



Embracing Your Authentic Self

Marketing & Launch Support Package



Hello **Published Author**,

Congratulations! In just a few short months you have gone from *aspiring* author to fulfilling your dream of being a published author. **Inspired Living Publishing, LLC.** (ILP) is honored to be a part of bringing your story to life and to the world.

My team and I truly enjoyed working with you throughout the **writing and editorial process** and look forward to collaborating with you for the online bestseller campaign. While we wait for our book to be printed and delivered we each have a lot of work to do over the next few weeks to bring the book to women across the globe.

Don't worry, the **Marketing and Launch Packet** that you hold in your hands will give you, your web designer and/or virtual assistant the information and creative's needed to **promote your placement in the book** and **build your platform**.

At **Inspired Living Publishing** we want our authors to be successful. What sets ILP apart from other publishing companies is that we offer so much more than a chapter and a case of books – we give you the **marketing tools** to implement into your **platform (list) building strategy and the promotional opportunities to get your name/brand** in front of a **global audience**. From **top-notch professional graphics to quality copywriting**; from **press releases to joint venture opportunities** – ILP gives you the **tools for success**.

What's required on your end is ACTION & COMMITMENT! Though we don't do the actual work for our authors we do provide you with the **resources, and guidance** to meet your goals.

The **Marketing and Launch Packet** is presented and written for the author/entrepreneur who is new to **online list building, web layout and social media**. ILP wants to assist this group in jumpstarting their marketing strategy. Some of the **more established authors/entrepreneurs** will not need all of the detailed information in this packet and can just go to the **sections that relate** to where their **business or online strategy** currently is.

I look forward to working as a collaborative to bring *Embracing Your Authentic Self* to best seller status and inspiring women across the world with your story!

Live an Inspired Life!

A handwritten signature in a cursive script that reads "Linda JOY". The word "Linda" is written in a fluid, connected cursive, while "JOY" is written in a more upright, slightly stylized cursive.

Publisher

Introduction

The **Marketing and Launch Packet** is presented in the order my team has found most helpful when preparing for major promotional blitz. They are in the order they are in because they feed off each other – and if one isn't prepared then it affects your entire marketing strategy and campaign and therefore – your results.

The Packet includes:

ACCESS LINK TO LAUNCH HQ:

<http://www.embracingyourauthenticself.com/launch-headquarters/>

Publicity and Launch Timeline related to co-Authors:

- Online Bestseller Campaign - **HIGH PRIORITY** – September 27th at 6am through Oct. 6th at 9pm.
- Launch Checklist

Author's Website Preparation:

- **Approved text and layout** samples for setting up your **'Book/Author Landing Page'** (on your website) for the online bestseller campaign (**Please note:** Between Sept. 27th and Oct 6th all traffic should be directed to the launch site to drive the book up the best-seller list.
- **Sample text and layout -"Free Gift Offer"** for the online bestseller campaign (and other Joint Venture programs you may be invited to participate in). In order to participate in these types of partnerships you will need to have a client database set up through an eMail or eCommerce provider that can accommodate multiple opt-in boxes and auto responders that can be used to build your list and deliver your gift.

Email Newsletter:


- **Sept. 10th** – Invite to your email list to participate as a launch partner in support of your book
- **Approved e-mail text** for announcing the Sept. 27th launch of EYAS to your list. (**Please use only approved links, text and graphics**)
- **E-mail text** for follow-up email to be sent Sept. 29th to your list. (Launch HQ will be updated)
- **E-mail text** for final email to be sent Oct.3rd to your list (Launch HQ will be updated)

Social Media:

- Tips and resources for utilizing your **Facebook and Twitter accounts** for the launch.
- ILP provides all the **Tweets & Facebook Posts** – just cut and paste

Recommended Resources

- This section is broken down by the above listed sections and ILP shares resources to assist and guide you.

Watch for the  graphic throughout this packet which lets you know to go to **LAUNCH HQ** to access the required document.

