

**HOW TO
SECURE
ENDORSEMENTS
FOR YOUR
BOOK**

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by Rob Eagar

*There is nothing you can say about your book that will ever be as powerful as what someone else says about your book.
Endorsements matter to every author.*

When someone publicly endorses your book, they provide credibility to other readers regarding the value of your content. That third-party credibility helps new readers feel more comfortable about purchasing a book from an unknown author or overcoming skepticism. In order to secure more endorsements, keep these two points in mind:

- Readers focus more on WHO says it, rather than WHAT is said.
- You will rarely secure endorsements for your book unless YOU ASK.

It is the author's job to land endorsements from people whose name carries influence. Therefore, you want to secure as many high-profile endorsements as possible from business executives, well-known authors in your genre, politicians, professors, pastors, athletes, musicians, etc. To get endorsements for your book, use these tips:

1. Start with anyone famous whom you personally know.

This tip may sound obvious, but I've coached numerous authors who "forgot" they knew someone famous or feared getting rejected. A personal connection is always the easiest way to ask and secure an endorsement. If you know someone famous, simply ask if they'd be interested in providing a one-sentence testimonial.

2. Don't know anyone famous? Do you have a friend who knows anyone famous?

If you have a friend who is closely acquainted with someone famous, kindly ask your friend if he or she will make an introduction on your behalf. For example, they can pass a free copy of your book to the famous person and ask if they like it. If the response is positive, then ask your friend if requesting an endorsement is possible.

3. Reach out to lesser-known people who have a strong reputation.

Your endorsements don't have to be from people who are world-famous. But, they need to be from people whose name or job title is recognized and regarded with esteem. Pursue any opportunities with lesser-known people whom you know as good candidates for endorsements. Lesser-known leaders don't get flooded with as many requests, but their local or regional influence can still be powerful.

4. Busy people usually prefer for you to write the endorsement for them.

In many cases, busy leaders will agree to provide an endorsement if you write for them first. This step saves them a ton of time and removes the guesswork about what you want them to say about your book. Thus, be prepared to write what you'd like someone to say about your book that sounds realistic and conversational.

Then, you can send your language to them for review and editing. If all looks good, they will add their name to the endorsement with their approval.

5. Don't wait until the last minute to seek endorsements.

Some people will prefer to read your book before providing an endorsement. Due to a busy schedule, they might need several weeks to work it into their schedule. Thus, don't wait until the last minute to make an endorsement request. Instead, start asking for endorsements as soon as your manuscript is complete and ready for review.

6. Don't forget to seek endorsements for your past books.

Just because a book might be old doesn't mean it can't qualify for an endorsement. An endorsement from a famous person can help reignite new sales of an old book.

Also, it is okay to use someone's endorsement in various situations as long as they give permission to use their name in that manner. Be sure to ask if you can use their endorsement across multiple settings, such as on your book cover, endorsements page, author website, Amazon page, etc.

Sample Email Script to Request a Book Endorsement:

When seeking endorsements for your book, the usual protocol is to send a polite e-mail request. Use the following script below as a template to follow:

Subject line: Your input on my new book would be invaluable

Hi (NAME),

(INSERT A REMINDER OF ANY RECENT CONVERSATION YOU HAD TOGETHER TO RE-ESTABLISH THE RELATIONSHIP)

I'm excited to let you know that I have a new book coming out on (DATE) entitled, (YOUR BOOK TITLE). I really value your perspective. Your honest feedback and support of my book would mean a lot.

Would you be interested to provide a short endorsement for my book? All I need is 2 – 3 sentences that sum up your overall thoughts about my material. Or, if you'd prefer for me to provide language that you can edit, I'm happy to assist.

I can send a digital copy of my book to read in advance. I'd like to include your endorsement in all of my marketing materials. So, getting your endorsement by (DATE) would be ideal. Let me know what you think. Thanks!

(YOUR NAME)

P.S. - If you are working on a new project where my support could help, please don't hesitate to ask. I'm happy to return the favor!

**Securing endorsements for your book is FREE.
All you have to do is ASK.**

About Rob Eagar

Rob Eagar is one of the most accomplished book marketing experts in America. He's coached over 800 authors, consulted with top publishing houses, and helped clients hit the *New York Times* bestseller list three different ways, including new fiction, new non-fiction, and backlist non-fiction. He even helped a book become a *New York Times* bestseller after 23 years in print!

Rob is a top instructor for *Writer's Digest*, *Reedsy*, and the creator of *The Author's Guide* series, which includes these books:

The Author's Guide to Email Marketing

The Author's Guide to Marketing Books on Amazon

The Author's Guide to Write Text that Sells Books

For more details about Rob's resources and his consulting services for authors, visit:

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