

## Agenda

- \* Expectations for this 50-minute session
- \* Introductions
- \* Why read when you want to write?
- \* Getting free books
- \* Literary Citizenship (reading for journals and Colorado Humanities)
- \* Book reviews from blogs to magazines



## Why read when you want to write?

- \* Agents need current comp titles
- \* Writers need to know the market
- \* It's part of learning craft
- \* Book reviews can be a way to get published



## Getting Free Books

- \* Brand new hardcovers are expensive. How do you get the new releases?
- \* ARC and PR lists
- Edelweisse Plus, NetGalley, PR lists from your favorite authors
- \* Judging or selecting nominees for the Colorado Book Awards
- \* Writing reviews for literary journals, magazines, and blogs



### Colorado Book Awards

- $^{\diamond}\,$  Selectors read all of the books entered for a given category and forward three nominees to the judges.
- $\,^{\diamond}\,$  Judges review the three selections and choose one book.

## Literary Magazines

- \* As with all things related to literary magazines, applications are competitive
- \* Find opportunities on Submittable
- \* Complete application
- \* Reading test or sample blurb
- \* Often require a writing sample
- \* Time commitment is around 4 to 8 hours a week for at least 6 months

## How Ratings Work

- \* Yes/No/Maybe
- \* A screener marking a piece as yes or maybe gets it another read and requires justification
- \* A piece can be read by six different people before it's published
- \* Publication is about consensus not just quality

## Book Blog Basics

- \* Who is your ideal audience?
- \* Name your blog & buy a domain
- \* Find a host/platform
- + Set a schedule
- \* Tell everyone about it

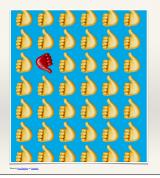


#### Disclosures & Stuff

- You know those FTC Disclosures on reviews for books, makeup, etc. Yes, you need to include those in a conspicuous place in your post if you receive anything of value in exchange for reviewing the product and/or if you have a relationship with the author or company.
- $^{\diamond}$  The FTC even has a  $\underline{\text{guide}}$  for Social Media Influencers. (Yes, as a blogger that means you.)

# The Good, The Bad, & The Mid

You read the book and you hate it. What now?



## What Does Your Audience Expect?

- \* No need to review every ARC you receive—especially if you hated it
- \* Consider who it *might* appeal to. Is anyone in your audience interested in something like it even if you feel it fell short of expectations?

## Draft & Post a Review Policy

- \* Specify what genres you review
- \* Do you accept digital ARCs or only hardcopy? How do they get them to you?
- Do you accept indie authors? Or maybe you only accept indie authors. Either way, good to note this.



## Enjoy

- \* Have fun with the reading and content creation.
- \* Use the opportunity to build relationships with authors and editors.



#### lane by <u>Martin Clair</u> on <u>Constant</u>

## Questions?

- \* Contact amyarmstrongwriting@gmail.com
- \* Handout includes a lot of helpful information.