



# Books That Make You...

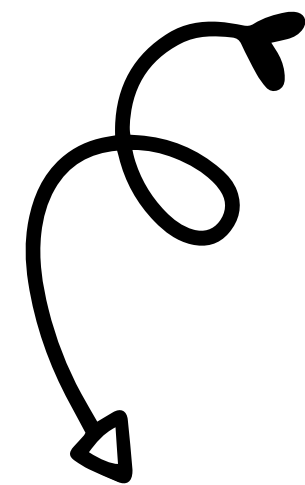
HOPE. DREAM. LAUGH. SCREAM.

Book Reviews

&

Exclusive Promotional Opportunities





# Let's Talk About You



Does your book need a professional editorial review? Would you like to elevate its exposure and attract more readers? Are you ready for acclaim, authority and accolades?



## **BTMY Book Reviews**

If you are an author promoting a book, or an industry professional such as a publisher or publicist who works with an array of books, then Sign Up for **Books That Make You Reviews**.



## **Exclusive Promotional Opportunities**

Plus, if you'd like to further boost your book's exposure, you may add on **Exclusive Promotional Opportunities** (available as add-ons to Book Reviews) and tap into the Books That Make You vast audiences and network.



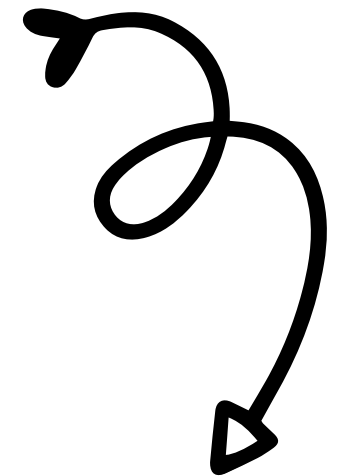
Sign Up on the [BTMY Website](#).

# About BTMY Book Reviews



A **BTMY Book Review** can be lots of ways to promote your book.

- Use as a blurb on the back cover
- Posted to an author's or publisher's website
- Quoted on Amazon, Barnes & Noble, and other retail sites as an editorial review
- Quoted in a book's press release
- Used in backgrounders, one sheets, bookmarks or other marketing materials
- Shared with bookstore buyers, librarians, and in B2B promotions
- Shouted-out on social media



Reviews are listed on The Books That Make You website, optimized for search, and promoted in multiple ways. Plus, having a BTMY Book Review gives you the option of adding on **Exclusive Promotional Opportunities** — Whew! Talk about building authority and brand recognition...



# Hearted Reviews

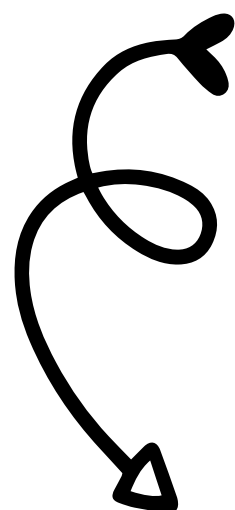
Sometimes we come across a book that is truly special.

Hearted reviews from Books That Make You represent a mark of exceptional quality. Such recognition implies that the book offers something above and beyond the norm, resonating deeply on an emotional, intellectual, or creative level.

A Hearted review from Books That Make You is a testament to the author's talent and originality, signifying a work that is outstanding. It's a compelling endorsement that can greatly enhance the book's appeal to potential readers and set it apart in a competitive literary landscape.

Hearted Reviews will display the Heart symbol above the review on the Books That Make You website.

(Less than 10% of books get Hearted. Such extraordinary reads may be selected for top placements on the Books That Make You website, Newsletter, and in any Exclusive Promotional Opportunities where the book is participating.)



# How It Works



Authors and industry professionals can Sign Up for an account on the Books That Make You website. There you'll be able to submit the manuscript for an editorial review and see **Exclusive Promotional Opportunities**.

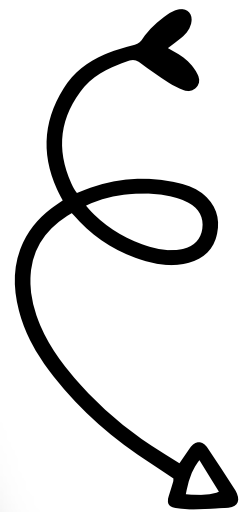
Reviews turn around in 2 to 3 months. Rush reviews (14 days or less) optional for an additional fee.

