Reviews
- Book Lovers Inc
- I post reviews on goodreads, barnes & noble, random buzzers, and bookblogs.ning
- Amazon
- Yes - Ontario Library Association
- Long & Short Reviews, Goddess Fish

- Yes, Coffee Beans and Love Scenes Promotions, Writers Marketing Service, Tribute Books
- A few joint reviews
- No, but I post my blog reviews on Goodreads and an abbreviated version on Amazon at the author's request
- I don't review for any companies or anything like that but I wish I could!
- <http://www.rarelydustybooks.com/> and <http://www.loveromancepassion.com/>
- No, only my blog; plus small snippets on Goodreads
- No. Just BookingIt.
- Amazon and Goodreads
- I review books for LibraryThing's Early Reviewer program and I also posts reviews on Goodreads, but that's it.
- Sift Book Reviews, She Does The City Teen, Geek Speak Magazine
- Yes, The Pen & Muse, 100 Romance Project, Night Owls, Manic Reader
- SciYourFi
- Yes, also at BookTrib.com
- No. I post the reviews from my blog on Goodreads and Amazon but all my reviews are first and foremost on my blog.
- I am currently taking a break, but I did for Fire & Ice and Little Red Reads.
- Bookrack.in
- Yes, I give reviews to <http://read2review.com/>, <http://asidefromwriting.wordpress.com/>, and occasionally a couple of others.
- I leave reviews on Goodreads And Amazon

- I post my reviews on my blog, Amazon, B&N, Goodreads and anywhere else the book appears. I don't/haven't been asked to do a review for other blogs though.
- I used to review for The Romance Reviews, manic reader and the romance studio when I first started the blog.
- Ex Libris, Book Lovers Inc, The Forbidden Bookshelf
- <http://everybodyneedsalittleromance.com/>
- Just my blog
- BookTrib.com

Do you appreciate being on publishing house or PR people's mailing lists?

Again, in the interests of saving space, 28 people responded with simply yes.

5 people responded with just no

- Depends on the general content, frequency, and target specificity. For example, I dislike being on a list for Non-fiction and self-help books because they aren't genres I normally read.
- I wish I was. The two blogs I review for are but mine isn't.
- I'm not on any mailing lists yet, but I hope to be someday
- Yes, I do.
- Yes, it usually opens up the option of obtaining books that I normally wouldn't read. Expanding my types of reads is always fun for me.
- Yes, very much so
- Yes, definitely! I am so lucky to be in touch with so many amazing people in the bookish world.

- Being relatively new in Book Blogging, I will say: yes, tentatively
- Yes of course!
- It depends on the list
- Yes I do
- Yes, I get the chance to read books I normally wouldn't and use them in give-aways on the blog
- Yes, I really wish I could get on more
- Depends on what they do with those lists!
- Sometimes, if the mailings do not occur often and are actually useful (i.e. a list of new releases).
- Absolutely
- I don't think I am on any list
- Yes I do. I like that they will send me things they think I'll like, or that they are especially excited about.
- Yes, assuming they don't send out a ton of pointless e-mails each day.
- Of course! Without their help I wouldn't be able to keep current with what is happening and being released in the book world!
- Yes, very much so
- I greatly appreciate it.
- I'm not on any of those lists that I know of
- Yes—I'd really love it. I haven't gotten to it yet but it would be fantastic.
- I'd love to be

Do you like getting review requests via form letters? Give reasons.

