

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.

PROMOTIONS INFO

Please note that you are purchasing an email listing 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.

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 Amazon customer 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 to 5 star rating.

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

We do not 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. We will not offer a refund for results that are declared with proof on non-delivery in the form of a screengrab of your KDP dashboard numbers and the proof that sales came from somewhere other than our promotion, which should also be in the form of analytics or tracking from another service run at the same time as ours. As policy, we do not provide extra proof of sales as this is proprietary information, and the proof should be in the number of sales you acquire during the promotion dates.

Packages are delivered in between 1 day and 7 weeks depending on availability. We will inform you on request if you can change your price to a higher level.

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 their 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 cannot take any responsibility for this, and are not liable for this activity.

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. We recommend 99c for your book promotion as the most attractive for readers looking for a bargain.

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

CATEGORIES – BEST SELLER PACKAGES ONLY

You most likely will have to change categories to the ones we recommend if you have purchased a Best Seller Package that includes higher ranking on Amazon if you want to reach the top spots as advertised. If you do not take our advice on categories you will possibly forfeit your ranking. Note that most independently published genre books such as Science Fiction, Romance, Self-Help, and Thriller will never get a high ranking in broad categories and will require some very creative category-balancing to get your book high up enough to be seen, although we theme our advice as far as is possible.

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. WE CANNOT DO THIS FOR YOU.

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, 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 or revert your order to a review-only package.

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 to change categories, 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 will not give you any further notification before we start promotion, so please do not alter your book page after your categories are set.

We will promote your book on the date booked **using the book link sent when you made the purchase**. We will not necessarily check that link is operational before promoting.

If you delete, change, or otherwise alter your book's page link on Amazon, your promotion will run as planned but you will not get your sales or reviews as advertised, and this will be the equivalent of you finishing your promotion yourself, which is your prerogative but not our responsibility. Amazon can only show a review as Verified if the ASIN and page match the customer's purchase order. Deleting a book page mid-promo will result in an unfinished promotion. This will result in reviews posting as UNVERIFIED, i.e. as if they never bought your book, because you deleted the page. We will not re-run this promotion if you finish it by deleting the page.

We cannot be held responsible for your link being deleted during a promotion, and we cannot re-promote if you later add a different listing on Amazon for your book. A promotion is a one-time booked event that will take place ONLY using the link you have provided at purchase, and ONLY in the promotion period booked.

PRICING – ALL PACKAGES

Your price must be set and left at \$2.99 or under (99c is best) 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 for promotion 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 3 days before your promotion date.

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. However, if you do change your price before the promo ends, this will be seen as you choosing to finish your promo early, as no sales can be made at a higher price than that agreed.

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 SL, 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. If you are a EU business you can provide a valid VIES (cross-border registered) VAT number. VAT is charged at 21% as we are based in Spain.

You will receive a PayPal receipt email from PayPal, and a Thanks for your Purchase email from us to the email you gave us on the purchase form at Checkout. These contain important Next Steps information. Please read these thoroughly before contacting us. Please check SPAM folders if you do not see these emails.

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. ENSURE YOU CHECK THE INBOX FOR THE EMAIL YOU ENTERED AT CHECKOUT!!!

We do not offer refunds on SPR Promotions for any reason, including the performance of your promotion, except in the case of duplicate purchase or non-delivery. 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 - REVIEWS

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 please contact us and we can top up your reviews.

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

If for any reason we cannot fulfil your minimum order, we will refund you cost unit price of \$10 per missing review plus the scalable administrative fee from PayPal for this amount.

NOT MAKING NUMBERS – SALES/RANKING

We do not offer refunds on ranking or sales.

If you are missing sales after three weeks for sales-only and six weeks for Best Sellers and can provide us with analytics to prove that you are missing sales (i.e. a screengrab of your KDP dashboard), 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.

Alternatively, we will offer you a cost unit price refund for your missing sales at around the cost of the book + 60c. USD.

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 usually, but not 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 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.