



Everything Detask!

...The best platform in the world for authors to review & promote their books.



Who We Are

- At Detask Reviews, we live and breathe books. Having read over 10,000+ books in the last decade, we discovered that several authors write wonderful pieces, with no one to read them. And, what is a good book without the right readers?
- Hence, our mission is simple: to give authors the visibility their book deserves, through credible, engaging and thoughtful reviews.
- We are a dedicated team of 100+ dedicated literary reviewers who combine our passion for reading with sharp critical insight. However, we are more than just reviewers – we are also book promoters. We support indie and seasoned authors who want their books to be discovered, stand out and be celebrated.
- Every review we write is crafted with SEO keywords to expand the author's reach, spark conversation and engage readers. By showcasing books to targeted audiences and trusted platforms, we help authors build credibility, visibility and momentum in their publishing journey.





Our Vision (Democratise Book Discovery)

- i. **Make Books Discoverable across Digital Platforms:** Our reviews are strategically distributed across author newsletters, YouTube Shorts, Instagram Reels, Tiktok BookTok, Goodreads and Amazon. This ensures that your books are visible on platforms trends are born and communities gather. However, it is important to note that **our reviews on Amazon and other platforms are completely unbiased, unpaid and voluntary to reviewers.** This ensures that we comply with the platform's policies - <https://shorturl.at/ic7l9>
- ii. **Create an Author-to-Author Community:** We aim to design a peer-support ecosystem (a learning hub), where authors can collaborate on cross-promotions (joint review campaigns), share marketing strategies that worked for them, and exchange feedback on each other's work. This helps indie authors build networks typically reserved for publishing houses.
- iii. **Celebrate Diversity in Genres and Voices:** Our platform ensures that experimental genres and underrepresented authors are reviewed and promoted with the same visibility as mainstream works.
- iv. **Encourage Reader Discovery Through Interactive Content:** Our reviews are not just summaries. We instruct our reviewers to provide post-review questions, critical takeaways, key highlights, commentary with insights and shareable blurbs that authors can reuse in promotions. We also provide pull lines, social snippets, and quote graphics, so authors can extend the impact of a single review into their entire marketing campaign. For specific books like the BOTD (Book of the Day) or BOTM (Book of the Month), we will create interactive community polls, discussion prompts and Q&As that helps authors discover points they may have missed in writing their books.





Our Service Workflow





How We Evaluate Books

Category	What We Look For
1. <i>Plot & Structure</i>	Is the story satisfying, engaging and coherent in its resolution and pacing?
2. <i>Characters</i>	Are the characters memorable, believable, and do they grow throughout the story?
3. <i>Worldbuilding/Setting</i>	Does the story feel immersive, consistent and vivid?
4. <i>Themes & Depth</i>	Are the ideas explored in the book well developed, thought-provoking and meaningful?
5. <i>Writing Style</i>	Is the prose distinctive, polished and clear in voice?
6. <i>Pacing & Engagement</i>	Does the story grasp the reader's attention from start to finish?
7. <i>Originality</i>	Does the book bring novel perspectives or ideas to its genre?
8. <i>Ending/Resolution</i>	Is the conclusion true to the story, impactful and satisfying?



How Our Reviewers are Selected

1. Application & Screening

Reviewers complete an application outlining their reading background, writing ability and preferred genres. We review their work samples, and check for critical thinking skills and professionalism.

2. Code of Ethics Agreement

Selected reviewers sign our ethical guidelines, agreeing to disclose conflicts of interest, and not to favour authors they know.

3. Training & Trial Reviews

New reviewers complete trial assignments where their reviews are assessed for depth of analysis, fairness or clarity before they are matched with live author submissions.

Ongoing Monitoring & Feedback

Editors continuously check reviews to ensure consistency and quality. Reviewers who don't meet standards receive feedback or are immediately disengaged from the platform.





Our Honour Code – Credibility & Transparency

Multiple Reviewers

Each book is read and assessed by 2 – 10 reviewers. We manage this process internally. Other reviewers (10 to 100) who love the summary shared would voluntarily rate it on platforms like Amazon and Goodreads.

