



Switch and Bait

Ricki Schultz

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Switch and Bait Ricki Schultz

In this charming, sexy, and "laugh-out-loud" (*USA Today*) funny romantic comedy, an online dating ghostwriter's life gets hilariously complicated when she recognizes one of her clients' matches--her ex!--and finds herself forced to flirt with him again, on someone else's behalf...

We switch. I bait.

Let me help you snag a date.

All through college, Blanche Carter was known as the love doctor in her sorority. Now she's parlayed her talent into a unique consulting business: she runs the online dating profiles of Washington D.C.'s most eligible women.

Armed with a battalion of rules, Blanche expertly helps her clients optimize their profiles and ace that first date. But although she'll happily message handsome strangers (and fend off dick pics) for other ladies, Blanche's most important rule is the one she has for herself: no relationships. She's seen too much heartbreak to believe in real love anymore.

When a former fling pops up among the matches for one of her favorite clients, Blanche gamely messages him on her behalf. Blanche is definitely over him, and this is how she'll prove it. But if she doesn't watch out, Blanche might end up not only screwing over a client--and possibly tanking her entire business--but breaking her rule about love as well . . .

Ricki Schultz's trademark irreverent humor and wry insight into the absurdities of modern dating are both outrageously funny and genuinely moving in her unforgettable new novel.

"A wry, audacious romance that is perfect for our contemporary moment...[with] sparkling, irreverent banter that is so good you might be tempted to steal it for your own online dating one-liners." --- **Entertainment Weekly**

"Funny, sexy and unexpectedly touching...An often-hilarious and surprisingly endearing read, perfect for beach season!" --- **RT Book Reviews**

"Romantic and funny...a great summer read." --- **BookTrib**

"Ricki Schultz's relatable novel will have readers LOLing." --- **US Weekly on Mr. Right-Swipe**

"A brilliantly funny debut novel about a 21st century girl searching for her happily ever after." --- **Bustle on Mr. Right-Swipe**

"Breezy, brazen...a fun beach read." --- **Seattle Times on Mr. Right-Swipe**

"This book gave me my absolute favorite feeling: laughing out loud alone in a room, chased immediately by the swoons." --- **Christina Lauren on Mr. Right-Swipe**

Switch and Bait Details

Date : Published June 12th 2018 by Grand Central Publishing

ISBN : 9781538745007

Author : Ricki Schultz

Format : Paperback 304 pages

Genre : Romance, Fiction, Contemporary, Contemporary Romance, Womens Fiction, Chick Lit, Adult

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From Reader Review Switch and Bait for online ebook

Treena says

Cute story but something about the writing style was throwing me off. Some scenes came off as choppy and rough (in terms of transitions or scene changes). Nothing big or horrible, but reading wasn't as smooth or easy as I would've liked.

Sissy's Romance Book Review says

SWITCH and Bait Ricki Schultz is the story of Blanche Carter and her matching making site. Blanche has a way with finding other people mates even back in College she was known as the Love DR. Now she is running her business helping clients find there possibly happy ending. But the one things she does do her self is relationships so when a name pops up of someone she knows she goes forward with setting him up while trying to keep her feelings in the background.

Different type of story then what I usually read, but overall a good story.

Eileen (BookCatPin) says

Switch and Bait is one of those stories that you can just read in one sitting which is what I did. It wasn't a perfect love story but it had plenty of steam, humour and heart. Definitely an enjoyable second chance romance.

Given the title there wasn't as much of a switch and bait situations as I would've thought. Except with the main storyline we only get a few lines of the other dating accounts Blanche handled. They were amusing but I think it would've been even more interesting to see some depths to them. I loved that Blanche had a set of rules for herself. The online world can get crazy so some guidelines definitely didn't hurt. Even if she had troubles keeping to them after a certain past comes back into her life ;)

I'm a big fan of the intense attraction between Blanche and Henry. They had such chemistry. The flashback scenes were delicious. I kind of wished we'd gotten more of them in the past though. I guess those might have been all there was? Either way the two of them totally lit up the pages. The unspoken sexual frustration in their bickering, the undercurrent of longing in their looks, the explosive heat when they were together, ugh, so good!!

Switch and Bait was hot and fun. If you're a romance lover and am looking for a good time, this book is it. Also! Make sure you read the dedication page. I had a good laugh when I first read it :P

Sheyla ✍️ says

I had some issues getting into the story. Surprisingly, I really liked the ending.

Switch and Bait's protagonist is a young woman by the name of Blanche. She works in a bookstore but as a side job, she helps people find a good date in the world of online dating.

