

Week 3: Book Reviews

How to Write Them & Where to Leave Them

Believe it or not, once an author gets a book published, they aren't past all of the "gatekeepers." In fact, they face a whole new set of gatekeepers. Instead of agents and publishers, the author now must convince parents, teachers, librarians and readers that their book is worth taking a chance on.

One of most important tools that these gatekeepers use to evaluate prospective books are reviews from trusted sources. This is why the best way you can help out your favourite authors is by leaving reviews of their books on various platforms.

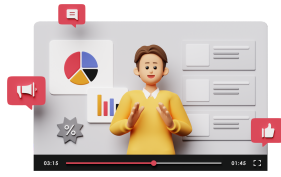
Amazon and Goodreads are the two most obvious places you can leave reviews. But any online site that sells or recommends books, including the publisher's website or the author's online store, are good places.



The next question is, what should you put in a book review? That is largely up to you. What did you like best about the book? Were there any particular characters or plot events that made you fall in love with it? Was there anything you feel the author could have done better?

Reviews can be critical as well as supportive, but make sure to keep things polite and not stoop to personal attacks. If you choose to include spoilers (ie, giving away elements of the story that will ruin the surprise for potential readers), make sure you mention this at the beginning of your review! Some readers won't pick up a book if they've seen spoilers for it.

Your review can be as long as an essay or as short as a sentence or two. It's up to you! Additionally, you could also record a video review of your book to post on Amazon or share on social media. These types of reviews are especially effective because seeing your face and tone of voice will make your review much more persuasive.



If you decide to record a video review of Wingless, either with your parents or on your own, let me know, either by tagging me in your social media post or emailing me the file. My publisher, Chicken Scratch Books, would be delighted to share it on their social media with your permission!

Homework Assignment - Description

Write a book review of Wingless and plan where to post it online	If you haven't finished the book yet, feel free to write a "first draft" of your review (a short/rough version of your review to be tweaked later) and decide which sites you plan to post it to. You can count points toward each different platform you plan to post the review on—including your own personal blog or an email to your friends and family! Don't post it yet though. That will come next week or the week after!
Record a video book review of Wingless	This can be as simple or is complicated as you like. You can use a smart phone to record a video of you holding the book and giving your written review verbally. Or, if you feel like flexing your video editing skills, make it more dramatic or fancy as you see fit! I recommend writing down what you plan to say first in point-form so you don't forget anything once the camera is running. Make sure you have your parent's permission to do this if you plan to post it online later! (Don't post it yet though, hang onto it until next week!)
Share a post on social media about Wingless	If you already did this in a previous week, now is your chance to follow-up on your previous post and comment on how you're enjoying the book so far! If you haven't done this one yet, then feel free to share your first post about the book now. And be sure to include how you're enjoying it so far (though try not to share any spoilers for now!). As always, be sure to include the recommended hashtags found on this week's website page!
Tell someone about Wingless	Now is also a good time to follow-up with the people you mentioned Wingless to before your started reading it. You can let them know how you're enjoying it so far now that you're in the middle of it. OR if you prefer you can mention Wingless to a brand new person (or three!). It's up to you!
Read to the end of Chapter 36 in Wingless	Staying on track with reading will help you be able to better participate in launch activities come Launch Day. If you read ahead, that's fine too! It'll be an easy addition to your homework points in the coming weeks.