How to Write a Kindle Review

Why Should I write a Review?

This is a legitimate question, especially from the standpoint of a reader who just *Paid* someone for their book. Although I have to say I still think it is a legitimate question even if the reader got a copy for FREE. And here is WHY I say that;

Principle number one; "I already PAID for the book, isn't that good enough?"

My answer is "Of Course that's good!" is it good enough? I look at it this way; I do not base my personal decisions to "Help" people based on the level of compensation, if you will that they have received from me already.

If someone asks me for my help with something and it is within my ability to provide that help, the answer is usually a resounding "Yes, I will do that for you." Especially if that request is something like "Please post your thoughts about my book in a 1 or 2 sentence review".

To me, that does not take a whole lot of effort on my part. And if there is a built in review link that I can click on, that makes it even easier.

However, without making this longer than it has to be, the short answer to me is this; It is my belief that a reader should provide a review simply from the standpoint of "Helping" another individual.

There are two things that take place when a reader posts a review;

1. It Helps the Author with their Kindle Rankings, which in turn Help with Sales. And…
2. It helps to keeps the Author producing valuable material for their readership, thus benefiting loyal readers by giving them what they want from their favorite Authors…More Reading Material.

So you see, it is more of a case of "One hand washes the other". At least in My opinion. You can make your own assessment about the reasons why one should or should not provide a review.

The bottom line is; Kindle Rankings and eventual sales thrive on reviews and it is a constant struggle for Authors to get people to crank out a couple of encouraging sentences. My WHOLE purpose in offering this little guide is a hope to impart some understanding and maybe help a few more people

participate. ;)

What's in it For Me?

In the previous chapter, I touched on the thought that there are a couple of benefits to a reader for making an effort in jotting down a couple of thoughts to help someone else, namely the Author they just got a book from.

For our purposes, I am not going to address the issue of whether a reader paid for a book or not. In my opinion, I do not think it matters when it comes to the subject at hand.

To me, the whole question is about posting a review and why it is so difficult to get people to do it. Is it really an attitude of "What's in it for Me?" I find it hard to believe that is a rampant condition.

I think that most people do not know have a clue how to DO a review and that is why they don't. Then there are those that are just "Too Busy" to be bothered.

I also think that it is possible that there could be some who are thinking "What's in it for me?" After all, didn't I just do you a favor by downloading your book? However, I don't think that is the majority of people.

I think it is MORE likely that most people are good hearted by nature and would like to do a nice thing for someone else, if only they possessed the skills to do so.

I find that even when I say "Just a sentence or two", most people will say "I wouldn't know where to start"; and thus the reason for this guide. I really wanted to set out to do something to meet this elusive challenge of getting reviews.

I hope it helps. ;)

What Makes for a Good Review?

I don't think this has to be a complicated ordeal and I think that most Authors would agree with me. Let's face it, there are really only two types of reviews; Good reviews and Bad reviews, okay maybe three if you throw in "Constructive" reviews.

Does a review "Have" to be a 4 or 5 star review to be considered a "Good" review? I don't think so. Don't get me wrong, I am thrilled to get all 4 and 5 star reviews. If they are truly honest 4s and 5s, it makes me feel I have done my job with the book and people like it.

That being said, it is MORE important to me as an Author, that I am getting **HONEST** reviews. If someone just outright Hates my book because we have different opinions, beliefs or tastes; then they post a review saying "This books Sucks!" without Even saying WHY they think it sucks, or because they didn't like the first few pages, well That doesn't do Anyone any good, least of all ME.

And this is going to go Beyond just the "Kindle Ranking" aspects a little. A good review, in my opinion, Helps an Author "hone" his or her craft. Feedback is a **GOOD** thing, even when it is hard to swallow.

A good review should tell the Author what they are doing right, and maybe where they need to improve. The bottom line here is; regardless of Kindle Rankings, Sales, Building Reader Lists, etc., An Author Needs Feedback to use as a "compass" in guiding "what" they put out and "how" they put it out to their readership.

So I personally don't think that a review always needs to be a 4 star or better. If I reach someone who simply doesn't like the presentation and they want to give me a 2 star or a 3 star review and say "I disagree and here is why", I am fine with that. Although now that I said that, I hope I don't end up with reviews that are ALL 3 and below! ;P

I stick with the old adage "Honesty IS the Best Policy". Just say "Something", Please! ;)

What if I Don't Like the Book?

If you are like me, you were raised by a mother who always said "If you can't say something nice, then don't say anything at all!"

I truly think there may be some people out there who will not post a "Negative" review out of mercy for an Author because THAT is their way of "Being Nice".

Well just like the old saying goes "You cannot please ALL the people ALL the time." That's reasonable, in fact it's expected.

And as previously mentioned, If you are going to say something like "This book Sucks" simply because it is not what you expected or you Completely disagree with the Author's point of view, then I agree, you should NOT post it.

