ARC Team Management Template

This template will help you organize, recruit, and manage your Advance Reader Copy (ARC) team so you can launch your book with momentum. Use it to plan your recruitment strategy, track readers, and ensure reviews go live at launch.

1. Recruitment Script
Use this script (or adapt it) to invite readers to join your ARC team.

Subject: Want to Read My New Book Before Anyone Else?

Body:
Hi [Name],
I'm looking for a few enthusiastic readers to join my Advance Reader Team for my upcoming book, *[Book Title]*. You'll receive a free early copy before the release in exchange for an honest review on Amazon and/or Goodreads.

If you're interested, please sign up here: [Link to Sign-Up Form]

Thank you for helping me make this launch a success!
[Your Name]

2. Sign-Up Form Fields
Include these fields in your ARC sign-up form:
• Name
• Email Address
• Preferred Book Format (ePub, MOBI, PDF, Print)
• Platforms They Can Post Reviews (Amazon, Goodreads, BookBub, Blog, etc.)
• Agreement to Leave an Honest Review (Checkbox)
• Agreement Not to Share the ARC File (Checkbox)

3. Review Tracking Sheet
Track your ARC readers and their review status.

Sample Columns:
• Name
• Email
• Date ARC Sent
• Review Platform(s)
• Review Posted? (Y/N)
• Notes

4. Follow-Up Email Examples

Reminder Email (1 week before launch):
Hi [Name],
Just a quick reminder that *[Book Title]* launches next week! If you've finished reading, this is the perfect time to get your review ready so it can go live on launch day.
Your review makes a huge difference in helping new readers find the book. Thank you so much for your support!
[Your Name]

Launch Day Email:
Hi [Name],
Today's the day! *[Book Title]* is officially out in the world.
Here's the direct link to leave your review: [Link]
Your honest feedback means the world to me, and it helps other readers decide to give the book a try.
Thank you for being part of my ARC team!
[Your Name]