- It depends, if it's slightly personal I don't mind. Otherwise it can bug me. Especially when my name/site are incorrect.
- Not sure
- It's OK...I usually scan them quickly to see if they interest me. If not, it's easy enough to hit delete.
- Yes. easy
- Usually—until I have more books than I have time to read.
- Yes—makes things much simpler.
- I have only ever gotten personal requests via an author.
- No. The form letters are obviously mail merged and mass produced to the point where I can tell that the person hasn't looked at my review policy at all. I get too many for books in areas I never review.
- Not really. I like to get requests because someone has seen my website and enjoys my style of reviewing, because they think I have something positive to say.
- I prefer email because it's easier to respond.
- Eh, not so much. I like the request being more personalized, but I do understand the need for form letters.
- I have never gotten a request like that. It might get shredded before opened if I was not expecting it.
- Don't mind—understand that they have a large number of bloggers and that they cannot write each of us individually.
- Sometimes. I hate getting those obvious template requests that they've given to EVERYONE. I'd like something a bit more personal, something that tells me they wanted my blog to review their book for a reason.

- No. Just tell me about your book and I'll see if it catches my interest. It's not a one fits all thing.
- Form letters are useful and they can help some authors organize the requests.
- Yes, if they've read my review guidelines and followed them. No if it is a mass email or they did not take the time to read my guidelines.
- To be honest I don't mind how I get my review requests, as long as they contain the following information: title of the book, blurb, genre and length.
- It is not my favourite. But, in some way it is no different than being blind copied on a group email.
- I enjoy receiving all review requests. I wish I had time to read all the books that are offered to me
- NO! It feels so impersonal. I like them to have looked on my blog and at my review policy to see if I'll even review their book first, plus I like them to include my name. Just makes it a bit more friendly in my opinion.
- I guess I'm indifferent I like personalized things, but if someone had to rewrite a letter each time I'm sure they would go nuts
- Yes, the authors usually give me more than enough information in the letters/emails. It is much easier to get a feel for the situation, author, book, etc. through a letter or email than a tweet or Facebook message.
- I prefer getting review requests that are personalized, just because it shows that the person is really interested in my blog and/or what I will have to contribute by reviewing their books. Form letters make the process seem somewhat informal or cold.
- No, I would prefer the author or publisher to contact me personally. My reviews aren't written from a formula.
- I like for something in them should be personal, my name, blog name something.
- Yes, as long as it contains all of the information that I need
- No, not if the author did not take the time to read my review policy and a bit about

my interests.

- Only if the requests are books that actually fit material covered on my blog
- N/A: so far I have been approached by the authors directly via my blog or via Twitter.
- Not especially. I only review for friends and four sites.
- Not really. If it seems like a generic form letter that everyone is probably getting than it feels less genuine. I appreciate the inquiries I receive that show the person requesting my review has taken time to actually look at and read my blog enough to know my tastes and style.
- Yes because it introduces me to books that interest me and if they don't interest me I don't feel I need to respond
- In actuality, form letters do not bother me as long as the letter begins with "Hi Katie" or something that acknowledges someone put 10 seconds worth of effort before sending me a request. Usually, the form letters have all of the information I am interested in: synopsis, book length, release date, genre, etc.
- No. I like to feel like the author chose me in particular for a reason.
- I do. When someone emails/mails me asking for a review, it's just so exciting and I'm always more than happy to comply.
- I don't mind them as much as most seem to. The real downside is that most are for books I would never be interested in.
- No, form letters are impersonal and half the time either my name is wrong, the blog is wrong, or the author talks about the blog that isn't mine.
- You mean standard requests? If so: No. They're impersonal
- Absolutely not. I'd rather get an idea that the author/publicist has seen my blog and the kinds of books I review first. My review policy on my blog clearly states which few genres I do not review, and these are the blind requests I see the most.
- I love getting review requests in letter form from people who have read my blog and my review policy. It is much more personal and friendly. But if the letter is a

copy and paste and clearly doesn't fit with my blog then I'm not interested.

