Sample ARC Recruitment Post

Discussed in Episode 14

An example of a recruitment post that gives readers everything they need to say yes — and a breakdown of why it works.

The post

> **THE MUZO EMERALD MURDERS by Inger E. Johnson**
>
> Looking for readers who love international crime thrillers with political bite.
>
> Bogotá and Boyacá, Colombia. Ten stolen emeralds. One dead senator. A conspiracy that reaches from the emerald mines to the corridors of government.
>
> Chief Inspector Ciro Rendón follows the trail from glittering society banquets to shadowed rose gardens and the dangerous mines of Boyacá — and uncovers a network powerful enough to topple governments.
>
> A stolen fortune. A deadly conspiracy. A country haunted by its past.
>
> Genre: Historical International Mystery & Crime
> Comp titles: Adrian McKinty, Daniel Silva, Martin Cruz Smith
> Page count: Approximately 268 pages
> Publication: November 4, 2026
> Format: PDF/ePub
> Content warnings: Murder, child trafficking and kidnapping, child neglect, corruption and abuse of power, poisoning.
>
> Comment or DM to request your copy. Honest reviews warmly welcomed.

What makes this recruitment post work?

- It identifies the genre immediately.
- It gives readers a quick hook.
- It tells readers approximately how long the book is.
- It identifies the format they will receive.

- It provides appropriate content warnings.
- It makes the review request clear without making it a condition of receiving the ARC.

Draft your own