However, I think that if you simply disagree or there are erroneous facts put forth, etc., then I really think you **SHOULD** post a review. It does NOT have to be a 1 star review just to drag down an Author's Rankings. That is not necessary.

What is Better, is to offer constructive criticism by providing a "Reason" for the lower rank, and a suggestion on how the Author can improve his or her product.

There are enough petty, mean and just downright miserable people in this world that only live to tear other people down, or so it seems. We don't have to Add to the numbers.

So Yes, it is Better to be "Nice", but that does not equal being "Silent". We can disagree AND be Nice AND Helpful at the same time. At least that's MY opinion. ;)

Hey, This is Easier Than I Thought!

Okay, so we discussed the mutual benefits of posting reviews. And we have explored what makes up a "Good" review, but How the Heck Do We write One? Especially if we have never written Anything in Our Lives?

First of all, Don't Panic! The good news is, you don't have to be a Novelist to offer up a review.

As previously mentioned, a review can consist of one or two sentences. It can certainly be More than two sentences, but it is not necessary to get one's point across. So it is nothing to get all worked up about.

And for those who say "I'm just too darn busy to write a review", I say this; It does not take a lot of time to put together two sentences, and if the book has a built in link that takes you to the book's page, that is even easier.

Either click the link when you come across it OR go back to the book's page the minute you finish it so the impression is still fresh, and Write two sentences. By the way, if you don't know where to find the original page, you can look at your download history to find it. ;)

Now, as to "What" to write, just answer these two questions;

1. Did you like the book? That is a simple Yes/No question you can ask yourself to get you started. Something like; "I really liked this book" or "I didn't really care for this book". Something in your own words.

2. What was your favorite part/or the part that needed work? Just pick one or even two points that stood out to you as a shining star (or 4 stars or 5 stars) ;)… If you answered question 1 as "I didn't care for this book", then just expound a little on your reason Why you disliked it. You do not have to go into great detail. Something like "I thought it was a little too simplistic" or whatever is appropriate.

If you feel you want to add more than do so. The most important thing I would like to stress is NOT to be destructive if you do not like or disagree

with the Author's writing. Try to think of ways to be "Constructive", because after all, we are all people, even Authors! ;)

Hey, THIS Makes it Even Easier!

Okay, so we have the 2 questions to get us started, But "I am STILL struggling with a review!" Arrgh! ;) Well don't Frett.

I am not sure if this will work in Kindle format or not, but as I mentioned earlier, it is my intention to Help, so I created the table below.

The way you use it is hopefully easy. On the left, you see the questions in the previous chapter. On the right, you see text that you can highlight and replace, again "hopefully". It works in a word doc. I am not sure if it works in Kindle.

Once you have typed in your answer to each question (And if you have nothing more to add after question two, simply highlight the text in the third box on the right and hit "Delete"), then highlight your answers on the right side only, copy and paste them into the review on Amazon.

Did you Like the book?	I really enjoyed this book (Be sure to highlight this text and put it into your own words)
What was your favorite part/or the part that you thought needed work?	Use this sentence to praise the Author for a favorite tidbit, or offer constructive criticism on something you did not agree with. Avoid the "This book sucks" attitude. (Again, Be sure to highlight this text and put it into your own words)
If you have more to say…	If you find you have more than 2 sentences worth, feel free to add more. This is just a guide to get you started (And once again, Be sure to highlight this text and put it into your own words)

Again, if this method does not work, I apologize. I am just trying to make it easy on reviewers. You will have to do it the "Old Fashioned Way." Answer the 2 questions and type it into your review. ;)

How about Some Examples?

So here are a few examples of short and effective reviews. These were taken from a couple of our books, which is not what we are promoting here, so I took out particular information. What it is important to note is "How" the 2 or 3 sentences are constructed to get the point across. It does not have to be wordy to be effective.

5 Stars - Helpful
★★★★★ **Is it for you?**
A great place to start. Find out what ███████ is about and if it will work for you. Very informative.

★★★★★ **Great Guideline**
Extremely informative. ███████ is made easy and simple with these guidelines. I would highly recommend this for people getting started on this easy and efficient ███████

4 Stars – Helpful
★★★★☆ **It's a lifestyle**
Lots of great information. It's far easier to take control of ██████ when you follow the good advice given in this book. Looking forward to trying ███████

And here is an example of what NOT to do. Starting with the Headline being all caps. This is not necessary. Also, This person either did not read the whole book or they have an agenda.

1 Star – Not so Helpful
★ **T00 SHORT**
There was not much to the book. I kept waiting to find something that was more than just a pitch for the other book.

As mentioned before, there is nothing wrong with disagreeing with someone or the facts presented. Just be sure if you are leaving a 1 star review, you are doing it in a **Constructive** manner as opposed to **Destructive.**

That is all I have to say on the subject. I hope this little guide has been Helpful. Now…***Let's Review!***