Reviewer assignments are made without revealing author identities, promoting impartiality. Reviewers are also matched anonymously, and cannot accept fees for positive coverage, guarding against bias.

Blind & Objective Reviews

91%

of our customers believe disclosures are important when making purchasing decisions

Transparent Disclosures

We fully reveal any sponsorships, advanced reader copies or gifts, so that readers can evaluate potential influences.

Our published code of conduct aligns with FTC endorsement rules and peer-review best practices. Our review policies, disclosure rules and processes are published openly so that authors and readers know what to expect.

Public Guidelines





Community & Support



Reading for Wellbeing

90% of our book-club members report feeling happier and less stressed when they engage us to promote their books.

Connection & Support

94% of our customers feel more connected and talk about writing more often, as our forums and events provide a supportive network.

Inclusive Platform

From author Q&As to virtual book clubs, we create spaces where every author can engage, learn and grow.





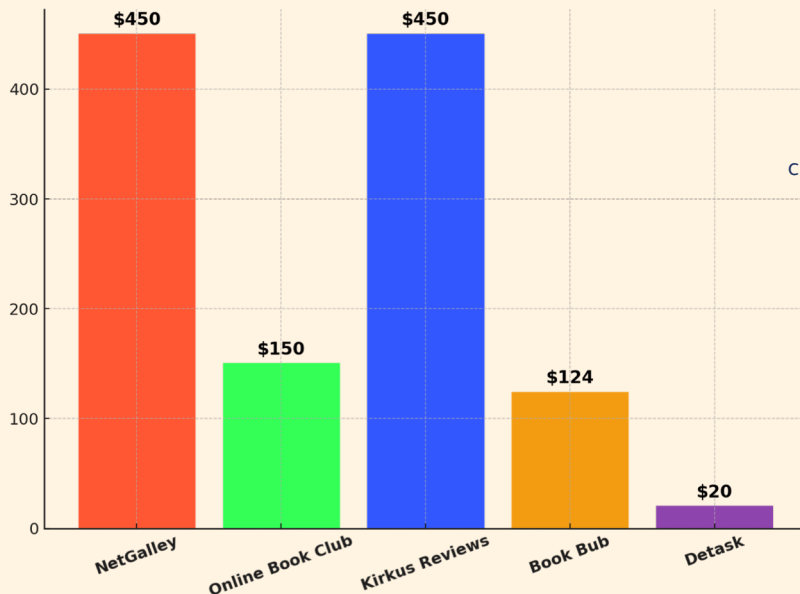
Pricing & Accessibility

Fair & Transparent

Our fee starts from \$20 (£14) per month, and the first month is completely free. This package includes free designs, in-depth reviews and promotional listing

Tiered Options

Choose from basic summaries (\$20 per month), expanded critiques, to any of our premium marketing packages.



Access for all

Indie, low-income authors and charitable works can apply for any of our free or subsidised reviews

No hidden Fees

Our pricing is all-inclusive: you know exactly what you are paying for.

Fig 1: Starting Prices for Book Review Services, and why Detask Stands Out



ARC, Editorial Reviews & Cover Designs



Offer

Details & Contact

Requirement



Free Cover Designs

We offer up to **2 free designs** per author

Sign up for this on our website. Special requests should be directed to: hello@detaskreviews.com



Free ARC & Editorial Reviews

Get a free editorial review from us. It is written, and posted on our social media platforms.

To benefit from this, send your book to hello@detaskreviews.com



Availability & Socials

We have limited slots for this service (50 editorial reviews, and 100 cover designs per month). Once exceeded, others will go on a waiting list. You can request a paid service for faster delivery, instead.

Must follow 2 of our social media platforms, engage with our content, and send proof to us.



Why Join our Exclusive Discord Channel?



