



## About Our Amazon 'Bestseller' Book Launch Campaigns

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## What is an Amazon 'bestseller' book launch?

An Amazon bestseller book launch is a complex online marketing promotion that can attain a lot of visibility for you, your book, your work and your message. We call it a 'bestseller' book launch because the ultimate measurement of success is to get you as high as possible in the sales rankings on Amazon on your launch day.

## Why would I want an Amazon 'bestseller' book launch?

An Amazon launch is not just about selling books; correctly delivered, it can be an excellent foundation to build or expand your business. It can help you:

- 1) Establish your brand, message and presence on the Web so you can build upon it long after the book is released
- 2) Significantly increase your social media following and mailing list subscribers
- 3) Expand your business network and joint venture partners
- 4) Get your book 'birthed' at a high a sales ranking (hopefully #1) in as many categories as possible
- 5) Generate lots of great written and multi-media content that you can repurpose for other uses
- 6) Provide you with a foundation for a speaking platform or other business venture, built upon the success of your book launch
- 7) Spread the word, have FUN and feel wonderful

## Why do you mean when you say your book launches are 'full service'?

At Spirit Authors, our Amazon bestseller book launches are full-service marketing campaign. This means everything directly related to the launch it done for you, except for things only you can do (i.e. written interviews, media appearances, etc.). Typically, a team of about 6 people will be working for you to make your launch a success. You'll find a complete list of services included later in this document.

## What kind of clients do you work with?

We work exclusively with non-fiction authors in these genres:

- self-help
- mind-body-spirit/holistic
- health and wellness
- entrepreneurship; new business/marketing paradigms
- ethics; new thought; social justice; social change, etc.
- environmental issues

## What's your track record?

Since 2009, nearly all our launch clients have hit #1 in at least one category in at least one country on Amazon. Most of them have hit #1 in several categories in more than one country. Altogether, we estimate our launches have generated close to half a million dollars in retail sales. Each of our promotions typically reaches an audience of between 1 and 2 million online readers.

## How long does a book launch take?

Successful bestseller launches require careful planning and preparation. After having completed dozens of successful launches, our team can say with confidence and experience that you will require **a minimum of 6 months** to create, plan and deliver a successful launch.

## Would you recommend a bestseller campaign to any author who asks you about it?

Absolutely not. While the idea of a bestseller campaign of may seem ‘glamorous’ to you, I do not recommend bestseller campaigns unless/until I see a client’s online platform is strong enough to support it. In fact, I’d be suspicious of any company who offers to do an Amazon bestseller campaign for you without first assessing whether or not is suitable for you at this time.

During your initial consultation, I will assess the strength of your platform by looking at many components: blog traffic, blogging strategy and consistency, social media following, mailing list and newsletters, leads generation activity, etc. If your platform is good and needs a little boosting, we can work with that and start planning a launch right away. But if you’re pretty much starting from scratch or your online activity has been unfocused (or you are going through a change of brand), you’ll need to work for 3 to 6 months to build your platform (either with us or on your own) before we could take you on as a launch client. Without this preparation, you are unlikely to reap the benefits of the launch.

## When should I contact you if I am thinking to do a launch?

If **your platform is already established**, you should ideally contact us at least 8 months BEFORE you intend you publish your book (even if you are working on your first draft. This is because a) it takes 6 months to create and deliver a launch and b) many of our clients reserve their launch dates in our calendar as much as a year in advance. The sooner you reserve your date the better.

If **your platform is not already established**, it is not uncommon for clients to contact us as much as a full year before they publish their book (often when they have just embarked on their book project), so **we can start doing platform-building work** with them while they are writing their book. We have special **Platform Building Packages** specifically for this purpose. Then, as we near the time when the book is ready to go for its first edit, we can start talking about a launch.

## When is the WRONG time to contact you about a launch?

Please do NOT contact us a month or two before you are planning to publish and expect us to be able to launch your book by your publication date. It’s not going to happen, no matter how good your book is (sorry!). It’s very frustrating when someone comes to me in a panic expecting us to work miracles for them just because they ‘envision’ it happening.

Our team works on a 6-month launch timeline; if you try to compress the time, everyone (including the client) gets stressed and details will be missed. If you cut corners, the campaign will suffer.

