

## **Bloggers for Books – FAQ / Guidelines**

We are a small publisher and love this idea so we took what you see here from the big publishing house at: <http://www.waterbrookmultnomah.com/Bloggersforbooks/faq>

There is no account to set up. All we ask is that you ask for a book and then review it within 30-90 days, and then post your review on your blog and at least on Amazon.com.

Is your question not on our FAQ page? Think it should be? Tell us about it:  
[Info@CovenantPeaceMinistries.com](mailto:Info@CovenantPeaceMinistries.com)

### **Q: How do you choose which books to give and to whom?**

A: We make books available for review based on your request when you signed up for the program. We mostly make new or upcoming releases available for review but we also add backlist titles to the list of available books for review as well.

### **Q: Where can I get a picture to help promote your books?**

A: Contact us at [Info@CovenantPeaceMinistries.com](mailto:Info@CovenantPeaceMinistries.com) and we can send you one.

### **Q: I live outside the USA. Can I still participate?**

A: At this time we only accept bloggers who live inside the United States.

### **Q: Can I sign up for more than one review copy at a time?**

A: You can only request one book for review at a time. When you have posted your review you can come back and request another review copy immediately after your review has been posted.

### **Q: Is there a time frame for posting my review?**

A: We would like you to post your review within 30 days (sooner if possible) after receiving your review copy. If you do not post your review within 90 days your account will be suspended.

### **Q: What do you consider an original review?**

A: Your review doesn't need to be long, but you might start by answering a couple of these questions: Did you like the book? What helped you the most? What did you learn that you did not know before? What dreams did it spark in your life? Would you recommend this to a friend? A short summary of the book is a great way to start your review, however, please don't give away twists, turns, or key plot points that readers might look forward to discovering on their own. Overall, a paragraph describing your thoughts on the book is what we're asking you to post. Be detailed and specific. What would you have wanted to know before you purchased the product? Now that you read it, what are your next steps with this information? Not too short and not too long. Aim for between 125 and 300 words.

**Q: On which consumer site should I post my review?**

A: Some suggestions include: [amazon.com](http://amazon.com), [barnesandnoble.com](http://barnesandnoble.com), [booksamillion.com](http://booksamillion.com), [borders.com](http://borders.com)

**Q: What if my review is negative? Should I still post it?**

A: Yes, we ask for an honest review. We realize that you may not enjoy or agree with some books. However, we hope that our publishing standards mean that each book will have at least something for everyone to enjoy.

**Q: Why do I need to post a disclaimer that I received the book for free in exchange for a review?**

A: As of December 1, 2009, new FTC Guidelines state that bloggers receiving any kind of compensation should disclose that information on their blog when posting a review of the product. As you are responsible for complying with the FTC Guidelines, we recommend that you review them, available at [http://www.access.gpo.gov/nara/cfr/waisidx\\_03/16cfr255\\_03.html](http://www.access.gpo.gov/nara/cfr/waisidx_03/16cfr255_03.html).

**Q: What is the FTC disclaimer copy I should use on my site?**

A: To comply with new regulations introduced by the Federal Trade Commission, please mention as part of every review that McDougal and Associates has provided you with a complimentary copy of this book for review purposes. For example, "I received this book for free from McDougal and Associates Publishers for this review".

**Q: Does it matter when I post my review?**

A: Yes, the better your review, 5 stars, and the quicker you can get the word out about the value of our books, and the quicker the Body of Christ can mature into the destiny God has given us.

**Q: How can I increase traffic to my blog review posts?**

A: Try utilizing other social media, such as Twitter and Facebook, to link to your blog. Also I suggest you get *The New Rules of Marketing & PR* by David Meerman Scott for more solid ideas.

**Q: I'm under the age of 13? Can I participate in the Bloggers for Books program?**

A: At this time you must be at least 13 years-old to participate in the program.  
If you think this stinks – send us an email: [Info@CovenantPeaceMinistries.com](mailto:Info@CovenantPeaceMinistries.com)

**Q: Can I Be Booted From the Bloggers for Books Program?**

A: Yes. McDougal and Associates reserves the right to deny any application to or boot any person from the Bloggers for Books program, or take down any post, for any reason. That said, there are typically two reasons you might be booted or your review may be taken down: 1) It's crude, rude, full of profanity or otherwise unfit for all audiences on our site and 2) Your review is too short, not well thought through, not original or for any other reason that McDougal and Associates feels it should not be kept up.

**Q: Are eBooks available for review?**

At this time we are not offering ebooks through the Bloggers program. We are only offering physical books. That said, we are looking at making this an option in the near future. Help us make this an easy decision – email us at [Info@CovenantPeaceMinistries.com](mailto:Info@CovenantPeaceMinistries.com) and tell us to make ebooks available, Be sure to tell us which eReader you are using.

**Q: I received the wrong book – what do I do?**

A: Email us, so we can sort it out – [Info@CovenantPeaceMinistries.com](mailto:Info@CovenantPeaceMinistries.com) .

**Q: Do I have to pay to participate?**

A: Absolutely not. We send you review copies for free in exchange for an honest and thoughtful review on your blog or web site, our Bloggers for Books site, and a retailer's web site. We even cover the shipping! You make your request, we check out your blog and if approved, we send you your requested book.