- I don't understand what 'form letters' means, sorry. I don't mind receiving inquiries via email at all—as long as it fits my requirements.
- I've gotten some form emails, and it lets me choose which review requests I can take while giving me time to look up blurb, art, etc. if needed. So, yes, I'm ok with them.
- Letters...What are those? I get anything from cute little emails to long drawn out emails. I don't mind them at all because some of them are really cool books.
- I love getting requests. I just hate it when I have to turn down reviews because of my schedule being full.
- I don't mind really—It means more when they are personalized, but authors are busy and it's pretentious for bloggers to think they deserve a special email.
- I like getting review requests that the person requesting took the time to write themselves. If it shows that they took the time to look over my blog and whether or not the book will fit, it'll give me more of a reason to accept.
- It doesn't really bother me too much, although I would appreciate a little individuality, because it would let me know that they have at least taken a look at my blog and would like me specifically to review their book, rather than just sending it out to any book blogger.
- Yes, so they don't forget to include any information that I require on my review request page.
- Never had one—I'm ok with informal requests because of the whole indie movement
- Yes, It's a great way to help authors and get to know new books.
- I'm okay with it (especially if the book is one I want), but prefer a more personal touch.
- Form/formal letters? Well, I like it when things feel official, so to speak, but there's also something charming about personal e-mails that I really can't help liking.

- No, it makes me feel like they (the sender) doesn't care

Do you feel that you give clear expectations to the authors that you feature?

Explain.

- I think I do. I am pretty upfront with what I expect and try to keep it as simple as possible.
- Yes, I have expectations presented in my Request Form.
- Yes . In a review request I mention if I don't like their book I will say it but I will not bash on that specific book
- I hope I do. It all on my sidebar, yet I'm a pretty flexible person so I think I'm pretty much open to whatever they'd like to promote.
- Yes, I tell them the time frame in which I can get the review done. I also let them know that if I have a book that I would rate under 3 stars, I simply won't post the review.
- I believe I do. My Q&As are clear if I do interviews. But I don't do promo spots. I either interview or request a guest post and I review the book.
- For the most part. Most times when I have a feature post the author and I will have several emails back and forth, discussing options and seeing what's what.
- Yes. I have a review policy that I ask every author to read before asking for a review so they know what to expect. And I explain that while I don't bash books I will give my honest opinion if their book wasn't a good fit for me personally.
- I try but sometimes I am not sure what an author expects and often after being feature I do not hear back so I don't know how they feel about how I have featured them on the blog.
- Yes—I try to give honest reviews, stating what I like and don't like in the book. I am fair, and explain why something doesn't work for me, and if it's a personal preference, I acknowledge that and state that "others will likely enjoy it but I did not because..." This keeps my reviews fair and honest.
- I'll explain what I do for anyone who's not familiar with me.

- Yes. My blog list the types of books I read and review. I also answer questions via email and I work with the authors who contact me directly to make it a positive experience.
- Yes, although there's always room for improvement.
- Yes. All of my reviews/interviews/guest posts follow the same format. So to know how their post will look like, they will only have to research my blog for a bit. I also always negotiate a certain date on which the post will go up (in case of interviews & guest posts)
- That is still a work in process for me.
- Yes, I have a detailed review policy.
- Yes I do. I have what I'm interested in doing in my review policy, including giveaways and guest posts.
- Well I have a page on my review policy so I feel I am pretty clear
- As far as I can tell, yes. I have asked several people to read over the *rules* of book reviews, author interviews, etc. and they have helped me clarify everything. I have only had one issue with an author in the past year, and that was a very rare circumstance that shouldn't have happened to begin with.
- I try to give clear expectations. I feel that it's possible that my policies could be somewhat clearer and I am working on those.
- Not sure what you mean by clear expectations. We do tell authors we do honest reviews and if I really didn't like a book I will privately contact the author and let them know.
- Yes, I have a review policy that outlines clearly what my format is and what expectations can be; as well as provide details when emailing back and forth.
- Yes. I have figured out what information I need and always include it in the email I send to them
- Yes. My review policy is incredibly detailed and clear.