## But my book is coming out next month! Can I still do a launch with you?

Yes! Just because your book is coming out on a certain date does not mean you cannot ‘launch’ it at a **later date**. Some of our MOST successful launches took place at much as 6 months after a book was released. So, if your platform is in place and you’re willing to wait 6 months for the ‘official’ launch, you can contact us to see if we have an opening. Of course, you CAN sell you book during that 6 month period of time.

## What's included in your Amazon launches?

These are the components or 'moving parts' in our book launches:

- 1) **Pre-launch platform assessment:** Before anything else, we assess your current platform, identify and fill any gaps that may be there, and *recommend* a blogging and social media strategy that will run parallel in the background as we plan and design your launch. Some of our clients also opt to combine their launch with one of our Platform Building Packages, where we get more 'hands on' with your blogging.
- 2) **Twitter growth package:** Behind the scenes, we are continually hunting for new, targeted followers for you on Twitter, so you have a really nice fan base before the official launch activities begin. Our clients consistently see massive growth in their following during the time we work together. This package also included automating your Tweets during the campaign.
- 3) **Video Book Trailer:** You and I will develop a script for your video book trailer. Once you record the voice-over, I will construct your book trailer and upload it to your YouTube channel. This video is also used in all our launch related pages.
- 4) **Online Media Kit:** Drawing upon your current promotional materials, we compile a PDF media kit for you that we will send to media outlets (and you can share with your own media contacts). This could be a basic 1-pager or up to 3 pages if you wish to include interview questions and endorsements.
- 5) **Online Media tour:** We have a large database of niche-specific Internet radio shows who regularly book our clients as guests on their shows. We will go through our list and send out media requests to the most likely shows. We aim for 20 bookings for our launch clients during the 5-week pre-launch window. Sometimes our clients receive offers for more than 20 bookings.
- 6) **Virtual Blog Tour:** We have a large database of niche-specific bloggers who regularly participated in our Virtual Blog Tours (VBT). This is where you give a 'virtual' interview on a different blog each day. Our VBTs run over 15 days, with the last day falling on the day before your book launch.
- 7) **Telesummit:** By far, the biggest leads generator during your campaign is the telesummit. This is a 3-day online event that is free to the public. Typically we arrange for 3 guest panellists on each of the days. Lynn and the client co-host the event. Lynn conducts a round-table interview, and does the promotion for the client. The webcast services and Lynn's hosting are all included in the package. Several of our past telesummits have attracted as many as 5000 attendees (the actual number of registrations is dependent upon the strength of your platform, and our choice of the subject matter/guest panellists). Typically between 20-25% of the number of registrants purchase the book on launch day.
- 8) **A JVP campaign:** 'JVP' stands for 'Joint Venture Partner'. In this case, we are referring to the team of network partners who will collectively support your book launch but promoting the launch AND offering a bonus gift to people who buy your book on launch day. This team is assembled by combining partners from your own network, plus people from the hundreds of partners we at Spirit Authors have cultivated over the years. We will create intake forms and send out an invitation to relevant partners on our list. We will collate their data for our web pages, make promotional

materials for them to use, troubleshoot their problems and ensure they are supported and motivated.

- 9) **Marketing materials made for you:** We create all Tweets, Facebook updates and email copy you and your partners will use to promote your launch.
- 10) **Web pages and auto-responders made for you:** We create all the web pages, banners and auto-responders (email messages that go to your lists) for your telesummit, pre-launch and launch day. Our web team also creates an 'evergreen' version of your sales page so you can use it to sell your book after the launch is over.
- 11) **Other bits and pieces:** We also set up a Twitter list for your partners and a daily online 'newspaper' that help promote your PARTNERS as well as you. This is a small touch that our partners really appreciate, as it helps create a feeling of camaraderie and connection.
- 12) **Launch day activities:** On your launch day, we stay with you to track sales rankings, take screen shots and write copy for your list or partners 'on the fly' as needed. Lynn has been known to stay up for 24 hours during a launch if it needs an 'extra push' to get to the top.
- 13) **Post launch 'mop up':** About 10 days after your launch is over, we meet to discuss moving into a post-launch phase. We talk about your next steps, how to cultivate your new audience and ways you might wish to utilise and repurpose your launch content.