You will be shown the completed review which you then have the option to approve for posting. You are in control. Once posted, you are free to use the review in your marketing and promotion.

Attribute reviews to Books That Make You. Pithy pull quotes are highlighted at the bottom of each review to make quoting easy. All quotes must use this format:

**“Riveting and emotionally charged, *The Echoes of Time* transports readers into a beautifully intricate world of mystery and adventure.”**

**— *Books That Make You***



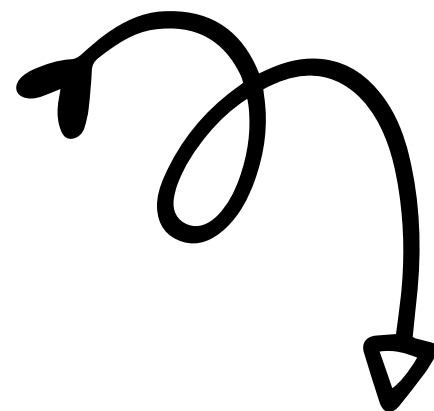


# Hold Onto Your, Writing Desk There's More...

**Exclusive Promotional Opportunities** are available as add-ons with your **BTMY Book Review**. These opportunities are NOT available for books WITHOUT a BTMY Book Review. We keep all that bookish love in the BTMY family.

**Exclusive Promotional Opportunities** help you take advantage of seasonal book buying patterns, can be timed with your book's launch, or aligned with themes that resonates with your book.

Read on for a 10,000-foot overview...





# Exclusive Promotional Opportunities Include:

## Article

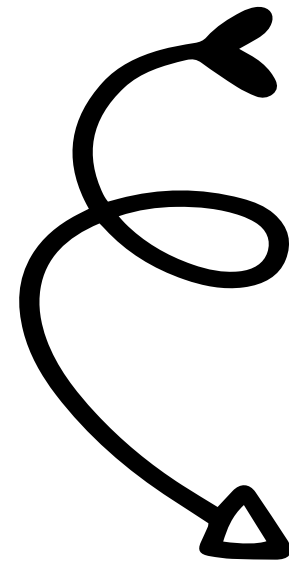
**Reach millions.** Your book is included in a group article, with a conforming theme in a “listicle” format and promoted through a native advertising campaign with **a million+ impressions.**

(Ex: Top 10 Books to Bring to the Beach)

## Giveaway

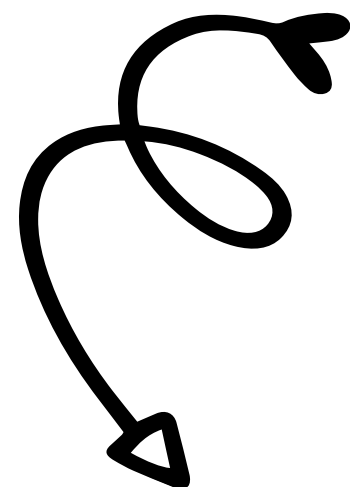
Your book **reaches tens of thousands** in a bundle of books giveaway. Not only do you get the exposure as the giveaway is promoted to readers, but we share the opt-in list of **500+ email addresses** with you.

(We clean the list, check it twice, gonna kick out the jerks who aren't nice — Oh! And if your book isn't released yet, no worries, sponsor with a \$25 Gift Card)





# Wait, There's More...



## Books That Make You Newsletter

Reach an audience of **25,000+** with the Webby Award-winning Books That Make You Newsletter. The Articles and Giveaways are included in the monthly email newsletter.

## Social Media

Reach an audience of **33,000+** through the BTMY Social Media networks. Articles and Giveaways are posted, advertised and promoted through earned and paid media.

(Instagram, Facebook, TikTok and YouTube.)





# ...And Even More at the “Really Love It” Level

At the “Really Love It” Level of the **Exclusive Promotional Opportunities**, you are invited to an interview on the Books That Make You Show. Be still your heart, this add-on is for those with something to shout-out to the world about how your book will make them feel.

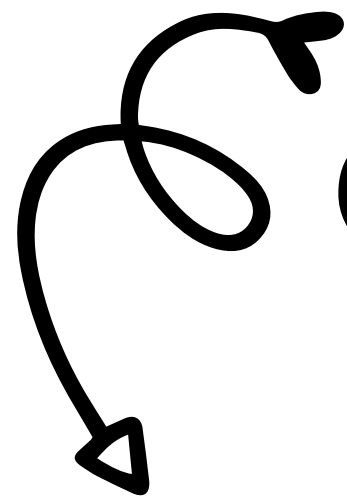
## Interview on the Books That Make You Show

Reach an audience of **20,000+** with a half hour interview which airs as a radio program on MyStar95.com, is released far and wide through iTunes, Google, and almost everywhere folks get their podcasts, on the BTMY YouTube Channel and the BTMY website.

