

HOW TO LEAVE A REVIEW OF THE BOOK ON AMAZON

- FIRST Open an Incognito Window (Most often you can do this by clicking “File” and “New Incognito Window” on your browser.)
- (Amazon will sometimes block reviews if you’re connected to the author on social media)
- Leave your Amazon Review:
 1. Log into your Amazon account at www.amazon.com
 2. Click on “Returns & Orders”
 3. Find the book under “Orders” and click on “Write a Product Review”
- Complete the following sections:
 1. Overall Rating (Stars)
 2. Add a Headline
 3. Add a photo or video
(attach file from computer- videos are an INCREDIBLE way to get more traction on Amazon and are greatly appreciated!)
 4. Add a written review
 5. Click “Submit”

Create Review



The Lucky Formula: How to Stack the Odds in Your Favor and Cash In on Success

Overall rating



Add a headline

What's most important to know?

Add a photo or video

Shoppers find images and videos more helpful than text alone.



Add a written review

What did you like or dislike? What did you use this product for?

Submit

Tips:

- *"How would you describe the book to a friend?"* That answer becomes the PERFECT Amazon review.
- Amazon is cracking down hard on reviews from folks who didn't buy the book through Amazon.
- Reviews don't have to be lengthy to help the author out.
- Video reviews are helpful for drawing potential readers to buy the book but they don't move the needle for the author, surprisingly. So if you leave a video review, please also leave a written one.
- Reviews are best done in batches so that Amazon computers don't think reviews have been purchased. Some authors target a group of folks to post within a two-week period of time, then another group later in the month, etc.
- Conversion rates double at 50 reviews.