

Getting Reviews: Marketing Your Blog, Reaching Bloggers, Podcasts, Radio, TV, and More



Getting Reviews Marketing Your Book - Reaching Bloggers Podcasts Radio TV and More! by Lisa Shea

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In today's digital age, it's more important than ever to get reviews for your blog. Reviews can help you attract new readers, build credibility, and improve your search engine ranking. But how do you get reviews? And how do you reach out to bloggers, podcasts, radio shows, and TV shows to get them to review your blog?

In this article, we will discuss how to get reviews for your blog, reach out to bloggers, podcasts, radio, and TV shows, and more. We will provide you with tips on how to write a great review request, how to find the right people to reach out to, and how to follow up with them.

How to Write a Great Review Request

The first step to getting reviews is to write a great review request. Your review request should be clear, concise, and persuasive. It should also be tailored to the specific person or outlet that you are reaching out to.

Here are some tips for writing a great review request:

- **Keep it short and to the point.** No one wants to read a long, rambling email. Get to the point quickly and clearly.
- **Be specific about what you want.** Don't just ask for a review. Tell the person or outlet what you want them to do, such as write a blog post, record a podcast episode, or appear on your radio show.
- **Make it personal.** Address the person or outlet by name and show that you have done your research. Mention something specific that you liked about their work.
- **Offer something in return.** This doesn't have to be anything big. It could be a free copy of your book, a guest post on your blog, or a shout-out on social media.
- **Proofread your request carefully.** Make sure that there are no errors in grammar or spelling.

How to Find the Right People to Reach Out To

Once you have written a great review request, the next step is to find the right people to reach out to. This can be a daunting task, but there are a few things that you can do to make it easier.

First, start by identifying your target audience. Who are you trying to reach with your blog? Once you know who your target audience is, you can start to look for people and outlets that are relevant to them.

Here are a few ways to find the right people to reach out to:

- **Use social media.** Social media is a great way to connect with people who are interested in your topic. Follow relevant hashtags and join groups to find people who are talking about your topic.
- **Use Google search.** Google search is a great way to find blogs, podcasts, and other outlets that are relevant to your topic. Use keywords that are relevant to your topic to find the most relevant results.
- **Use HARO.** HARO is a free service that connects journalists with sources. You can sign up for HARO to receive daily emails with queries from journalists who are looking for sources for their articles.

How to Follow Up With People

Once you have reached out to a few people, it's important to follow up with them. This shows that you are serious about getting a review and that you are willing to put in the effort to get it.

Here are a few tips for following up with people:

- **Send a follow-up email.** A few days after you have sent your initial request, send a follow-up email to the person or outlet. In your follow-up email, thank them for their time and remind them of your request.

- **Call them on the phone.** If you don't get a response to your email, try calling the person or outlet on the phone. This is a more personal way to get in touch with them and it shows that you are serious about getting a review.
- **Visit their website or social media pages.** If you can't get in touch with the person or outlet directly, try visiting their website or social media pages. This will give you an idea of what they are interested in and it will help you to tailor your follow-up message accordingly.

Getting reviews for your blog can be a great way to attract new readers, build credibility, and improve your search engine ranking. By following the tips in this article, you can increase your chances of getting reviews from the people and outlets that you want to reach.



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