



# Amazon Review Swipe Copy

by Tim Grahl • [outthinkgroup.com](http://outthinkgroup.com)

Helping authors build their platform, connect with readers and sell more books

Dear Author,

Welcome to *Amazon Review Swipe Copy*. Getting Amazon Customer Reviews is one of the most important things you can do for your book page.

I have spent many years working with bestselling authors such as **Dan Pink** (#1 New York Times bestselling author of *To Sell Is Human* and *Drive*), **Chip and Dan Heath** (New York Times bestselling author of *Decisive*, *Switch* and *Made to Stick*), **Hugh Howey** (New York Times bestselling author of *Dust* and *Wool*), **Charles Duhigg** (Wall Street Journal and New York Times bestselling author of *The Power of Habit*) and many others. I have also spent countless hours researching marketing, reviewing successful case studies and interviewing professionals in the publishing industry to learn the most useful techniques for building your platform.

I created this PDF after working on many book launches and helping my clients launch with a ton of reviews. My goal is to make this a jumping off point for you. Feel free to tweak, edit and customize the content to make it yours.

On the following pages you'll find copy for three different emails you can use for your Amazon Review Campaign.

This PDF is meant to accompany [the online walkthrough](#).

I look forward to seeing the success you have. Please feel free to email me at [tim@outthinkgroup.com](mailto:tim@outthinkgroup.com) with your questions, feedback and success stories.

Thanks!



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# Email #1

START AT LEAST 8 WEEKS BEFORE LAUNCH

Send this as a personal email to your family, friends and colleagues inviting them to review an early copy of your book.

The goal of this email is to have them commit to reviewing the book on your launch day.

SUBJECT: My new book

Hi [FIRST NAME],

Hope you're doing well! [And other niceties . . . "It's been a long time!" etc.]

Over the last [X MONTHS/YEARS], I've been working on a new book titled [*TITLE OF YOUR BOOK*].

I'm excited to announce that in just [X WEEKS] it's going to be available!

One of the most important things an author can do for their book is to launch it with a lot of Amazon customer reviews.

I'd love your help with this.

May I send you a free copy of my book to read? All I ask is that you leave your honest feedback/thoughts as a customer review on [XX/XX/XX ← pub date] when my book comes out.

[SELF-PUB] I'd be happy to send you a digital copy that you can read on any of your devices. Or, if you'd rather have a print copy, I have a few available. Just reply with your address and I'll drop it in the mail right away.

[TRADE PUB] I'd be happy to send you a copy of the book. Just reply to this email with your mailing address and I'll drop it in the mail right away.

Let me know what you think, and if you have any questions.

Thanks so much!

[YOUR NAME]

## Email #2

SEND 1 WEEK BEFORE LAUNCH DAY

This email is a short reminder to let people know your book is coming out in just one week.

This will allow those that forgot to take the time to read your book over the next seven days.

SUBJECT: One week left!

Hi [FIRST NAME],

Thanks again for agreeing to review my new book *[TITLE OF THE BOOK]!*

I'm so excited to be putting this book out into the world next [DAY OF THE WEEK -- TUESDAY, ETC].

I just wanted to follow up to see if you had any questions before you leave your review on launch day.

If you don't know what to say in the review, just leave a couple sentences with your thoughts and feedback.

Also, be sure to mention that you received a free review copy of the book.

Have a great rest of the week!

[YOUR NAME]

## Email #3

SEND AT 6:00AM ET ON LAUNCH DAY

Here's the final reminder to invite people to leave their review.

It's important to link directly to the page on Amazon where they can type in their feedback.

SUBJECT: Launch day!

Hi [FIRST NAME],

I just wanted to send you a quick reminder that today my new book [*TITLE OF THE BOOK*] is available! This means you're now able to leave a review.

Click here to leave an Amazon customer review for my new book. [[← Link that sentence to the actual review page on Amazon.com](#)]

Thanks so much for helping me with this launch! I truly appreciate it.

And please let me know if there's anything I can do for you!

[YOUR NAME]