

BLACKWELL

· SPINES ·

# ARC Review Campaigns

## AN AUTHOR'S GUIDE

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*Real readers. Honest reviews.*
*Your book, protected.*

# Reviews Without the Struggle

*How Blackwell Spines puts your book in front of real readers*

Getting honest reviews, whether before your launch or to give an existing book a boost, can be one of the most daunting parts of publishing. You've poured everything into your story. Now it needs readers willing to talk about it.

Blackwell Spines makes that part easier. We send your book to our community of Advance Reader Copy (ARC) readers through BookFunnel. Readers who are excited about your book claim a copy, read it and share their honest thoughts.

## Why ARC Reviews Matter

- **Launch-day credibility.** Books with reviews on release day earn more trust and more clicks.
- **Visibility.** Reviews and early buzz help your book surface on retailers and social media.
- **Advertising.** Many promo sites and ad platforms work best, or only accept books, once reviews are in place.
- **Honest feedback.** Early readers tell you what's landing with your audience.

## Who Our Readers Are

Our ARC Team is a growing, hand-curated community of readers who signed up specifically to read and review advance copies. Each reader tells us:

- The genres they love, so your book reaches the right people
- Where they review: Amazon, Goodreads, Instagram, TikTok and blogs
- Their preferred formats

Readers choose only the books they want, so the people who claim your book are genuinely interested in it.

# How It Works

*From your manuscript to your readers' hands*

1. **CHOOSE YOUR CAMPAIGN**
   Select a Standard or Genre-Targeted campaign on our website and complete payment.

2. **SEND YOUR BOOK DETAILS**
   Upload your EPUB or PDF, or share your own BookFunnel link, along with your cover, blurb, genre, content warnings and release date.

3. **WE BUILD YOUR LISTING**
   We set up a secure BookFunnel download page for your book.

4. **WE INVITE OUR READERS**
   Your book is featured in our ARC invitation email, sent from Blackwell Spines with your cover, blurb and claim link.

5. **READERS CLAIM AND READ**
   Interested readers download your book directly from BookFunnel, which works on any device.

6. **REVIEWS GO LIVE**
   Readers post honest reviews on Amazon, Goodreads and their socials, ideally within two weeks of release.

## Your Book Is Protected

- **Watermarked files.** Every ARC copy delivered through BookFunnel is watermarked, discouraging sharing and piracy.
- **Secure delivery.** Readers download from a BookFunnel page, never from a file sent by email.
- **Interested readers only.** Only readers who choose your book receive it.
- **Reader privacy.** Our readers' personal information is never shared, so they feel safe signing up. That's part of why they're so engaged.

# Campaign Options

*Founding author rates*

### STANDARD

**$25** PER BOOK

- Featured in our ARC invitation email to the full ARC Team
- Secure, watermarked BookFunnel delivery
- Listing setup included
- Campaign summary when complete

### GENRE-TARGETED

**$40** PER BOOK

- Sent to readers who chose your genre, with featured placement
- Secure, watermarked BookFunnel delivery
- Listing setup included
- Campaign summary when complete

> *Founding author rates are available for a limited time while our ARC Team grows. Lock in your campaign now at these introductory prices.*

## What We Need From You

| | |
|---|---|
| Book file | EPUB (preferred) or PDF, or your own BookFunnel link |
| Cover | Front cover image, JPG or PNG |
| Blurb | Your book description, 150–250 words |
| Genre and tropes | Primary genre, subgenre and key tropes |
| Content warnings | Any content readers should know about |
| Dates and links | Release date and retailer links (or preorder links) |

## Timing

For pre-release reviews, book your campaign **3–4 weeks before release day** so readers have time to finish your book. Already published? Campaigns work any time you'd like to add reviews.

# Questions Authors Ask

### Are reviews guaranteed?

No, and that's by design. Retailers such as Amazon prohibit paying for reviews or requiring positive ones. You're paying for setup and access to engaged readers, not for reviews. Our readers commit to honest reviews of the books they claim, and readers who repeatedly don't review are removed from the team.

### Will every review be positive?

Reviews are honest. Readers choose books in genres they love, which gives your book its best chance with the right audience.

### Do readers disclose that they received a free copy?

Yes. Readers are asked to include "I received a free advance copy," as retailer guidelines require.

### Can I receive a list of the readers?

To protect our readers' privacy, we don't share personal information. Your campaign summary includes how many copies were claimed and the review links readers reported.

### What books do you accept?

We welcome most genres. Each submission is reviewed before scheduling, and we may decline a book that doesn't fit our readers' interests.

### How many copies will be claimed?

Claims depend on your genre, cover and blurb. A strong cover and a hooky blurb make the biggest difference.

## Ready to Find Your Readers?

Book your campaign at **blackwellspines.com** under Author Resources.
Questions? Contact us through the website. We'd love to hear about your book.