



Author Update – February 11, 2018
Empower Your Life

Hello soon-to-be-Bestselling Authors!

Our launch date is nearing and we're super excited! We are on track with the book going to the printer next week. WOO-HOO!

It is now 5 weeks and 2 days to our launch date, and there are lots of moving parts coming together beautifully! We appreciate your continued good vibes, connection, and participation as we move closer to the launch, and we thank you for being responsive and cheerful with deliverables and due dates.

It is our intention to provide all the information you need to make the most of your author experience—not to cause overwhelm for you. 😊 We appreciate your attention to all deliverables, details, and timing.

In this update, we will outline everything that is happening from today through March 20th. Please read it thoroughly, take action as required, and let us know if you have any questions.

NOTE: All updates, promo materials, etc. will be posted on the ARP (Author Resource Page). If you're looking for anything at all relating to the book and project, chances are it's there. Link: <http://powerfullyoupublishing.com/arpempower>

CHECK YOUR EMAIL: We ask that you check your emails regularly because we will have updates and action items for you as we move through the coming weeks.

FYI - we have 21 authors in total, 3 in Canada, 1 in Nigeria, and 17 in the US.

OK, here's the update...

1. TIMELINE / DELIVERABLES / DUE DATES

- Now – Feb. 21: Schedule your interview
- Now – Mar.15: Invite partners for the launch; the earlier the better **details below*
- By Feb. 23: Expand your profile & make posts on PYP website **details below*
- Feb. 15 – March 2: Order bookmarks & provide personalized info **details below*
- Feb. 21 – March 7: Your Author Interview **details below*
- Now – March 20: Pre-launch Promo (e-book, summit, announcement, video)
- By March 15: Set Up Amazon Author Central Page
- March 12 – 20: Summit airs (unlimited replays March 20)
- March 15 - 20: Receive books
- March 20: Launch Date & Amazon Bestseller Campaign

2. PRE-LAUNCH & LAUNCH DAY PROMOTION CALENDAR: As you know, ‘it takes a village’, and it is the collaborative energies and actions of all the co-authors to make a meaningful impact on the lives of all who are touched by this book and everything associated with it. It also takes all of us along with our partners to become Amazon Bestselling Authors. Here is the promotion calendar:

Now – Mar. 20: E-book giveaway
Feb. 19 – Mar. 20: Your personal Author Announcement
Feb. 19 – Mar. 20: Summit promo
Mar. 12 – 20: Book trailer (video)
March 20: Launch Day! & Amazon Bestseller Campaign

E-BOOK, SUMMIT, YOUR ANNOUNCEMENT - Share these broadly. Let’s get as many people to sign up and register as possible, because when they sign up to receive the e-book or listen to the summit, they will automatically receive a reminder from us to buy the book on launch day. This is how we empower more people and get to Bestseller!

E-book link: www.empoweryourlifebook.com/freebook

Summit link: www.empoweryourlifebook.com/summit

AUTHOR ANNOUNCEMENT: This will be sent to you in an email by Feb. 19. Your Author Announcement is a graphic that lets people know you are an author. ☺ It includes your photo, chapter title, and the book cover.

BOOK TRAILER – Like a movie trailer, this is a short video to give people a feel for the book. Share it broadly. After the launch, you will receive an ‘evergreen’ video to use on your website that does not reference the launch date.

3D BOOK GRAPHIC - (also posted on the ARP) to post on your website, print and hand out, include in newsletters, etc. Get excited and get creative!

LAUNCH DAY PROMO – We’ll have this on the ARP by Monday March 12. This will include customizable flyers, graphics, press release, etc.

If you have any questions about promotion, let us know. The rule of thumb is to get the word out in every way you know how!

All promo materials will be emailed to you as needed and will also be posted on the ARP. It is easy to use—copy and paste.

3. YOUR AUTHOR INTERVIEW FOR THE SUMMIT: SCHEDULE NOW, Interviews take place Feb. 21 – March 7 (*see below for instructions and link to scheduler*)

The Summit will be used as a promotional tool for the pre-launch of the book and to introduce you as an author. We will also provide your interview audio file to you for your personal use after the book launch. The title of the summit is the “Empower Your Life Summit”.

NOTE: We have provided a detailed outline to help you prepare for your interview. It is posted on the ARP. <http://powerfullyoupublishing.com/arpempower/>

Here are a few notes to start thinking about your interview:

Start by choosing a theme/topic for your interview. It may be something around your chapter/story; it may be about something you're passionate about, or it may be about some aspect of your business. It will be great if you choose to discuss something that ties in to the title of the book and summit.

