

Reviewing Cheap Appétit on Amazon

First, let me say thank you SO much for being willing to review my book on Amazon!

Having a significant number of high quality reviews on Amazon makes a huge difference in how many people will be exposed to the book through Amazon's various algorithms. More exposure for the book means I can help more people to feed their families well without spending a lot of money!

I know you're busy so in order to make the process as quick and painless as possible, I'm including the links directly to the review pages on Amazon.com and Amazon.ca

Amazon.ca

<http://amzn.to/1o0wiFQ>

Amazon.com

<http://amzn.to/S6R3pk>

Just click on “Create your own review” and you'll be ready to go!

You do NOT need to have purchased the book on Amazon to review it there; you DO need to have an Amazon account and have made a purchase from them. You can write the review on either Amazon.com or .ca (or even both, I believe, from what I've read – although I haven't tried it myself).

When you submit your review, Amazon will ask you if you want to share it on Facebook or Twitter – if you're willing to do this, it will give the book even more exposure, although I know this sort of thing is not everyone's cup of tea :)

If you're not “a writer type” I've included a couple of short points about writing an effective review below (see the next page).

Thanks again for being willing to help me out in this way!

Karen

P.S. I know many of you have lent your copy of Cheap Appétit out to family and friends – if any of them have been particularly enthusiastic about the book, it would be great if you could forward this request along to them if it feels appropriate.

Tips on writing a great review:

Being specific is important! “This is a great book!”, while positive, is not nearly as helpful to the review reader as stating specifics about why you think the book is great.

The two main areas you can make specific comments about:

1. The content and/or format of the book, e.g. “The shopping tips were really helpful and included lots of ideas I hadn't thought of before”, “the recipes were easy to read and follow”

2. The specific benefits you received from the book, e.g. “I have saved X number of dollars a month using strategies from the book”, “I have expanded my repertoire of recipes my family loves”, “I have learned how to make X number of quick and inexpensive meals”

Not too short, not too long: The ideal length for a review is 75 to 500 words.