- Yes. I inform authors about projected post dates and most provide requested material by those dates.
- I do indicate there are other books ahead of theirs. Also, I do not continuously "plug" them. I post a review, tweet the link and that's it.
- Yes, I suggest what they submit and give them a choice between an interview and a post.
- Yes - I generally outline what can be expected from the features. It all depends on how I met them - some are from blog tours so they already know what is going on, but others are for a feature on my blog where I have to give the guidelines and explain how I promote the spotlight.
- Yes, though I am pretty free to authors I feature. We correspond via email, decide on the feature and work out details. Usually it works great. A few times either myself or the author hasn't come through, but I realize they have time constraints just like I do.
- For the most part. If an author contacts me personally, I try to respond to them, especially if I agree to review the book. I try to give a timeline of when I expect the review completed. I do get quite a few requests for books not in genres that I am interested in reading even though I have my interests listed on the blog.
- Yes. I like to give my objective opinion about anything I read. I focus on plot, writing, characterization styles. If I really loved something or hated it, my readers would know.
- Not always, it is something I am trying to work on.
- Yes, I make sure they are going to stop by my blog, what they are offering and tell them I need the info at least 2 weeks before hand. Saves me in case the author has to back out I can find someone else to fill in.
- Everything is in our policy page... although it does get tricky when you have several bloggers doing her own thing (we are a multi-author blog).
- If I'm the one organising the feature: yes. I mostly feature authors who I have contact with outside of just those features, so we know what to expect from each other and if not we're not afraid to ask.

- Yes, as I email/tweet with the author, I always make it clear as to what I think my readers and I would like to see. I am always upfront since I know that author's time is very precious. We want them to write more asap, lol!
- I try to point the authors back to other posts/reviews I have done so that they can see a sample of what I do. That way, they know what to expect from me.
- Yes, when doing a guest post or something to that effect.
- I believe so, I usually sign up for a particular type of post and stick with it. I always give an honest review, but if I don't particularly enjoy a book, I believe in explaining why instead of just bashing the book. Just because it isn't for me doesn't mean it's not for someone else.
- I try, I have a page of guidelines for authors and blog guests on my site
- Yes, I give very clear expectations that way there is no confusion.
- I hope so. I include review details on my site before authors submit to me.
- Yes. I tell them that I'll give an honest review, post book buy links, links to sites and social media, and anything else to get readers to look into them more.
- I don't really know what you mean here. I'm still fairly new to everything, and I've never had an author do a guest post or anything on my blog.
- Yes, we discuss everything beforehand and all but one author has been very happy with the process.
- Yes, I give them what I need and when I need it.
- I haven't dealt with many authors directly. And, I'm probably not in the habit of being as clear as I should be.
- Yes, though some authors still don't read my review policy where I state the genres I do not review or feature on the blog
- I think so. I don't want to leave room for ambiguity when possible, so I'm pretty strict about what I want. Since I'm so new, I haven't any trouble yet, fortunately.
- Yes—If I am behind, I always let them know and give them the option of someone

else reviewing the book. I try and review all the books I get—even if it takes me awhile.

Do you feel that authors understand how to promote a stop on your blog?

- Most of them do, I'm always happy to talk things through beforehand so as to give maximum coverage
- Authors understand for more than I do, haha!
- I post on twitter and facebook and send the author's the links to the blogs—I think it helps if they post it too.
- Not always, some do! But some seem to think it all happens naturally.
- That varies widely. Debut authors much less so than multi-published authors. But that is rather to be expected, I think.
- Some do, and some don't. Obviously the author has a much bigger following than my blog does and I would love it if they actually promoted it more when they are on a blog. Not just the big blogs, either. It would be great if they promoted the little ones also.
- Some do, some don't.
- Most of them. There are some from time to time who don't promote at all, as far as I can tell. But that only hurts them. I think all authors should take an active role in promoting a post about their book, regardless of what site it is posted on. Simply enough, it benefits Everyone involved from the reader to the blogger, to the author and publisher (if there is one)
- Most authors do. Some self-published authors just starting out needed help.
- No, in fact often authors do not promote that I can see
- Unsure—depends on the author and their experience. Some are very willing, some just don't have direction from their publishing house.
- I haven't promoted any stops and don't advertise that I'm willing to do so. Not sure where I would start with that but would love to do that.

