

Terms of SPR Promotions

You agreed to these Terms when you bought your package by ticking a box at checkout. Here is your copy for reference.

Please note that you are purchasing an email list promotion for your Kindle eBook on Amazon.com, not reviews or ranking. However, the promotion will result in Amazon reviews and sales, and/or higher ranking as long as you follow our instructions.

SPR does not have any direct contact with reviewers that receive the mailing list promotions for your book, and will not be able to contact any reader/reviewer regarding these reviews. We therefore cannot guarantee timescales, but will continue to promote your book until you reach the number shown on the promotion package within our guidelines shown at purchase.

By purchasing a package you understand we have no control over the content of these public reviews on Amazon, nor the opinions of the general public who buy and review a book because of our promotion, and we are therefore not responsible for the content. Any complaint about an unfair review must be flagged to Amazon.

We do not guarantee positive reviews, as we have no control over the content of reviews. We also do not guarantee well-written reviews, as we have no control over their content. However, most of the readers on our list are generous and enthusiastic, and the vast majority of reviews written are of an acceptable quality and tone, with most at a 3-5 star rating.

It is not always possible to book on an exact date, but we will try.

We do not choose to promote on weekends and holidays, as Amazon unnaturally weights the algorithm toward its own book promotions at these times.

Promoting your book with more than one service at a time can mean we cannot track your results properly, and you may not be able to tell which service delivered and which didn't. This is highly frustrating for all involved and not recommended.

Packages are delivered in between 1 day and 7 weeks.

We cannot guarantee ranking because this is against Amazon's Terms, although all numbers shown are expected results.

In the rare event you do not reach your expected ranking, you accept that Amazon is a separate entity to Self-Publishing Review and is not linked or partnered in any way, and as such, we have no control over Amazon's business or activity that results from any book promotion we carry out on your behalf, and on occasion due to their private and proprietary activity it is out of our control if your promotion does not result in the ranking as planned, and we therefore cannot take any responsibility for this, and are not liable for this activity.

We do not offer refunds for any reason except in the case of duplicate purchase. This is because your promotion is a custom service tailored to your book, and as such, is not covered by PayPal's Buyer Protection.

CHANGING CATEGORIES AND PRICING

If your book is set at \$2.99 or under and you have bought a review package, we may not need to contact you further before securing the promotion date.

It will take some time to schedule a date for your promotion, so don't worry if we have not been in touch.

CATEGORIES – BEST SELLER PACKAGES ONLY

You may have to change categories if you have purchased a Best Seller Package that includes higher ranking on Amazon if you want to reach the top spots as advertised.

It is likely that we will not send you recommended categories until 2-5 days before your promotion date, as Amazon changes its algorithm every hour. Please make sure you have added our email address, editor@selfpublishingreview.com to your whitelist so that our emails do not go into the Spam folder.

We will provide a full and comprehensive guide to changing your categories with Amazon 2-5 days before your promotion date as scheduled.

You will need full control over your KDP dashboard to do this, so if you have a publisher, check with them to be ready at this time for quick action.

If you are with BookBaby, Ingram, Xlibris, or other small press where you do not have complete control over your KDP dashboard, be aware that many of these services may refuse to change categories for wider distribution reasons.

In these cases, we will advise you on BISAC codes instead, but it will be up to your publisher and not us to decide to change these categories or not.

We recommend in these cases where they decline, that you choose a review-only package as ranking will not be possible without a change of category in most incidences.

We will not run a promotion on the date given if you have purchased a Best Seller package and have not changed your categories in time – unless you give us specific instruction to do so.

If you miss your deadline you will be given a new date, which could be 3-4 weeks later, but usually we will fit you in the next available spot. Therefore it is important to ensure you have set both your categories and price on Amazon at least 48 hours before your promotion date.

When your categories are set and we can go ahead, we may not give you any further notification before we start promotion.

PRICING – ALL PACKAGES

Your price must be set and left at **\$2.99 or under** during your promo period, or you will have to pay an additional supplement for a higher price. You may change the price back again if you wish after your promotion is complete. Note for review-only, this may be 2 months.

If you do not wish to change your price to under \$2.99, let us know and we will charge you a supplement per book. This is because we will have to run a more intensive email campaign to sell books at a higher price.

The maximum price possible is \$4.99. However, selling your book at a higher price may not guarantee a higher return, as you may not sell as many books.

We will not run your promotion if you have not paid your supplement if applicable *only for books priced above \$2.99 where the author does not wish to change price and has agreed to pay a supplement*.

If your price is set at \$2.99 or under, and your promotion is scheduled to run, we will go ahead without further notification, so please ensure that if you want to set your price at \$2.99 it is set at least 2 days before your promotion date and at least 5 days after.

Do not change price back until all sales show in your KDP sales chart to the minimum amount we advertised.