(Costs a little more, but wow is it worth it. Just a word about the host and executive producer of the show who value high performance and production quality. They get final say in who appears on the show. In the event your book, subject matter, or tech set up is not aligned with expectations, your money for the add-on, minus set-up fees and/or pre-production fees, will be returned.)



# Exclusive Promotional Opportunities at a Glance



## Book Review

Book Review

**\$499**

(Expedited +\$99)

## Love It

Article  
Giveaway  
Newsletter  
Social Media  
(No interview)

**\$1499**

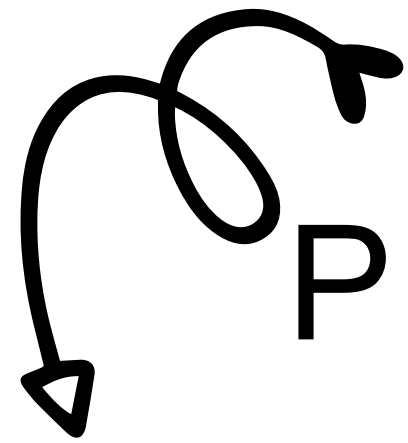
(Total \$1998)

## Really Love It

Article  
Giveaway  
Newsletter  
Social Media  
+Interview

**\$1999**

(Total \$2498)



# Sample Exclusive Promotional Opportunities



## Best Books for Holiday Gift Giving

While kids hit the books in the classroom, mom and dad can finally unwind at home with a good book. Get ready for sweater weather with this promotion perfect for books of all genres.

**Listicle articles match seasonal buying patterns.**  
**Interested in which ones are coming up next? Just reach out to Bree at [PR@BooksThatMakeYou.com](mailto:PR@BooksThatMakeYou.com)**



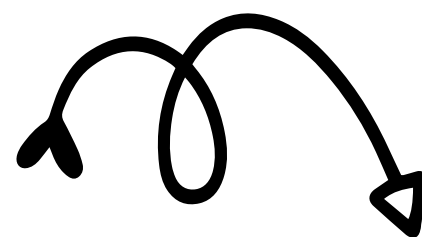
# Books That Make You by the Numbers

If you're a writer, then you gotta love numbers, right? Well okay, even if math isn't your jam, (you crazy creative you), here's a comprehensive overview because they sure do matter in marketing, and that's what your favorite bookish brand delivers for you.

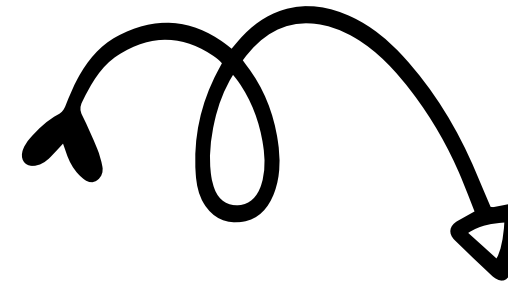
The Books That Make You website had **44,000** active users (according to Google Analytics) last year and received **282,210** unique pageviews in Q2 2023. The newsletter has over **25,000** subscribers. The Instagram has **22,000+** followers and the Facebook Pages and Groups have **11,000+** followers combined. The YouTube Channel has **4,000+** subscribers, **335,200+** channel views since inception, and some individual shows receive **12,000+** views.

Advertising drives numbers into the **millions of impressions** and **10,000+ click-throughs** for listicle Articles. Giveaways and Social Media impressions reach **23,000+** for many posts. Plus, Books That Make You sponsors events like The BookFest®, Jingle Book Books, and the Beach-Bound Book Bash which help drive traffic, build the bookish community, and spark interest in books on its website. The most recent BookFest reached **2.3+ million article impressions**. The most recent Jingle Books has **1,200+ views** and the most recent Beach-Bound Book Bash has **2,600+ views**.

Want more numbers? Read on for an even deeper dive....



# Book Reviews



Bellies to the Sky: A Bedtime Breathwork Book by Colleen Canning



We "heart" this book!

This book is recognized for excellence...