### How do you promote the launch? Who makes the marketing materials?

Your launch activities are promoted through ezine/blog articles and social media posts. We write ALL your marketing copy, web copy and communication materials. These include:

- 1) All communications/invitations to partners and media hosts
- 2) All web page copy (including edits of your partners' bios, etc. on your launch page)
- 3) All auto-responder copy for pre-launch, telesummit and launch.
- 4) All templates for your Virtual Blog Tour
- 5) Dozens of Tweets (sometimes as many as 100) about the book, the launch, bonus gifts, media tour, VBT and telesummit
- 6) Dozens of Facebook posts (fewer than Tweets, because people do not post as frequently on Facebook as on Twitter).
- 7) Two pieces of short copy for ezines/email shots (that can also be used as blog posts if people do not send out newsletter)

### What about the web pages? Who makes those?

Our experienced Spirit Authors web team make ALL your graphics and web pages. They create them based upon your branding (typically your book cover), so you'll need to have the front cover of your book finalised before they can start on your page design (I can refer you to a designer if you need one).

Just so you know, the web pages and auto-responders we make for you are based on CUSTOM templates Lynn and Spirit Authors web team designed specifically for book launches. Having the right templates is EXTREMELY important in creating an aesthetically pleasing and easy-to-understand experience for your audience and partners.

## How many people in total will be promoting my campaign?

Typically, you will have:

- 20-30 media hosts
- 15 VBT hosts
- 9 telesummit guests
- 30-40 JVPs
- At least 4 Twitter accounts run by people on the Spirit Authors Team will also Tweet about your campaign.

That can add up to close to 100 people working for you in the background, often reaching an audience of 1 to 2 million readers. Bear in mind that some of these people will perform more than one role on your campaign, so the actual number is probably closer to 70-80 people.

Some book launch companies will have as 100 partners offering bonus gifts. We don't do this. Very few customers will check out 100 bonus gifts. This makes for unhappy partners. We are not out to win the game of short-term numbers. We are here to establish long-term connections for you. 40 happy partners who feel like a vital part of your team will work much harder for you than 100 unhappy partners who feel disconnected and lost in the masses.

## How much does a bestseller book launch with you cost?

A full list of our current prices can be found at <http://the7gracesofmarketing.com/work-with-us/>

After your consultation, we will provide you with a list of fees in writing, so you can make your decision. A full-service launch IS a significant financial investment, as it is a 6-month project engaging a team of 6 to support you. We generally ask for 25% down, with the balance spread out across the 6 months. Be assured, we respect your project AND your financial well-being. We will NEVER pressure you into doing a launch with us!

## What is my likely ROI (return on investment)? Will I make my money back in book sales?

There is NO way to guarantee your book sales will recoup the money you will spend on the launch. Many of my clients made a very nice profit during their launch, while others did not. While the number of units sold is dependent upon a successful launch, your actual financial ROI is dependent upon many other variables, such as the retail price of your book, the discount you are offering Amazon and whether you are self-published, going through a publisher or using a subsidiary press. Any author who has gone through the process successfully will tell you that the true ROI of any book launch is the business and subsequent media buzz you will build FROM your launch success.

## What if I need help editing, proofreading or formatting my book?

We have experienced people on our team who can offer these services for an additional fee. We can also help you 'nail' the title and subtitle of your book, write your book 'blurbs' for wholesalers and the back of your book. If you need help in these areas, please ask about it at our initial consultation.

## I don't think I'm ready for a book launch. How else can you help me?

We offer many alternative services including a 13-week Platform Building Package, Total Twitter Support Package and Product Development Packages. We also offer many 'a la carte' services. **You are most welcome to contact us to discuss any of these options.**

## ~ ABOUT LYNN SERAFINN ~

LYNN SERAFINN, MAED, CPCC is a certified, award-winning coach, teacher, marketing strategist, social media expert, speaker and author of the number one bestseller [\*The 7 Graces of Marketing – How to Heal Humanity and the Planet by Changing the Way We Sell\*](#) and [\*Tweep-e-licious! 158 Twitter Tips & Strategies for Writers, Social Entrepreneurs & Changemakers Who Want to Market their Business Ethically\*](#). Her latest book [\*The Social Entrepreneur's Guide to Successful Blogging: An Effective, Creative & Ethical Way of Marketing for Visionaries & New-Paradigm Business Leaders\*](#) is coming later in 2015.