We will not take responsibility for any price change during your promotion time, as we do not have access to your KDP dashboard.

Changing your price during your promotion will result in your promotion being paused or terminated.

PAYMENTS, SUPPLEMENTS, AND REFUNDS

BEFORE CONTACTING US PLEASE CHECK WAITING TIMES AND ALSO YOUR SPAM FOLDER FOR EMAILS REGARDING YOUR PURCHASE AND NEXT STEPS

PAYMENTS

Payment is made through the #1 trusted payment gateway in the world, PayPal. You can pay at PayPal by any credit card, debit card, or your PayPal account.

Payments will show on your credit card/bank statement as:

REVIEWSPR(Short)

BOOKREVIEWSPR (Long)

from The Review Group Ltd., which is SPR's mother company.

BACS (bank payment) is available to those in non-PayPal countries. These countries include Lebanon, Libya, India, Pakistan, Bangladesh, Ukraine, Zimbabwe, and Monaco. Contact us for more details on this payment method if you are resident in these countries.

VAT is ONLY payable if you live in the EU unless you can provide a VAT number. VAT is charged at 21%.

You will receive a PayPal receipt email from PayPal, and a Thanks for your Purchase email from us. These contain important Next Steps information. Please read these thoroughly before contacting us.

SUPPLEMENTS

The prices shown on the website do not include any supplements payable if you choose to price your book over \$2.99.

All prices shown are for books priced at \$2.99 or under.

Supplements are charged separately, after purchase, on invoice.

If you decide you would prefer not to continue with your promotion at this point, i.e. before you have paid the supplement, we will give you a full refund and will cancel your order.

Supplements are charged at the dollar amount above \$2.99 as:

\$3.99 = \$1 per book review/sale

\$4.99 = \$2 per book review/sale

We cannot promote books at higher prices than \$4.99.

This is a nominal amount that means we can cover our costs to promote your book more thoroughly to meet targets, that become increasingly more involved given the price of the book. This is why we ask you price at \$2.99, as it will gain you the best royalties and most sales.

For example, if you want to achieve 10 reviews/sales, and your book is \$3.99, we will ask you pay \$10 more.

We will always recommend you do not price your book higher than \$2.99, and that you do not have to pay this supplement, but we like you to have this choice.

REFUNDS

BEFORE CONTACTING US PLEASE CHECK WAITING TIMES AND ALSO YOUR SPAM FOLDER FOR EMAILS REGARDING YOUR PURCHASE AND NEXT STEPS

We do not offer refunds on SPR Promotions for any reason, including the performance of your promotion, except in the case of duplicate purchase because we offer a custom service. If you wish to pursue a refund for any reason, please **CONTACT US FIRST.**

Contacting PayPal or your credit card company or bank instead can result in your funds being frozen for up to 75 days, in which time we cannot resolve your issue nor deliver your services.

NOT MAKING NUMBERS

If you do not make the minimum number of reviews shown at purchase within a 12-week period from the start date of your promotion (not purchase) then you may either transfer a cash price equivalent to the number of reviews missing to another product on SPR, such as reviews for another book, or take a cash refund where each review captured in the promotion is valued at a cost of \$10.

We do not refund the cost of the promotion, nor any taxes or other overheads paid, although PayPal does return any fee you paid for the partial refund.

For example, if your promotion is for 4-5 reviews and you get 3 reviews, you would be refunded \$10, because 4 is the minimum number of reviews expected.

However, please be reassured it is highly unlikely, and happens very rarely, as we do strive to complete all orders come what may.

We do not offer refunds on ranking or sales. If you are missing sales after twelve weeks, we will endeavor to promote your book again to garner a few more to bring you to the minimum sales shown, but we will not run a full promotion.

WAITING TIMES

BEFORE CONTACTING US PLEASE CHECK WAITING TIMES AND ALSO YOUR SPAM FOLDER FOR EMAILS REGARDING YOUR PURCHASE AND NEXT STEPS

Our services are in extremely high demand, and therefore you should book around a month in advance for Best Seller Packages, and around two weeks in advance for Review-only promotions. There is always a waiting period, so don't expect us to have a spot tomorrow.

Remember that readers will first buy your book, and it takes up to one month for them to leave a review after reading it, although some might review your book a few days after enjoying it.

Review packages run over 2-5 weeks after one month waiting time.

Bestseller Packages run over 1-5 days, with reviews usually coming in over 2-5 weeks after one month waiting time.

If for any reason after 8 weeks you do not have all the reviews or sales you ordered, we will re-run your promotion to build up your numbers. We track all reviews that come in with analytics tools, and will be aware of how the promotion is going.

If you bought a Best Seller Package, you will be sent a screenshot of your best ranking moment a short while after your promotion runs if you bought a promotion that helps ranking.

You can refer to this service at

<https://www.selfpublishingreview.com/spr-bestseller-book-packages/>