



**Powerful You!**  
**PUBLISHING**  
Sharing Wisdom ~ Shining Light

## **Author Update – December 29, 2017** *Empower Your Life*

***Hello Beautiful Authors,***

As we prepare to move into the New Year, we find ourselves feeling grateful and blessed – and you are part of what we're grateful for. We are excited for our book launch that will happen in less than 3 months, and we hope you are too!

This note is to provide the latest update for our project. Please read it thoroughly, respond to any deliverables, and let us know of any questions you may have.

\*Here's the link to the ARP - Author Resource Page. This is your "GO-TO" information link. <http://powerfuleyoupublishing.com/arpempower>

1. **LAUNCH DATE:** Tuesday March 20<sup>th</sup> is our official launch date.
2. **YOUR FINAL EDITED CHAPTER FOR THE BOOK:** Most of the chapters are in the process of editing with Dana. If you've submitted, please respond to Dana when you hear from her with your edits, so we can stay on track with our final submission deadline of January 20<sup>th</sup>. If you have not yet submitted your first draft, do so by the date we agreed upon and that is noted in your author agreement. If you need some extra time, let us know.
3. **YOUR BIO FOR THE BOOK, WEBSITE, ETC.:** If you have not yet done so, submit your 100-word bio to Dana for editing so that we receive it with your final edited chapter.
4. **DELIVERABLES & DUE DATES:** Besides your chapter, all other deliverables and due dates are listed in your agreement as well as on the Author Resource Page (ARP). Here is the updated list for you:
  - First draft (your chapter) – Refer to your Author Agreement
  - Final draft (your chapter) – January 20<sup>th</sup>
  - Your 100-word bio – 2 weeks after your first draft submission
  - Jan. 20: Tip for eBook, photo, 5-lines contact info (use link below to submit)
  - Feb. 12 – Mar. 2: Your Author Interview (more on this next week)
  - Feb. 5 – Mar. 20: Pre-launch Promo (e-book, summit, author announcement)
  - Mar. 12 - 20: Receive books
  - Mar. 20: Launch Date & Amazon Bestseller Campaign
5. **COMPLETE ONLINE FORM - DUE JANUARY 20<sup>th</sup>:** This is where and how you submit your tip for the e-book, photo, & contact info. (see details below).

Here's this link: <http://powerfuleyoupublishing.com/authortipform/>

a. YOUR TIP FOR THE E-BOOK:

The 'tips e-book' is something that all co-authors contribute to. Its purpose is for use as a quick and easy read, filled with simple, immediately-actionable tips, tools, and practices for individuals to recognize, facilitate, and promote personal empowerment. In addition to your tip, the e-book will contain your bio, photo, and contact information.

The title of the e-book is *Tips for Everyday Empowerment*.

The e-book is used for pre-launch marketing to create 'buzz' around the launch. It's also something that you and every co-author will have for your own use as a giveaway. It will be available in the beginning of February.

Tip Guidelines:

- 150 - 200 words maximum
- Your tip does not have to be aligned with your chapter; it simply must be a tip to assist others and aligned with the title
- Share what you have found helpful in your own life
- Be sure to include a *catchy/compelling title* for your tip
- Consider adding quick-read bullet points to your tip
- Note: Dana does *not* edit tips. Sue will be proofing these and providing feedback for edits to you as necessary.

For samples of previous e-books go to:

<http://healthyabundantandwisebook.com/ebook.pdf>

<http://powerfuleyoupublishing.com/ebook-keys>

b. YOUR PHOTO

Submit a high-resolution photo. (If you are having a professional photo taken and don't have it yet, please submit an interim photo) If you don't know if it is hi-res, send it to us and we'll check it out for you.

c. FIVE (5) LINES CONTACT INFO

Contact info for the book, e-book, and website (Not included in the 100 words of your bio). Here is some *suggested* information to include – yours may differ.

- Your Name
- Company Name
- Tagline, Mantra, etc.
- Website
- Email
- Phone
- Facebook or Twitter or Linked In, etc.

Everything is on schedule and going well! The stories that have been submitted are beautiful, rich, heartfelt, and empowering. We know you will be grateful and happy when you read them.

Please be in touch if you have any questions.

With gratitude and love,

*Sue and Kathy*