[Click here](#) to see this Hearted Book review.

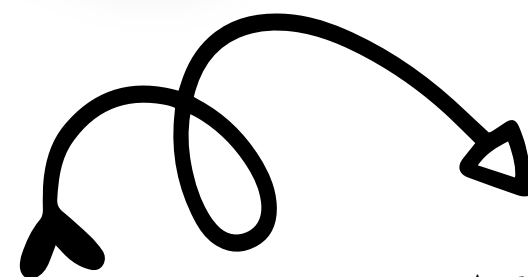
Book Reviews are **500+ words** and optimized for SEO (Search Engine Optimization). Keywords of your choice and do-follow back links to your website or Amazon page help with your content marketing strategy—meaning we drive people back to your website (Or to Amazon since that slacker site needs all the help it can get, sheesh).

Why does SEO matter? SEO can help your rankings with Google and other search engines.

When your review is ready, you'll be notified and can decide if you'd like it posted or not. Reviews turn around in **2 to 3 months**. (It can take a while to read all those manuscripts and write the reviews) Rush reviews (14 days or less) are optional for **\$99.00**.

Reviews are written by professional book editors, publishing professionals, authors and experts. If they really love a book, it gets "Hearted". **Less than 10%** of books get this accolade. Hearted books may be selected for top placements on the Books That Make You website, Newsletter, and in any Exclusive Promotional Opportunities where your book is participating. In other words, you're often **at the top of lists**, baby!

# Articles

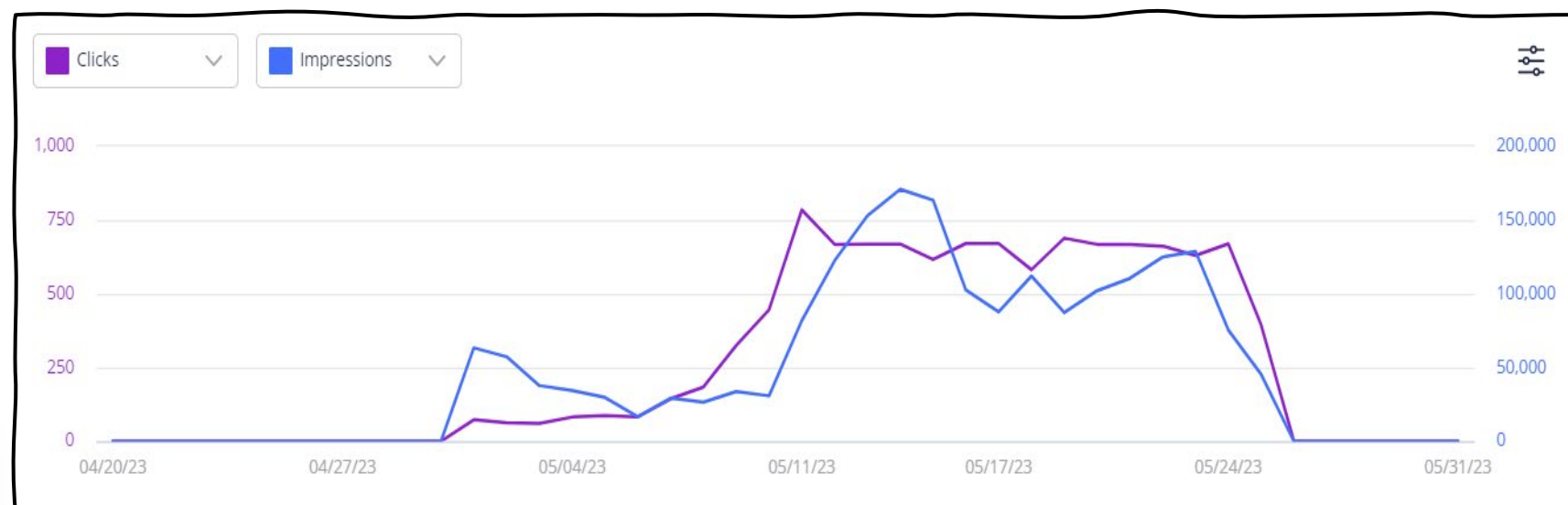


Articles capture the essence of the theme of each promotion. They are “listicles” in format, and advertised through native advertising channels, meaning there are paid advertising dollars behind them to help drive results.