- Sometimes. Most don't do much.
- Some do. The newer authors are not always aware of what it takes to promote a stop. Some of them are not well versed in using Twitter and Facebook to help promote their books.
- I would prefer if authors promoted the post a bit more on Facebook or Twitter or their website, but that's just a tiny complaint.
- That depends on the author. And sometimes it overwhelms me.
- No, I feel that authors just look over policies and do not fully read the document.
- Yes, most of them do.
- Most of the time, but occasionally I get someone who has obviously not read my policy page and that annoys me
- Partially. Some authors do, some authors do not. For authors who use social media, yes. For authors who do not use social media, no.
- I've never been part of blog tour so I can't answer this fully.
- Those who do lots of blog tours do, the new ones sometimes don't. Ebooks just don't bring people to a give away. You have to have something tangible with it even if it is just some bookmarks
- Some of them, yes. Others, no
- No, not many do.
- Some authors are very comfortable using social media, but some don't have Twitter accounts or Facebook pages to help promote their stops at my blog
- So far I have not done that since I am swamped with blogging as is.
- Most of the time they do.
- Some do a much better job than others and it really shows in the blog hits. I will tweet and put on my Facebook, but if the author or tour promoter can tweet and

promote from another platform it can really help. I think a lot of authors miss this boat and therefore miss a lot of promotion. It's a simple 5 minute thing for each blog stop, check the url, compose the tweet, maybe set up a few to be posted through the day. Post on facebook too. Pretty easy and just a small piece of time that can help the numbers build.

- Not really. I promote as much as I can through social media, but I feel some authors do not send many readers to the blog.
- Some do, some don't. I feel like for those who don't, there should be something to help them out.
- Some do, some don't. The ones that are really enthusiastic are the ones that stand out.
- Some do and some don't.
- Not always
- Some do. Others are clearly not familiar with the internet and how to spread the word.
- I feel that those that take the time to look around my blog for a few moments do.
- Most authors do, especially those who have done it all already. They do the best that they can to put word out, and it helps if you do your part too.
- Most do. Tweets/links/etc. are all helpful in getting the word out, both about their review and my site.
- Yes! I have had very good experiences so far
- I usually only do reviews....
- No, I feel that many times, authors are unsure how or what to do when they are a guest at my blog
- Every Author I have had the pleasure of working with has been FANTASTIC I have been extremely lucky.
- I'd say 60% do. The rest think that they don't need to do anything on their end.

- Yes. The authors normally know what they are doing and I'm open to working with them.
- I don't really know what you mean here, either. If you're talking about author guest posts on my blog, I haven't had one of those yet.
- I haven't done an actual tour yet. I've rarely had authors promote my blog reviews. Generally only when I tweet them directly and then it's just a retweet.

If you could give an author one piece of advice about promoting their book, what would it be?

- Don't harass the bloggers. We do this for fun and most don't make any money doing it. If you email over and over you are taking away from our time to possibly read your book! If a reviewer says no, there's no sense in continuing to convince them - there's a reason they say no!
- Don't over tweet, over post
- Don't attack reviewers who don't like it! I've picked up many books based on negative reviews, so they are useful when done right.
- Edit, edit, edit. Write the best blurb you can.
- Don't be pushy
- Create your own blog tour by asking your fans if they're willing to help.
- Seek out bloggers who specifically review/promote that genre—while my own blog is fairly eclectic, I tend to get overrun by certain genres.
- Do personal promotion on book blogs, big and little. As a reader I love it when I see the authors putting themselves out there.
- Look for blogs that review your genre. Target, don't wallpaper the blogs. Hire a good tour company if you can.
- Stay out of drama!