She has become a success as a matchmaker ever since her earlier years at college. Now, she does it for a commission. She takes female clients only. As per the name of the novel, Blanche pretends to be the ladies and corresponds with the men they are matched with. She creates a good rapport with the men. She banter with them and she makes them like her. When it's time to meet them in person, the real client is the one who shows up for the date and the rest is history.

Her most recent client, Ansley has hired Blanche to help her. She's accident prone and every time she has tried to date, an accident occurs. Blanche is sure she can help her until the person's profile Ansley likes is none other than Henry.

Blanche and Henry had one sexy encounter a few years back. Regrettably, their time together was cut short due to a miscommunication. Blanche has tried to avoid him as much as possible. They are two different but yet she can't seem to forget him. Maybe letting Ansley date him will be a good thing after all. Sadly, her heart doesn't agree with her decision.

Fun and light is the best way for me to describe Switch and Bait. Like I said earlier, I really enjoyed the ending. Henry was swoony and I had no idea why Blanche took so long to take the plunge.

Cliffhanger: No

3/5 Fangs

Thank you Grand Central Publishing for providing me with a review copy of Switch and Bait in exchange for an honest review.

MrsLeif's Two Fangs About It | [Facebook](#) | [Twitter](#) | [Instagram](#)

Sami says

This was the perfect way to start my summer! This book was so fun and charming that I read it all in one sitting. I seriously loved Blanche and all the drama that came with her.

Blanche manages a book shop in D.C. but in order to help pay the bills she also helps women get online dates. She considers herself a guru of online dating and offers to make dating profiles and online chat with men in order to get these women a date! However, her own dating life is basically nonexistent--through her own choosing!

Blanche and Henry have known each other for ages, but their political differences and poor timing have left them at odds. When one of Blanche's clients, Ansley, match with him online things start to get interesting!

This book is told entirely from Blanche's point of view so we get a lot of insight into her funny and sarcastic demeanor. I really loved Henry and wish we got to see even more of him in the story! Even though this was a

romance, I think my favorite parts of the book were when Blanche and Ansley were causing a ruckus together!! They were both so funny and cute! Ansley is a complete disaster when it comes to her clumsiness and it was so endearing! I hope she gets her own book!

This book was very funny and is the perfect light read to get your summer going!

My ARC copy of the book was provided in exchange for a fair, unbiased review.

For more of my reviews:

* Main Blog: Fern's Book Blog

* Twitter

* Instagram

Mrs Mommy Booknerd <http://mrsmommybooknerd.blogspot.com> says

#FirstLine ~ The girl sits.

Funny and smart, this book was a great summer read. I needed something that would make me laugh and be a fun read...this was the perfect book. I laughed out loud several times and buzzed through the book. It was so insightful and well written with a main character I adored because she was funny and sarcastic and really authentic. I think many readers will really relate to the struggles captured in the book and will appreciate the delivery of those struggles because they are not sugar coated!

Tanja ~ T's Book ~ KT Book Reviews says

This is incredible! I get so giddy when I find a new author. Switch and Bait was a one sit read for me and now I want more! It's been a few days since I've finished and my mind keeps creeping back into the world of Blanche Carter. A fun yet captivating character with a deliciously fun outlook on dating in the digital world.

Ah... it has been out for a bit so I am going to keep this short and sweet, as well as spoiler free. One of my top reads for 2018 thus far. I needed an injection of humor and this was it.

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Lisa (Remarkablylisa) says

I really wanted to like this book but the writing threw me off a bit and the added personalities of some characters. Maybe I'll go back to it in the future or maybe not. But give it a try even though it's not for me

Amy Reichert says

hilarious and swoony!

Kini says

Definitely straddles the line of being women's fiction with a romantic element. I wanted more of a second chance at love story, one of my favorite tropes.

Dialogue was fun and fast paced.

Story arc was good, but fell short of my expectations for the romance.

Carmen Slaughter says

I enjoyed the author's debut novel very much and her sophomore effort did not disappoint. All of the characters are well-developed and her protagonist has a balance of wit and humility that I find endearing. This is a great read for the airplane, beach, or just a lazy afternoon. There are lots of LOL moments and the end will leave you with a warm heart. I look forward to whatever Ms. Schultz has in the works for book three!

Gaele says

AudioBook Review:

Stars: Overall 4 Narration 4 Story 4

Blanche spent much of her college years being known as the Love Guru in her sorority, for her ability with matchmaking, even though she's never managed to parlay those talents into a relationship of her own. Now out of school, she's managing a bookshop a dating site that caters to the women of Washington, D.C., helping them to tweak their profiles to meet a man. She also handles those 'pesky' introductions and screenings, fending off inappropriate responses, photos and other such nonsense. Her business is well-regarded, and the quick interactions with men and women are clever and often funny. Until Blanche sees a familiar name cross her desk – her old crush, Henry.