Many top media websites publish the articles. Notable names that often top the list include **MSN**, ***The New York Times***, **CNN**, **Fox News**, **Oprah.com**, **The Sun US**, **The Guardian**, **Publishers Clearing House**, **AOL**, and more. There are **13,000+** sites that may pick up the article.

Articles are also shared and promoted on social media and in the Books That Make You Newsletter. Each Article features several books with links to purchase. (Usually Amazon) to encourage book sales.

A recent Article Promotion had **2 million impressions** and **11,261 click-throughs**.



[Click here](#) to see a sample Article.

# Giveaways



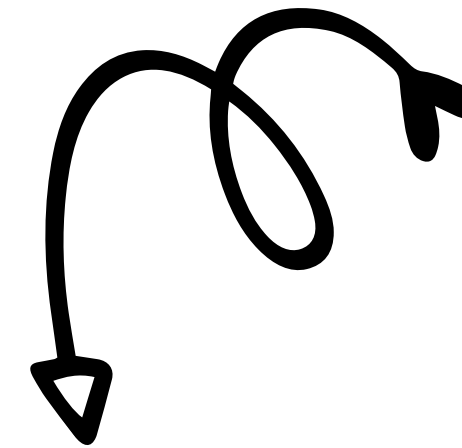
Books That Make You Giveaways attract thousands of booklovers. Promoted through a combination of earned social media, email marketing, and paid advertising, they typically attract **500+ entries** per giveaway.

Giveaways help raise brand awareness, can increase your social media followers, and build your email subscriber list. Plus, they provide you with fun content to post on your own social media platforms with a turn-key giveaway you don't have to manage.

Most Giveaways reach **10,000+**. Lists are cleaned for you and provided in a spreadsheet.

Book not available yet? No problem! You can provide a \$25 Gift Card as part of the package. (Additional fees may apply)

# Newsletter



Books That Make You...  
Hope. Dream. Laugh. Scream.

NEW RELEASE

Ca  
Calcium

Indiscernible Elements: Calcium

Indiscernible Elements

Its available, and it's beautiful. *Indiscernible Elements: Calcium* is a book that explores the role of Calcium in architecture, the environment, and sustaining life. It emphasizes Calcium's presence in our bodies, ancient structures, and its universal importance. This artistic thought journey is a masterpiece to behold.

The Books That Make You Newsletter has **25,000+ email subscribers**. It has an open rate of **23.5%**.

It goes out just once a month for maximum impact. Articles, Giveaways, as well as Books That Make You Show interviews are published inside this Webby Award-winning fan favorite with readers from around the world.

Aligning with the Books That Make You brand helps establish your credibility with your email marketing. You even get an Email Marketing How-To Deck to help you utilize your list and maximize your email marketing strategies.