- Don't send a review request a hundred times to the same blogger. And don't send the same review request to every blogger. It's like applying for a job. You change the cover letter for each specific application. If I see you sent me a generic request five times I probably won't answer.
- Talk to us like we're human. Read our review policies, and make sure your book fits. Include our names in your review request.
- Look at the bloggers preferred reading and only ask for promotion if the blogger loves the type of book you write.
- Do not OVERLY promote because it just gets annoying
- Be present—on twitter, in interviews, etc. Interact with your readers, and they will be more interested in what you are writing because you are familiar to them.
- Take the time to see what I've read and enjoyed. If it's obvious I dislike a certain genre and that's the genre of your book, it just makes me feel like you didn't take the time to look at my blog so why should I take the time to read your book?
- Give away free copies during the blog tour. Get more people talking about your book.
- If you can afford it, work with a book tour promoter. It may be more money up front but it takes a lot of the guess work out of trying to figure out the best ways to connect with bloggers and what you need to do in order to successfully market your book.
- Be personal when reaching out to bloggers. I know it's time consuming but it is the #1 complaint I see around the blogosphere.
- Don't push your book down someone's throat. If the only thing you talk about on social media is you or your book, most people will take a detour.
- Join Goodreads, or a similar forum.
- Explore all social media outlets.
- Make sure you show all the important information clearly, release date, purchase links, where to contact you, twitter/blog links etc.

- Promoting in general—Try as many different venues as you can especially if you don't have much of a platform: get a Facebook page, Twitter account, and promote from all of those because even people who don't have a Goodreads or reads blogs will look at a twitter account or some other social media site. On Blogs Specifically—[READ THE REVIEW POLICY PAGE](#) I think that is probably the single most important thing because if your book is historical fiction and a blogger prefers fantasy, even if they take it they might not give it as many stars as a history buff would have.
- Use bloggers, social media and any type of *free* advertising you can get your hands on. Free ebook days are even better! Get your book out there by giving people the chance to read your book for free. Even if they don't like your book, it is still exposure!
- Don't tweet about your book more than once or twice per day. Also, change up your information rather than having the same standard blurb for each and every promotional outlet. Even if it's just one or two other alternatives that's better than having to see the exact same information each time I read about a book.
- I will go that extra mile to help promote authors who are polite, personable and if I love their book. Find bloggers that love your book and they will go above and beyond to help. Also keep excerpts and guest posts short. I tend to skim right over the long ones, don't have time to read it all.
- N/A—I don't think I've been around long enough or interacted enough with authors via my blog to offer good advice yet.
- Be honest
- Be personable with your readers. Make them remember you and they will remember your book
- Be genuine and be appreciative of the people who support you.
- Set up accounts at Twitter and Facebook and update regularly.
- If you send me materials to use such as a press release make sure that I can "copy & paste" without having to worry about mistakes, phone numbers or email addresses that need to be removed after I already post the materials. I frequently get materials, post it, and then a stream of emails follow with "please remove this" or "I changed my email address" or you get the point. I am not behind the

computer 24/7 and posting your materials should not take up my entire day so make sure it is complete & accurate and that it does not hold any information you don't want posted on the Internet!

- Offer a giveaway
- Be consistent. Be creative. Help spread the word.
- Promote their stop by my blog. Talk it up as much as they can. Say I'm here today talking about ... Get bloggers to review and have features, but I think reviews are key.
- Use social media and push through book bloggers. Also, I have found other authors are very helpful and I find many new authors through authors I follow on Facebook.
- I don't know
- Don't be afraid to ask book bloggers for help. I mean, we do love to read. Personally, I love getting new opportunities to do new things for my blog.
- Get involved.
- Please stop by the blogs and comment. Use social media to the fullest.
- Originality
- Be proud of your book. Don't play it down and apologize for anything in your book/story
- Make the blogger WANT to help you. Connect with them, but take them seriously too. Many bloggers keep tight schedules, but are willing to bend for an author or book that will appeal to them.
- Read the review policy before requesting a review.
- Not to be afraid to ask for help and try their best to trust their blogger fans.
- Be patient and polite. TBR lists are long and if the reviewer is worth her salt, she will get to you. There is a difference between asking wait time and harassing the reviewer.