Publicity and Launch Timeline

ONLINE BESTSELLER CAMPAIGN

As you know **Inspired Living Publishing** has brought on [Hasmark Services](#), the industry leader in Amazon bestseller campaigns to handle our September 27th campaign. **Hasmark Services** is a widely-recognized company who has handled the best-seller campaigns of **Deepak Chopra, Marianne Williamson, Debbie Ford** and many others in our field. Of course, they cannot guarantee any publisher that a book will reach best-seller status though working closely with the publisher and authors (along with the many launch partners) they have a great success rate.

As publisher, I am dedicated to **investing in the best outside services** to bring my contributing authors quality publishing and marketing services. We hold the vision that all our books will reach **best-seller status** – and to do so it will take a **collaborative team effort** on every co-author's part. Once a book – your book - hits **best-seller status**, whether it is for a week, a day or an hour – it is a status you can use forever when **promoting and marketing yourself** and your business.

Imagine... Your Name as Best-selling Author

What is an Online Bestseller Campaign?

In simple terms it is a **massive collaboration** of **Book Launch Partners** (*made up of like-minded entrepreneurs, authors, visionaries, media personalities*) who come **together on a set date** (ours is Sept. 27th) to announce the Amazon.com and BarnesandNoble.com release of a new book'

How does it work?

Simple, it's a numbers game. Let's use the example - a Launch Partner may have 1000 on their **individual** email and social media lists combined. Now bring together **100 Launch Partners** with an average of 1000 each on their list – and the collaborative group just got not only the book **in front of 100,000 potential readers** they **ALSO** just got **each other's free gifts/websites/brand** in front of the same number of potential clients. In the case of our launch, some of our partners have 20,000 on their list.

To explain more fully:

- Each **Book Launch Partner** offers a **FREE downloadable product** to every person who purchases the book through Amazon./B&N.com during the launch period. (Envision a page with over 100 free gifts from amazing partners from around the world.)
- In exchange for being placed on EmbracingYourAuthenticSelf.com gift page each partner including author have agreed to **send an email to their entire list, social media, etc.** which drives traffic to the Amazon.com link to purchase the book on the **September 27th and through October 6th.**
- This process **drives the books sales at Amazon.com up the best-seller list.** Hasmark Services monitors the progress of each **Launch Partner** along with the status on Amazon/B&N lists and keeps Inspired Living Publishing updated on **bestseller status** throughout the launch. We in turn will keep our authors updated via email!

How does participating benefit the Launch Partners?

Aside from being a **contributing author** of the book and wanting it to hit bestseller, as a conscious entrepreneur there are many benefits to participating in this type of online marketing which is also known as a **Joint Venture (JV)**. A JV is one of the fastest ways to **build your opt-in email list** with **highly-targeted potential clients**. *(Take it from me, I've grown Aspire's subscriber list to five figures in less than 100 days using a JV format such as this)*

Here's a little more detail to help you understand further:

- All Launch Partners receive **pre-written eMail text** and **Social Media Posts** to use on Launch day – **September 27th**. (All you have to do is cut, paste and schedule your posts)
- All links provided drive traffic to www.EmbracingYourAuthenticSelf.com. (This is where the **Amazon.com** and **BarnesandNoble.com** buttons are along with giving purchasers access to the free gifts) LAUNCH SALES PAGE goes 'live' on September 25th.
- Each time a book is purchased through one of the **online retailers above** the purchaser receives a **RECEIPT/CONFIRMATION** number. They then go back to the launch site (EmbracingYourAuthenticSelf.com) and enters the receipt number into the confirmation form which allows them access to their free gifts on the Launch Partner Gift Page (**where they'll have access to YOUR GIFT and the others**)
- The site visitor then has the option to select one or all of the gifts provided. By clicking on **YOUR GIFT** they are immediately taken to a special page on **YOUR** website. They then enter their name and email address into an **OPT-IN BOX**. Upon doing so they receive the Free Gift as a download.

Your email list grows every time someone selects your gift!

