

(This should come directly from you and you should email it. It's very important that you do at least five minutes of research on the reviewer you are pitching so you can send a customized pitch, rather than a one-size-fits-all pitch to all reviewers. \*\*\* Do not send unsolicited books to anyone. \*\*\* When sending a book to someone who asks for it, print a copy of the press release and tuck it inside the book.)

**Subject Line:**

Review Request: Place text here. (Title or a few catchy words to describe the book work best.)

**Body of Email:**

Hi (Reviewer's first name),

My (genre/type of book), (title), will be released on (date), and I'd be delighted if you'd review it.

It deals specifically with (major benefit/point/attraction of the book) and because you've written about (topic) and (topic) at (name of blog or media outlet), I know this topic is important to you and your readers.

A sample chapter, photos, my bio and other information are on my website at (link to a page on your website). I have attached an electronic copy of the current draft for your review. If you would prefer a printed copy, please let me know your street address and I'll ship it immediately.

(Optional sentence if the author is a subject matter expert and you are pitching a blogger or journalist)  
Finally, please keep me in mind if you need ideas, sources, background or other material on the topic of (topic).

Thank you for considering my request.

Best regards,

(Author Name)

(Author Email Address)

(Author Website)