- Have fun with it. Readers want to know you love it or why should we?!?!)
- Can't think of anything, I think they're doing just fine...I'd say, keep at it, don't ever stop :)
- Sign up for blog tours
- Become an online presence, interact with readers, comment on blogs, share twitter and Facebook posts, little comments go a long way
- When someone does something to help make sure to thank them. Try to plug every social media outlet you can with your book/books.
- Be social—maximize all your blog tour and promotional stuff across all social media outlets.
- Be personable and don't force a book down reader's throats. Just give the info you want and if they want to read it, they'll get sucked in.
- I really don't know, as I'm really new (only 6 months book blogging), and I really don't know anything about what authors do to promote their books or how they should best go about it. Use book bloggers, that's all I know. ;)
- That book bloggers aren't paid to do what they do, it's for the love of doing it. Be respectful and as helpful as you can to make their "work" easier. Appreciate them and don't take them for granted.
- Be clear as to who your target audience is. Not every book is for everyone. You could have a real gem with the right audience.
- Always be prepared and on time.
- Find good matches between your book and the bloggers that are likely to want to read that kind of book.
- Interesting guest posts to spark readers' interest!
- Please pay attention to the likes of the bloggers you've requested to review your book, in order to save you from heartbreak. And I know this is another piece of advice, but please be polite, friendly, and open. Interact with the public. Make

them like both you and the book. That's really important!

- Don't use twitter and facebook just for promotion - i love interacting with the authors and getting to know them.
- Make your promotion fit my blog

Participating Bloggers who agreed to be mentioned:

Amanda Miller

<http://www.lettersinsideout.net>

Letters Inside Out

Ricki Marking-Camuto

readingchallenged.blogspot.com

Reading Challenged

Angie

<http://pinkindle.blogspot.com>

Pinkindle

Laurie Jenkins

<http://lauriethoughts-reviews.blogspot.com>

Laurie's Thoughts and Reviews

roro /rogier

<http://roroisreading.blogspot.com>

Roro is Reading

Jess F.

<http://frommetoyouvideophoto.blogspot.com>

From Me to You...Video, Photography and Book Review

Aislynn

<http://www.stitchreadcook.com>

Stitch, Read, Cook

Ursula

<http://lovebooks-bookreviews.blogspot.com/>

Love Books! Book Reviews

Marlene Harris

<http://www.readingreality.net>

Reading Reality

Liz

<http://www.fictionalcandy.com>

Fictional Candy

Melissa E

<http://harleybearbookblog.blogspot.com/>

Harley Bear Book Blog

Jo Jones

<http://mixedbookbag.blogspot.com>

Mixed Book Bag

Gabbi Calabrese

<http://bookbreather4lyfe.blogspot.com>

Book Breather

Jenn H

<http://lostinagreatbook.com>

Lost in a Great Book

Bonnie R.