She is listed in the Top 20 of the Top Marketing Authors on Twitter by *Social Media Magazine* and was a finalist for the prestigious Brit Writers Awards. She also received the eLit Book Awards Silver Medal in Humanitarian and Ecological Social Affairs, as well as the Bronze Medal in Business and Sales. She was awarded the Microsoft Innovative Teacher of the Year Award in 2005, and her coaching practice received the Bedfordshire Businesswomen Award for working within the community in 2009.

Lynn's eclectic approach to marketing incorporates her vast professional experience in the music industry and the educational sector along with more than two decades of study and practice of the spirituality of India. Her innovative marketing campaigns have produced a long list of bestselling non-fiction authors through her company [Spirit Authors](#).

Lynn is also the Founder of the [7 Graces Project](#), created to train, support, mentor and inspire independent business owners to market their business ethically, serve society and planet, and restore all that is best about humanity.

### What makes our company unique?

In addition to the fact that we are **niche-specific**, EVERY person we bring into your campaign—from our team of experts to our Joint Venture Partners—is of an ethical, holistic mind-set. This quality is the MOST important factor that makes Spirit Authors services unique amongst others you might consider. We understand the principles of ethical marketing and genuine collaboration. We value people and planet above all else. If you are a service-oriented author whose work is meant to help others, we understand your values-AND the values of your readers.

## ~ OUR MISSION STATEMENT: THE 7 GRACES OF MARKETING ~

Our ethical marketing code is based upon the '7 Graces'\*:

- 1. Connection:** An effective campaign is based upon connecting—really connecting—with each other, with your partners and your readers. While our team will be doing all the 'hard stuff' for you, the best results come when YOU, the client, are present as much as possible in your launch, connecting with your partners and followers.
- 2. Inspiration:** It is never our job to persuade your readers, only to inspire them. Persuasion disempowers. Inspiration empowers. Our aim is to capture the message of your work, and communicate it in such a way that it empowers both you and your audience.
- 3. Invitation:** As we are committed to empowering others, everything we do is based upon creating an inviting space for you, for partners and your subscribers. We never bombard people with sales letters. We tell people in advance when and how we are going to contact them, and we stick to our promises.

4. **Directness:** We say things in plain English and don't sugar-coat them with lofty jargon or fluff. If you hide behind gimmicks and gloss, no one will actually see who you really are. Our job is to get you—the REAL you—SEEN.
5. **Transparency:** We don't tell people to buy your book because they need it. We ASK them to buy your book because we need THEM. We cannot tell people what they need. We can only inform and inspire them to become curious enough to check it out.
6. **Abundance:** We make a practice of promoting our partners and our telesummit guests during your launches. You might ask, "Then won't people be tempted to buy their book instead of mine?" The answer is "Not likely." If you are generous with your praise and support of others, people will want to buy your book no matter what because they believe in who you are as a person.
7. **Collaboration:** The foundation of our campaigns is based upon collaboration. We treat our partners like god dust because they ARE. The spirit of Collaboration keeps positive energy flowing and creates stronger community.

\*Adapted from concepts in Lynn Serafinn's book *The 7 Graces of Marketing: how to heal humanity and the planet by changing the way we sell* (© Lynn Serafinn 2011).