Determined to find him a match and ignore her own feelings, Blanche is working to find Henry a match, but her own memories and lingering feelings don't allow her to stop reviewing their past. On different ends of

the political spectrum their interactions were full of snark, bickering and loaded with sexual tension. But, part of her job is to see her client's find their happy endings, and while she's flirting and messaging back and forth with Henry, she's also desperately trying to convince herself that her own feelings are dormant, and despite her facility with matching others, she's not worth the men who cross her desk. Alternatingly funny, poignant and the occasional moments of "I know this won't end well", the story is a perfect light-bite, a read in one sitting or listen on the road, book that will leave you smiling.

Narration for this story is provided by Ava Erickson, who perfectly captured Blanche and her voice. Since this is all from Blanche's point of view, while other characters appear, it isn't a story full of character voices that would demand a series of specific voices to fit each new appearance, yet Erickson did manage to include some variation to distinguish new arrivals. A bit careful in the performance, her flow does take some time to get used to: there's a tendency to include slightly awkward pauses, that once acclimated lessen in significance. A clever story with plenty of clear description, a sense of the actual person that is Blanche and her own interior monologue that is far more interesting than the blurb would lead you to believe.

I received an AudioBook copy of the title from Hachette Audio for purpose of honest review. I was not compensated for this review: all conclusions are my own responsibility.

Review first appeared at I am, Indeed

Terrie's Just Another Book B*tch says

Just Another Book Bitch's ALWAYS SPOILER FREE REVIEW

Switch and Bait is the second novel by Ricki Schultz. I was lucky enough to read her first *Mr. Right-Swipe* on vacation last year. Imagine my surprise when I got a request to again review another Schultz novel and added bonus...I would be enjoying it again on another beach vacation! Which let me just say... Schultz should be required beach reading material. I was very excited to read this book. I loved her first. You can read my review of that one [HERE](#).

Schultz brings a refreshing fun and young perspective to her novels. With fun charismatic characters that insert themselves in some of the silliest of predicaments.

Switch and Bait centers around Blanche. A single girl helping others find love through online dating.

"When a former fling pops up among the matches for one of her favorite clients, Blanche gamely messages him on her behalf."

As you can imagine this begins to blur the lines between client and a perspective "match"...

I found this to be a very easy read. Perfect for a relaxing day at the beach or poolside if that better suits your summer plans. With quirky characters, a second chance romance that makes you believe in fate, and intermittent with giggle-worthy scenarios I once again tip my hat to Ms. Schultz.

I could say more about this book but that would break my "spoiler-free" rule. Discover the amusing and entertaining writing style of Mr. Schultz. You can pick up a copy of *Switch and Bait* below.

P.S I'm giving a paperback copy away on the blog! [ENTER HERE](#)

Thanks to Forever Romance for a paperback ARC and Ricki Schultz for the opportunity to review.

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Sabrina says

Get it here:

Amazon US * Amazon UK

Switch and Bait was a refreshing read I found perfect for a relaxing day. This was my first from Ricki Schultz but I easily fell in love with her writing style and I know it won't be my last book I pick up from her. I thought the story was fun and light, and the characters were the perfect combination of quirky and sweet.

This is the type of book that you want to read in one sitting because once you immerse yourself in the world of Blanche Carter you won't want to leave. She and Henry were just so interesting that I found it hard to look away from the pages, and that's a clear sign of a good book.

Overall, this was a unique story that I think many romance readers will love so it gets a big thumbs up from me. It's the perfect book for a day out at the pool this summer.

BookQueen says

Thank you HBG Canada for sending me *Switch and Bait*

This book has a Matchmaker's Playbook vibe but instead of 2 dudes running a company, it's just one woman.

Blanche is a really interesting character. She helps her clients find love while not believing in it herself. A huge majority of her jobs are successful but when one of her clients gets matched with someone she has a past with, things get rather awkward. It's not even just a random hook up. It's her best friends brother-in-law so they constantly run into each other. The sexual tension is so thick every time they are in the same room.

The set of rules Blanche set up for herself are constantly broken and it shows how much she grows throughout the novel. Because honestly, she starts off super closed-minded and it's kind of annoying.

In all honesty, I enjoyed this book. Maybe there was a little too much political talk and I'm really not into that. That's the main reason why I rated it 4 stars instead of 5. Politics just really aren't for me lol.

Switch and Bait comes out in less than a week so make sure to pick it up! :)
