

## Frequently Asked Questions

### **Why should I want to purchase a review?**

In the modern world of ebook marketing, all authors need reviews. This is especially true for indie authors who don't have a marketing team behind them to chase up reviews, or convince others that their book is worthy of their attention. KindBookReview was created to help indie authors, and small publishing companies, to be a part of their marketing effort to promote their books. A solid, honest review adds credibility to your book and improves your Amazon Sales Rank, which in turn can help increase sales revenues.

### **Is purchasing and reviewing my book ethical?**

Definitely. We realize that there has been some controversy surrounding paid and sponsored reviews. Yet this has been largely based on antiquated views on emarketing your book. We give honest reviews from the point of view of the buyer – the type of people who really read a lot and purchase books from Amazon. We will not give you a 4 or 5-star review unless the book merits it. Our reviewers are members of the public, many of whom are avid readers, writers, stay at home individuals, and even the unemployed looking for a way to make some money through what they like to do: read books. We do not employ special editors to check their reviews, so what you get is their raw opinion of what they think about your book. A central team of administrators and general staff are paid for our time just like any other professional in any other field. Writing and publishing is a business, after all. We manage the process, thus freeing your time to write and market your book in other ways.

### **How long will my review be?**

Reviews are usually between 150-300 words. We have discovered this is about the right length for people to read the reviews on Amazon. Too short and it looks like an after-thought; too long and the visitor moves onto the next page.

### **Who will review my book?**

Our reviewers are keen readers who have volunteered to give their personal opinions on the books they read. These readers give their honest assessment using all the material at their disposal with, in addition to your book, your biography and other reviews they have looked through in getting a general appraisal of your general works. As these are honest reviews, no guarantee can be given that they will be favorable. If you don't want an honest opinion of your book, then please don't use our services. "Free Review " reviewers accept your book with no obligations attached to the author.

### **How long will it take for you to review my book?**

We aim to deliver reviews from 7 to 14 days, but do allow a little leeway here. Sometimes we might take a little longer, but most of the time we deliver within 14 days.

### **Will my review be credited to “KindleBookReview”, or will the reviewer use his or her own name?**

Our reviewers do not shy away from their own opinions, so they will gladly provide their Amazon review name. We think this is the most honest way to do this: direct from the reviewers themselves.

### **Will anyone ever find out that I purchased a review?**

No. One advantage of having reviews from individuals is that they are exactly that – individual reviews and they look no different to any other reviews on Amazon.

### **Are any genres excluded from the review service?**

No, we accept all genre, within reason.

### **Are paid reviews OK according to the General Review Creation Guidelines from Amazon?**

Yes, we believe so. The General Review Guidelines clearly state that “Amazon wants your opinions to be heard” in reference to customers who purchase your book. Amazon does warn against “reviews written for any form of compensation other than a free copy”. As all our reviewers get a free copy, and their efforts converted into charitable donations, this complies with the guidelines. Another way Amazon supports charities is through AmazonSmile, converting your purchases into donations.

### **Where will you post my review?**

We always post your review on Amazon (you can select which country sites) , and optionally also on Goodreads, and Shelfari. If you prefer a different location, we can look into this for you.

### **Can I use the review on my website or ebook?**

Absolutely. Amazon reviews belong to the public domain, so you may use them as you wish.

### **Your reviews seem very well priced. How come you charge less than other sources who charge anything from \$200 to \$800?**

We use crowdsourcing. We believe this gives us a big advantage over many others who offer reviews. However, we also need to defend those who offer more expensive reviews. Often, they are from professionals who have a deeper understanding of your genre. Instead, we aim for the average person who likes reading books – your average “Joe”, so to speak. We wanted to give authors a more affordable option when it comes to reviews, and helping sell your book.

### **For more FAQ, please visit:**

<http://www.kindlebookreview.net/faq.html>