



## Instructions on Marketing for Launch Day

**A few weeks prior to launch day** you'll be teasing the book launch. You can share why you wrote the book/chapter (written or video posts – no links). You can tell stories of how hard it was, what you overcame, how it transformed you, etc. You can share your excitement, your humbleness, etc. You can share pictures of the mockups and tell people to mark their calendar for the launch date and to watch your emails and posts that day to support you in buying the ebook.

### **A week prior to launch day (maybe before if you want):**

- You'll swap out your Facebook and LinkedIn cover images for personal and business pages, to the new: "my book is launching" image that won't have urls on them. Remember to put TEXT in that post on FB, when you change out your cover image, then click on the image right after and click EDIT, and add in text.
- You can send an email that says – next week is launch day with more of the above info.

### **A few days prior to launch day:**

- You'll give your supporters their marketing copy documents for emails and social media along with the graphics they can use – all with links to buy for all countries. Remind them to send day of, or day before and day of and to emphasize their followers SHARE this too and that we especially need people outside the US to buy.
- Go into all the groups you belong to on FB or LI that you're somewhat active in or with admins who somewhat know you at least. Private message the admin:  
*"Hi, I'm a part of your group and I was hoping it would be ok to share my book launch this week. I'm trying to hit Int'l Best Seller and could use a lot more people supporting me. I wonder if you would share the post or could I? I don't want to spam the group, just could use some support. Let me know. Thank you so much."*
- Send an email to your list two days prior to launch day saying, "it's coming in two days", etc.
- Post on social media all over, sharing mockup images of the book, go live various times in various groups organically is best rather than sharing video posts from one profile to another. Share how excited you are, give little tips from the book so they get value and want to comment or share THAT post/video, and that they should watch for your posts and emails on "launch day/insert day and date".

### **On the afternoon before book launch day what you will do:**

- Swap out your FB and LI cover images for the ones with URL on it that say, "today is launch day". You can upload these the afternoon/evening before launch day if you want in hopes for more international folks to see it.... If you run a FB group, put it there too on the cover. Leave up for 4-5 days or so because there are always stragglers who purchase when they finally see it.

- You want to send one email perhaps the day before actually.... tell subscribers they can buy their copies early if they see this. That will help with international sales as time zones are different.

### **On Launch Day:**

- Send another email early on launch day, like 4 am your time. If we need a third, you'll send it mid-day on launch day.
- Post like a mad person all over social in many different ways; some posts no links in post, only in comments, some posts with the image we created with url, some just let the Amazon page pop up in the thumbnail. You want a variety of types of posts on all your platforms, including more live videos throughout the day! Remember to post organically more than "sharing a post", it will get more eyeballs.
- Remember to post inside of groups.... and personal and business pages/profiles; everywhere. Know that they often have to 'approve' your post so it might take a while.
- I recommend opening many tabs on your computer, one tab for each place you want to post so you can go back in periodically throughout the day and watch comments, thank people, ask them now for reviews, share links if issues, etc. That means you might have 20+ tabs open but just toggle back and forth to check on everything, so you don't have to remember to look for notifications.
- Private message people that said they would support you and/or the group admins that were going to support you.
- If the groups have open "post whatever" threads, put the post with all links in comments.

**PS there is a tinyurl on the launch day images** so that if you post without the links in the actual post people will see the url in the image and hopefully type it in to buy it that day. Do not however use the tinyurl in wording on emails or posts, it doesn't pull up the book page on Amazon nicely. Always use the links from Amazon - all of them, the FULL link. Do NOT shorten the links I give you. Do NOT take the emails or links we give you and put them into a doc in Google drive, then link from your email to that. I will get the links and/or supply them for you but we don't get them until the ebook is LIVE on Amazon. And we can't make it LIVE too early so warn your supporters that it will come within 2-5 days prior. Thanks!

I will be watching the Amazon pages for stats updates and be screenshotting images, etc. a couple days prior the launch day through a couple days after launch day.

You can also share the screenshots when we hit milestones too throughout the day to keep the buzz going. I will either send them to you or post them in a google drive folder or FB group for you during the day.

You can put all country links in the comments on various posts which is why I say leave up different tabs for different places because as you get more people to comment, then dropping the links again alerts them.

Always comment – not just like or put a heart – on someone's post where they shared your stuff or on their comments... always write something else. It shows more engagement and that post gets shown then to more people.

Go back to a few weeks to the posts where you “teased” the book launch – you will probably have dozens if not hundreds of comments on THAT post because there were no links... make sure you POST A COMMENT on launch day on those posts with all country links saying, “it’s here, you can go grab your copy now!”. This is very important!

Let me know if you have any other questions.... think about this as an "ask everyone", "post everywhere you can think of" type of promotion... even local friends and groups, etc. wherever they look, text messages, PMs, and you MUST DO VIDEOS! Videos get seen way more than any static post. Record ahead and post or upload to each profile/site. Do not SHARE videos from YouTube or anywhere... shared videos will hardly ever get seen.

### **3-5 days after launch day, you can:**

- Swap out the FB and LI cover images to one that says THANK YOU with your result like “I went to #1 in the US!”. I will create those for you.
- Ask purchasers to review the book on Amazon whenever you see them say they’ve bought it.
- Send an email to your list thanking and sharing results and asking for reviews.
- Post all over thanking and sharing results include going live.
- Comment on all the posts you made on social on launch day with other people’s comments on them sharing the results. (People typically look at comments on posts that they’ve commented on.) Tell them they made a difference and how you did.
- Now you can make the paperback live and order proof copy to review and/or books to sell if you’ve already proofed it.
- Change the price of the ebook if you want. I typically make all my ebooks \$2.99 after launch, it’s up to you. But remember to change the % for commissions inside Amazon when you change the price. At \$.99 you can only get the 35%, but when you raise the price to \$2.99 or higher you can get 60% commission on ebooks.
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- Prep your paperback book sales webpages if you haven’t already, then launch a paperback promo/launch. You can pre-sell the books and tell people you will sign and ship them out once you get them in. In some cases it could take 6-8 weeks to get a stack of books in hand due to the proofing process and printing process.
- I always recommend selling all books, paperback especially on your website though after the launch because you’ll gather database info from buyers and build your list – with mailing addresses and phone numbers. If you send them just over to Amazon, only the Publisher makes money, you don’t. And unfortunately you may not sell hundreds of books out of the gate so don’t order too many, you can always make a second order anytime you want with print on demand at Amazon.
- If you want help with an in person book launch campaign or book signing or tour let me know, we can help you create that too!

Example of what your FB and LI profiles will look like with updated cover images:

**PS when swapping out your FB cover images, make sure you put TEXT in the post!!** Your cover and profile photo are two things the majority of your friends and followers will see – regular posts not as much. You want to capitalize on this opportunity by putting text in your cover image post. This tutorial video explains how to do that: <https://youtu.be/hUHToF7511q>

Analytics & tools  
Post impressions past 7 days 355 ▼9.3%



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