HELPFUL ARTICLE:

List Building 101

To help you understand how **LIST BUILDING** works in the online world, **Kim Turcotte**, my Online Business Strategist and one of your co-authors shares this great blog post:

<http://www.kimturcotte.com/list-building-101/>

HELPFUL ARTICLE:

5 Tips for Giving Your Clients a Free Taste of Your Services

First impressions are the key to enticing them to click on YOUR free gift. Quality graphics, enticing text and of course a quality product sets the pace for your success. Kim Turcotte shares some great tips in her blog post.

<http://www.growyourdivinebusiness.com/five-tips-for-giving-your-clients-a-free-taste-of-your-services/>

Preparing Your Website

Depending on the **type of website platform** you have and your technical knowledge you may need to bring someone on to assist you with the set-up. If that is the case leave yourself enough time to find someone familiar with websites. Below you will find some great resources and recommendations though of course I cannot guarantee their availability

DEADLINE: All files must be to Hasmark Services no later than Sept. 18th, 2011

It is the responsibility of each individual author to meet the Hasmark requirements found at [HASMARK SERVICES](#).

Three key items need to be in place in order to **participate in the Hasmark campaign**:

1. **A quality downloadable product** – (File type: eBook, MP3 file, eReport)

Whichever file type you decide to offer there are some very important tips I'd like to share:

- **QUALITY CONTENT** (what you put out in the world is a reflection of you. Think of it as a tool to attract potential clients to want to get to know you more)
- **QUALITY LAYOUT** (if you are offering an eBook or special report be sure you do a spell-check. Make all links in the eBook LIVE. **AND HAVE IT professionally designed**)
- **MARKETING INFO** (I see many products where the author forgets to put in a way for the reader to contact them. Remember this is a product that will either attract potential clients or repel them)

2. **Set up a 'Free Gift Landing Page on your Website**

(Many of you already have this, but because this is your OWN book I highly recommend that you create a book/author specific landing page for launch visitors to download your free gift.

For those NOT familiar with this – You will be adding a new page to your website **EXCEPT** this one **will not** be seen by your general website traffic. Your web person sets it up as a non-public page. I generally recommend something like (www.YourDomain.com/EYASfregift)

IMPORTANT NOTE: Because links can be in cyberspace for years – I recommend leaving this page "LIVE" well after the launch

DOWNLOAD

Sample layout(s) are available at [Launch Headquarters](#).

3. **OPT-IN Box on the Special Landing Page** - **IMPORTANT**

This is the most important part of participating in a JV campaign! In order to have the ability to **capture the visitor's email address** in exchange for the free gift you need the **OPT-IN box** which means you need a BACK-END client database management system such as an eMail or eCommerce provider to collect the eMail addresses and deliver the gift via an auto-responder **If you are not technically savvy your web developer or a virtual assistant will be able to set this up for you.**

Press Releases

Inspired Living Publishing, LLC. provides its authors with two professionally written **Press Releases**. Just **fill in the blanks** with your information and send out to your list of media contacts.

DOWNLOAD

Each **Press Release** is available at www.InspiredLivingPublishing.com/LaunchHQ

Press Release #1 – Local Media

This option is for you to submit to **local and regional print media** in your area who are always looking for exciting news to share. Be sure to check out the free publications in your area also as they have a high reader rate.

Press Release #2 – Online Media

This option is for those of you who wish to use an **online press release service** who submit your press release to numerous sites giving you global exposure. (Some are free and some charge a fee)

Press Release #3 – General Announcement

A generic Press Release announcing your placement in the book.

Social Media Campaign

Inspired Living Publishing will be running a staggered **Social Media marketing campaign** for the book launch, the book in general and the authors. This is why we suggested that each co-author set up a **FB and Twitter account** which are the **two platforms we are focusing the campaign** on. For those who do not yet have a **strong social media presence** this is a great way for you to all come together **in support of each other** and the book.

MARKETING TIP: Before the launch be sure to **“Friend”** and **“Follow”** all your co-authors and, **of course ME!**



Linda's Twitter: www.Linda-Joy.com/Twitter
Linda's Facebook: www.Linda-Joy.com/Facebook

SOCIAL MEDIA POSTS

Inspired Living Publishing will provide all co-authors with **pre-written tweets** and **Facebook posts** throughout the 10 days to make it as simple as possible for you. You just have to **cut and paste** into your account and off you go. Access to all the necessary files will be through [The Launch Headquarters Page.](#)

Along with providing you the **materials to promote the Sept. 27th book launch**, we will also provide you with **generic book tweets/posts** along with **author specific tweets and posts for you to use to promote your book at any time.**

For those new to Twitter I highly recommend taking the “**Twitter for Business**” tutorial that Twitter offers. It takes just a few moments and really helped me understand how to best utilize it.