Category	What We Look For
<i>1. Talk to other authors who actually get it</i>	This is the perfect community to share your wins, flops, and 'is this even good?' moments with authors going through the same things you are.
<i>2. Know what's coming before everyone else</i>	You would get early heads-up on new tools, features and opportunities. This would help you plan, test and benefit first. You are also prioritised for free cover design requests.
<i>3. Author-to-author reviews</i>	Every month, we allow authors drop constructive reviews of each other's books on Amazon and Goodreads. This is managed internally to ensure it is transparent and fair.
<i>4. Writing support & problem solving</i>	Writing and publishing can be difficult. This is the perfect platform to ask confusing questions, and get answers in real time.
<i>5. Accountability and problem solving</i>	Writing sprints, check-ins and gentle pressure from the community help you keep showing up – even on low-motivation days.



Corporate Social Responsibility

Diversity & Inclusion

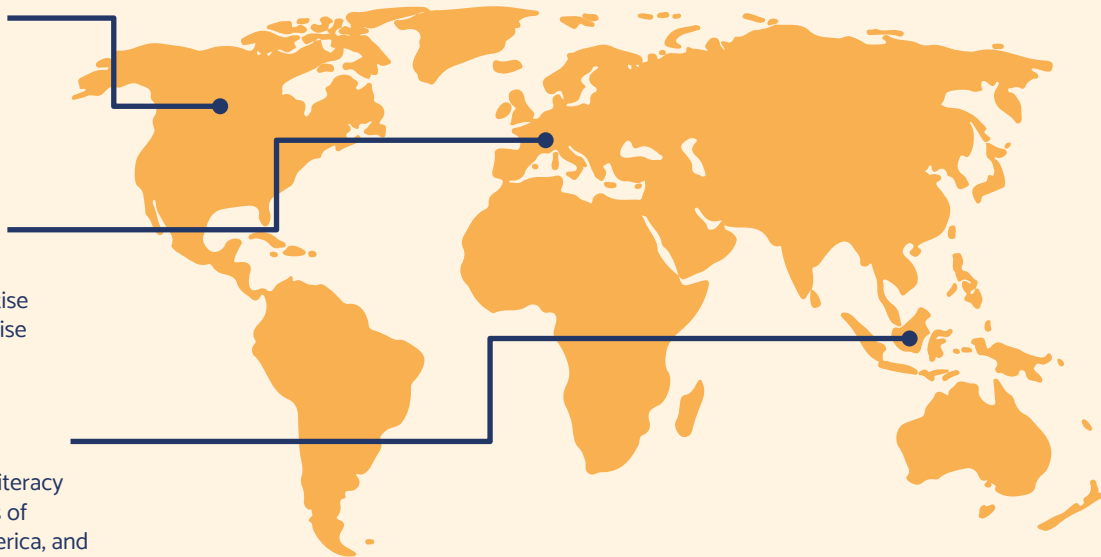
We commit to representing diverse voices and ensuring equitable opportunities for reviewers and authors from all backgrounds.

Sustainability

In promoting books across the UK and globally, we print responsibly and prioritise eco-friendly materials, striving to minimise environmental impact.

Literacy & Education

In 5 years time, we aim to partner with literacy organisations to put books in the hands of underserved readers in Asia/Africa/America, and nurture a love for reading. We also aim to collaborate with non-profits and schools to expand access to books and support literacy programmes.





Why You Should Work with Us

01

Free Creative Support

Authors get up to 2 free professional designs, saving both money and time on branding.

02

Editorial Reviews with Reach

We provide thoughtful reviews, and promote them on our social media, amplifying author's visibility.

03

Unbiased, Multi-Reviewer Process

Every book is seen by multiple reviewers, ensuring balanced, fair, and credible feedback.

04

Affordable & Transparent Options

Beyond free services, we offer clear and low-cost paid options for those who don't want to wait.

05

Author-Centric Approach

Whether seasoned, indie or debut, we are committed to helping every author find their audience and voice.





Thanks!

Do you have any questions?

Mail: hello@detaskreviews.com

Visit: www.detaskreviews.com