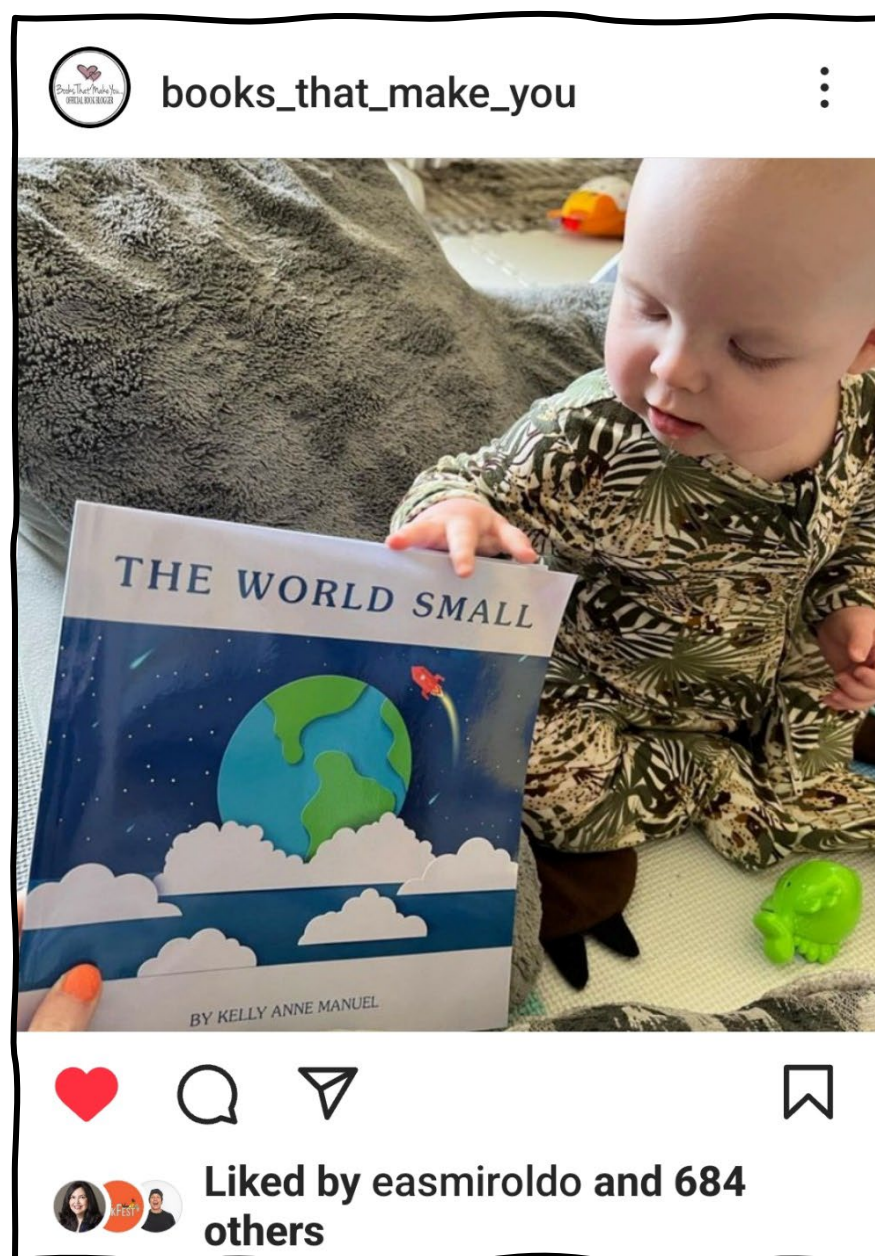
Wanna know why they love us?

[Click here](#) and check out a sample issue.





# Social Media

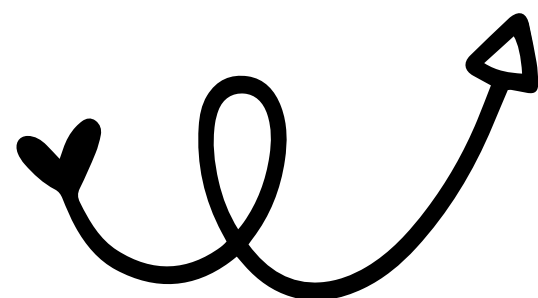


Books That Make You has a vibrant and engaged social media following across multiple integrated platforms. Articles, Book Reviews, interviews and Giveaways are shared along with other bookish content. An **audience of 33,000+** is estimated for advertised posts.

Instagram: **22,000 followers.**

Facebook Pages & Groups combines: **11,000+ followers.**

YouTube Channel: **4,000 subscribers, 335,200+ channel views** since inception, and some shows receive **12,000+ views.**





# Books That Make You Show



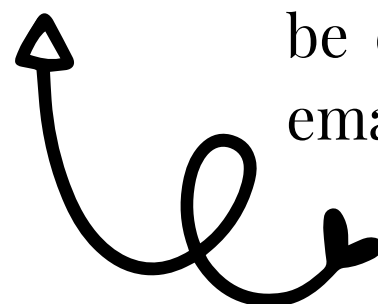
Former congressman and children's book author Mark Kennedy Shriver as a guest on the Books That Make You Show.

See the [BTMY YouTube Channel](#) for examples.

The Books That Make You Show features authors, literary experts, celebrities and community leaders in a half-hour interview themed around a book or bookish topic.

The Books That Make You Show airs on the radio station **MyStar95.com** and distributed through **iTunes**, **Libsyn**, and available everywhere people download their podcasts. It is also posted on the Books That Make You Website, and on the YouTube Channel.

Some shows reach **12,000+ views** on YouTube alone. Plus, each episode is produced with eye-catching graphics and may be embedded in your website, used in your social media or email marketing.



# Next Steps

Follow this link to sign up and make your purchase. Once your account is set up, we will move into action. Remember, space is limited in the Exclusive Promotional Opportunities to help ensure specialized attention to detail and focus on maximum results.



**Click to Sign Up**

Questions? We're listening. Email Bree at  
[PR@BooksThatMakeYou.com](mailto:PR@BooksThatMakeYou.com)