<http://business.twitter.com/twitter101/starting>

I highly recommend signing up for either [HootSuite.com](http://hootsuite.com) or [TweetDeck.com](http://tweetdeck.com) which allows you to schedule your social media posts. It makes handling your social media so much easier. I spend an hour a week posting a month’s worth of posts into my TweetDeck scheduler and ta-da my social media is done for the month. **What a time saver!**

RECOMMENDED RESOURCES

In the following section we have shared a variety of resources for you to check out. You will notice some sections include a ‘**Highly Recommended Resource**’ which recommends a service provider that either I or my team members have used and can highly recommend their services.

PUBLICITY:

Highly Recommended Resource

I'd like to introduce **Donna Cravotta**, a Professional Virtual Assistant specializing in authors. I have been using Donna's exemplary services since 2010 and love working with her. She acts as my liason between the printer, Amazon, U.S. Copyright and a multitude of other services related to publicity and more. Donna has worked with me on both of the ILP book projects allowing me to focus on putting out great books.

Donna Cravotta, Professional Virtual Author Assistant
Owner of **Virtual Management Concepts** (and fellow EYAS co-author)

Virtual Management Concepts is there to help **authors, independent professionals, entrepreneurs, consultants and small businesses** with a variety of services including: Author Support Services, Publicity, Email Marketing, Article Marketing and much more.

Contact: Donna@virtualmanagementconcepts.com
<http://virtualmanagementconcepts.com/solutions>
1- 914-663-5266



**FREE 30 Minute
Consultation**

For Do-It Your-Selfers

MARKETING TIPS:

- **Choose two to four free press release distribution sites not all of them**
- **Send it to the most relevant editor at your local & regional newspaper**
- **Send directly to Niche outlets – (top blogs, magazines or websites)**
- **Post to your site or blog – (Press/Media page)**

Press Release Submission Resources:

www.PRWeb.com This site offers both free and paid online press release submissions
<http://press.prwp.com/> Book Marketing & Publicity for Writers and Authors
[50 Free Press Release Submission Websites](#) Great resource

YOUR WEBSITE, GRAPHICS & BRANDING:

HIGHLY RECOMMENDED RESOURCES:

There are two **amazing visionary entrepreneurs** that I just have to introduce you though many of the you co-authors have already **personally experienced** their amazing work as they brought your brand and websites to life.

Meet Kim Turcotte, who I lovingly call my **web guru!** She has brought all my websites to life. As my **project manager** and **business strategist for close to two years** she has been instrumental in assisting and guiding me in **creating systems** that will **streamline my multiple businesses**.

Kim Turcotte, Online Business Strategist

Owner of **Grow Your Divine Business** and **Creating Websites That Work**

Kim can assist you in... **Business Strategy, Website Strategy, Website Creation** and much more.

SPECIAL OFFER: As a co-author in EYAS, Kim is offering a special rate to her co-authors of \$40 (per page) for those with Wordpress sites who need their Author/Book launch page set up. (First-come, first serve as Kim's schedule is tightly booked)

To learn more about Kim's services be sure to visit both of her websites:

www.GrowYourDivineBusiness.com

and

www.CreatingWebsitesthatWork.com

Contact: Kim@GrowYourDivineBusiness.com

508-876-2257



FREE REPORT

Download at
At Launch HQ



Rachel Dunham, Graphic Designer Extraordinaire

Owner of Hummingbird Creative Concepts

Rachel Dunham has been my graphic designer since 2006 and is the **visionary** behind all the **graphics and branding** that you see when visiting all **five of my websites**. Rachel has an extraordinary knack for **intuitively knowing what a client envisions** and the **feeling that they want to evoke** in their branding and she brings it to life.