## ~ WHAT OUR CLIENTS SAY ~



*"Working with Lynn was one of the best decisions I've ever made. Her campaign brought me 3000 new subscribers, over 6,000 new Twitter followers, and my book became a #1 bestseller in 4 countries on Amazon. To top it off, I made a quick \$30,000 in sales during my launch (which was nice, too!). It made me wish I could do a book launch every year! If you're even thinking about hiring her, just do it!"*

**MORGANA RAE**

Author of international #1 bestseller *Financial Management bestseller Financial Alchemy*

Spirit Authors Launch - January 2013

[www.morganarae.com](http://www.morganarae.com)



*"I was truly blessed when I found Lynn Serafinn...and even more blessed when she said, "Yes!" when I asked her to do my book launch...My book, **Blast Off! The Surefire Success Plan to Launch Your Dreams into Reality**, reached NUMBER 1 in US and Canada due to Lynn's leading the way on my internet marketing campaign. I could not have done it without her! Lynn is a cross between techno-wizard, (she knows the ins and outs of social media), writer extraordinaire, champion networker and graceful conductor. Oh, and she has a heart of gold and really had a sincere desire to make my campaign successful. If you have a chance to work with Lynn in her business, Spirit Authors, you will be blessed as well. I highly recommend Lynn and her one-of-a-kind success system!"*

**ALLISON MASLAN**

Author of international #1 bestseller *Blast Off! Your Surefire Success Plan to Launch Your Dreams into Reality*

Spirit Authors Launch - January 2010

[www.myblastoff.com](http://www.myblastoff.com)



*"We hired Lynn for the Amazon book launch of my book **Emotional Balance: the path to inner peace and harmony**. What I liked very much is that she brought with her a team of professionals and enthusiastic people who worked hard to make this launch a huge success. The book hit #1 in the US, Canada, UK and Germany. We even reached a whopping #13 of ALL books in Canada, which was an unexpected bonus. My publisher Hay House, was impressed and worked hard to keep up with us! The launch was a super intense experience that I would love to do again with my future books. Lynn literally puts you on the map of bestselling authors. I recommend Lynn to anyone who is serious about becoming a bestselling author."*

**ROY MARTINA MD**

Author of international #1 bestseller *Emotional Balance*  
Spirit Authors Launch - October 2011



*"Lynn managed the launch for my book **Awakened Wisdom: A Guide to Reclaiming Your Brilliance**, which reached #1 bestseller in Spirituality. Bottom line - Lynn gets the job done! She is brilliant at managing the thousands of details and she works with seemingly endless energy. She applies herself 100% to the project and she can be relied upon to get results."*

**PATRICK RYAN**

Author of #1 bestseller *Awakened Wisdom: a guide to reclaiming your brilliance*  
Spirit Authors Launch - April 2010  
[www.awakenedwisdom.com](http://www.awakenedwisdom.com)



*"Lynn's knowledge and expertise surpassed my expectations. It was easy for me to work with Lynn. No complications. And in only a few months, my book became a #1 bestseller both the US and Canada (actually it hit #1 in THREE categories in Canada), as well as #4 in the UK. We even hit #15 in France (we were all surprised!). On top of that, we reached an amazing #14 of ALL book sales in Canada. That's pretty impressive for a first-time self-published author!*

*Lynn delivers what she promises and even more than that. I was amazed at her ability to create and produce results. I highly recommend her work to any author who wants their book known worldwide!"*

**LUIS ANGEL DIAZ**

Author of #1 bestseller *Memory in the Cells: how to change behavioural patterns and release the pain body*  
Spirit Authors Launch - October 2010  
[www.cellularmemory.org](http://www.cellularmemory.org)

Ready to take the next step?  
Then go to the next page →

## ~ LET US HEAR FROM YOU ~

Now that you've read this packet, why not request a (free) 30-minute consultation? You can do so via the contact form at <http://spiritauthors.com/contact>.

**When contacting us, please provide us with:**

- 1) A SHORT overview of your book or business project. A short descriptive paragraph is fine. Please do NOT send media kits, reviews, sales letters, etc.
- 2) An idea of where you are in your project (e.g. finished first draft; in first edit; proofed and formatted, etc.)
- 3) A brief overview of your platform (list size, social media, blogging activity, etc.) as well as how long you've been in your current brand/business
- 4) The kind of the services you are considering, and why you feel these would be good for your project
- 5) An estimated date for your book launch OR, if not seeking to do a launch, an estimated starting date for the services you are seeking.

**We look forward to hearing from you!**

Send consultation request to Lynn Serafinn via form at  
<http://spiritauthors.com/contact>

Twitter: @LynnSerafinn @SpiritAuthors @7GracesMarketng

(If writing to us on Twitter, please send an @ message rather than a DM)