

# VIRTUAL BRANCH MEETING

See below for details

October 10, 2020 – Workshop: 9:30 am to Noon

## *The Power of Book Reviews & How to Garner Them*

featuring  
**Christopher Locke**



Excellent reviews can greatly increase your book's chances at success, but garnering reviews can be a challenging endeavor in this saturated book market. Independent Book Publishers Assoc. Member Liaison & author publisher Christopher Locke will discuss strategic planning for obtaining consumer and trade reviews, whether or not to consider paid reviews, and more. No matter if you're writing fiction, nonfiction, or cookbooks, if you're looking to garner more reviews, join us!

You will:

- Learn why trade reviews are important and how to garner them
- Learn why consumer reviews are important and how to garner them
- Learn how to garner endorsements for your books

**Christopher Locke** worked in the television industry for over a decade before pursuing his passion project, [The Enlightenment Adventures](#)—a YA book series that combines thrilling entertainment and education to inspire the next generation of animal advocates. This new career path led him to another dream job of joining Independent Book Publishers Association (IBPA)—the largest trade association for independent publishers in the United States. As the IBPA Member Liaison, Christopher Locke assists the 3,400+ members as they travel along their publishing journeys. As one of his major projects, he oversees the IBPA NetGalley program, which generates buzz and garners reviews for indie publishers' titles.