At the time of our book launch Rachel is preparing for the birth of her third child and will be unavailable for EYAS project work with the authors. Be sure to reach out to her later in the year for your branding and graphic design needs.

Contact: Rachel@HummingbirdCreativeConcepts.com

www.HummingbirdCreativeConcepts.com

508-386-2400

Mandy Palmer, Your Virtual Design Assistant

Owner of Gruve Design

I'm excited to introduce Mandy as the newest member of my support team. Mandy came highly recommended and I have been following her work and am excited to add her creative vision to your list of resources. Connect with Mandy for all your graphic design needs from branding to eBook creation; from web design to creating customized blog and email templates Mandy will expertly bring your vision to life.

Check out her full portfolio on her website.

Contact: Hello@GruveDesign.com

www.GruveDesign.com

231-499-4696



Bestseller Book Launch Checklist

Book these Dates into Your Calendar

- Sept. 2nd** – [LAUNCH HQ](#) will be live for you to access all email text, Social Media posts, graphics and all other files needed for a successful launch.

- Sept. 10th** – **Send out Email Launch Invite** to your list inviting them to support the release of your book and get them excited about the benefits of participating in a book launch to grow their list and expand their business. – [Email Text Available at Launch HQ](#)

- Sept. 10 – 20th** – Use this time to get all your **Social Media posts scheduled** into your **TweetDeck or HootSuite** using the dated guidelines below so that on Launch day and thru Oct. 6th all your Social Media is done and will automatically be released. **(DO NOT RELEASE any of these posts before 9/27 because Hasmark and our site will NOT BE READY)**

- Sept 18th** - Final day to get all the necessary files to [Hasmark Services](#)

- Sept. 22nd** – Your FREE GIFT landing page on your website must be set up by this date (**Be sure to check that your entire system is working on the backend and that all your URL Links are correct and live.**)

- Sept 26** - Set up and layout your BOOK LAUNCH Email in preparation of tomorrow's big day. **DOUBLE & TRIPLE CHECK all LINKS** [Email Text Available at Launch HQ](#)

LAUNCH DAY!!!

Sept 27th - TOGETHER WE WILL HIT BESTSELLER STATUS!!

By working together with intention and commitment to a shared goal we will bring *Embracing Your Authentic Self* to bestseller status!

- 9am - 12pm ET- SOLO Launch email** to your entire list (Authors, Aspire & Inspired Living Publishing are to release their emails between 9am -12pm ET). Our launch partners will be sending theirs throughout the day according to their own schedule)
- 9am – Recommend a minimum of 5 Tweets and Facebook & Blog Posts** to run throughout the day – Please use different ones
- Late afternoon – early evening** - I will be keeping all authors updated **via email** as Hasmark sends me status reports on the bestseller campaign. They monitor Amazon and Barnes & Noble and update me every few hours throughout the next 24-36 hours.
- Late Sept. 28th – In order to keep the Amazon momentum going** - ILP will update [LAUNCH HQ](#) with text for a Sept. 29th email and Social Media Posts that all authors will send out on Sept. 29th. This email text will reflect our current bestseller status and encourage those on our lists who did not yet purchase the book to do so – which drives EYAS further up the Amazon bestseller list. **#1 Best-Seller is a Nice Intention to Hold!**
- Sept. 29-** Send out the “**Special Sept. 27th Email**” mentioned above to your full list(s) by 12pm ET if possible.
- Sept 27 – Oct. 6th** - Schedule all the new **Tweets and FB posts** updated in [Launch HQ](#) yesterday to run at least 3x a day thru Oct. 6th. **These updates will include** book teasers & author related posts to encourage people to learn more about each author. Be sure to visit your co-authors sites and retweet – this is a great way to build your following and support your co-authors.
- Oct. 3rd- Final email** to your list for the final push up the Amazon list! Text will be uploaded to [Launch HQ](#) by October 2nd and will include text reflecting current bestseller status.
- Oct. 7th – The Amazon Bestseller campaign is officially over!** Switch all EYAS links located on your site to your shopping cart and NOT to the EYAS site.