<http://sweet-tidbits.blogspot.com/>

Sweet Tidbits: Book Reviews and More

Jo Ann Hakola

<http://bkfaerie.blogspot.com/>

Journey of a Bookseller

Karen Johnson

<http://release-notes.blogspot.com>

Release Notes

Ash H

<http://www.smashattackreads.com>

Smash Attack Reads

Celine

<http://nyxbookreviews.blogspot.com>

Nyx Book Reviews

Suzie

<http://bunnysreview.com>

Bunny's Review

StephLikesBooks

<http://stephlikesbooks.blogspot.co.uk>

Steph Likes Books

Larissa

<http://howlingturtle-pdx.blogspot.com/>

The Howling Turtle

Hilary

<http://noveldtales.blogspot.com>

Novel d'Tales

Melissa Thayer

<http://midnight-orchids.blogspot.com/>

Melissa's Midnight Musings

Sharon Stogner

<http://ismellsheep.blogspot.com/>

I Smell Sheep

Ashley

<http://ashleylovesbooks.blogspot.com>

Ashley Loves Books

Lisa McGeen

<http://www.lisasworldofbooks.net>

Theresa Cole

<http://fadeintofantasy.com>

Fade into Fantasy

Katie Tuccelli

<http://www.blookgirl.com>

Blook Girl

Julie

<http://www.mangamaniacafe.com>

Manga Manic Café

Nic H. Vidocq

<http://www.defrostingcoldcases.com/>
Defrosting Cold Cases

Carolyn Smith
<http://carolineclemmons.blogspot.com>
A Writer's Life....Caroline Clemmons

Chrystal M
<http://www.snowdropdreams.ca>
Snowdrop Dreams of Books

Crystal Fulcher
<http://myreadingroom-crystal.blogspot.com>
My Reading Room

Brinda
<http://wilovebooks.blogspot.com>
Wi Love Books

Andrea Kelley
<http://andreasamazingreviews.blogspot.com/>
Andrea's Amazing Reviews

Kellie
<http://www.reawrite.com>
Rea Write

Babs Hightower
<http://www.babsbookbistro.net/blog>
Babs Book Bistro

Andrea
[http://www. dark-readers.com](http://www.dark-readers.com)
Dark Readers

Sarah Sullivan
<http://sarahreadstoomuch.com>
Sarah Reads Too Much

Margie Cortina
<http://bumblesandfairytales.blogspot.com>
Bumbles and Fairy Tales

Tricia Kristufek
<http://triciakristufek.com>

Musings of a Writing Reader

BJ Gaskill

<http://www.insidebjshead.blogspot.com>

Inside BJ's Head

Caroline

<http://okbolover.wordpress.com>

Okbo Lover

Heather

<http://www.booksavvybabe.com>

Book Savvy Babe

Anna Dase

<http://www.rbtireviews.com/>

Read Between The Lines

Robert Zimmermann

<http://alifeamongthepages.wordpress.com>

A Life Among The Pages

Andrea

<http://theoverstuffedbookcase.blogspot.com>

The Overstuffed Bookcase

Nat

<http://reading-romances.com>

Reading Romances

Renee Cormier

<http://motherdaughterbookreviews.com>

Mother, Daughter & Son Book Reviews

Denise Alicea

<http://thepenmuse.net/>

The Pen Muse

Joy Weese Moll

<http://www.joyweesemoll.com/>

Joy's Book Blog

Stella (Ex Libris)

<http://www.stella-exlibris.com>

Ex Libris

Heather Brewer

<http://habrewer.wordpress.com/>

Heather's Musings

Niina

<http://niinas-reading-and-reviewing.blogspot.com/>

For the Love of Reading

Bea Connors

<http://beasbooknook.blogspot.com>

Bea's Book Nook

Colleen Coplick

<http://missmanifesto.com/>

Miss Manifesto

Social Media and Wordpress Consultant Barb Drozdowich has taught at Colleges, trained technical personnel in the banking industry and, most recently, used her expertise to help hundreds of authors develop the social media platform needed to succeed in today's fast evolving publishing world. She owns Bakerview Consulting and manages the popular blog, Sugarbeat's Books.

Barb can be found:

Sugarbeat's Books <http://sugarbeatsbooks.com>

Bakerview Consulting <http://bakerviewconsulting.com>

Twitter <http://twitter.com/sugarbeatbc>

Facebook <http://facebook.com/sugarbeatsbooks>

Google+ <http://plus.google.com/110824499539694941768>

Pinterest <http://pinterest.com/sugarbeatsbooks>

Goodreads <http://goodreads.com/sugarbeatbc>

LinkedIn <ca.linkedin.com/pub/barb-drozdowich/2b/679/b82>