- Interview time is 20 minutes in length.
- Interviews are Feb. 21 – March 7. Please schedule your interview time at our online scheduler. Note: all times on the calendar are EASTERN TIME ZONE. *If you need to change your scheduled time, please contact us directly. Schedule at: <http://powerfullyoupublishing.com/schedule2/>
- Interview Training: It is *required* that you listen to the interview training before submitting your interview questions. The training is useful preparation so that you will sound great, communicate effectively, feel comfortable, and have a professional recording. The training is posted on the ARP.
- Interview Questions: Prepare and submit approximately 5-8 questions. Consider the length of your answers when submitting your questions. **Questions *must be submitted the Friday before your scheduled interview*** – no exceptions please. Some sample/suggested questions are listed in the handouts for the public speaking training (on ARP). You *do not have to* use these sample questions – you may create your own. Your questions should give you the opportunity to provide the message and information that is important to you.
- Interview Title: Submit with your questions. Choose something compelling and catchy so that people will want to tune in and listen to your interview.

4. PARTNERS FOR THE LAUNCH – WHO DO YOU KNOW?

Partners play an integral part in our book reaching Bestseller on Amazon. Ideal partners have email lists and social media connections of individuals who are aligned with the message of the book. Partners will also have a gift to offer. *NOTE: As an author, you can be a launch partner providing you have a gift to offer.*

Refer potential partners directly to the website to sign up. Let them know you're a co-author and you'd love their support for our launch. Partners receive lots of exposure on launch day by offering a gift to everyone who purchases the book. Details and sign up are on the partner page. Here's the link: www.powerfullyoupublishing.com/partners

****NOTE:** We have created some copy and paste verbiage and promo to invite partners for our launch. Here's the link: www.empoweryourlifebook.com/tools-partners An easy way to promote on facebook is to share the partner ad from my personal Facebook page to ask your 'friends' and connections to partner with us.

5. BOOKMARKS – Standard and Personalized

You will receive an email place your bookmark orders. We will provide an image of the bookmarks so you can choose what's right for you. Please read the email carefully and respond by March 2.

6. WEBSITE LOGIN – For the book website

You will receive an email from Kathy Fyler with your personal login to the website. This will allow you full access to your own profile page, as well as author-protected pages, and once signed in you can post articles and videos to the author blog.

7. THE PUBLISHING WEBSITE & YOUR PRESENCE: blog posts, profile

Each author has a profile page on the PYP website to provide exposure for you. *Note: this page will be 'live' sometime on Monday Feb. 12th. Although we will post your photo, info, and brief bio, we invite you to update and expand your profile as much as you like—ideally by Feb. 23. You may continue to add posts and update your author profile anytime.

Post articles and videos on the author blog for additional exposure. We recommend you do this because there will be lots of traffic through launch day.

NOTE: You will receive an email later this week from Kathy Fyler with your login and instructions on how update your profile and post articles and videos to the website. Instructions will also be posted on the ARP—minus your personal login.

8. YOUR AMAZON AUTHOR PAGE – We recommend that each of you create an Amazon Author Page (this is a profile page on Amazon). This provides additional exposure for you. Follow the instructions that will be posted on the ARP by Feb. 23rd for ease in creating it and linking it to the book. (Note: Amazon isn't the easiest to work with so the instructions will help.) You will be able to list any other books you published here too.

9. CONNECT WITH YOUR CO-AUTHORS – Author Contact Page (on ARP)

We are creating an author page so that you can easily access all co-authors in the book. It has locations, email addresses, phone numbers, websites, etc. We're all in this together, so reach out for possible joint ventures, book signings, and connection! The link to the "Author Contact Page" will be posted on the ARP – NOTE: You must be logged in to access this page.

We highly recommend that you connect on social media too – facebook, etc. An easy way to share all promotion is to tag yourself and/or share Sue Urda's posts on facebook. Also, please accept Sue's friend request on facebook and then, she can add you to the Powerful You! Publishing private group for all PYP authors.

10. LAUNCH DAY AUTHOR GATHERING, MARCH 20 at 3:00PM ET - Via conference call. Save the date and time.

We will hold an open call for all of us to check in on this exciting day! Hopefully, we will be an Amazon Bestseller by then and it will be a time of celebration! It's also a great way to 'meet' the other authors.

Call Info

Number: 425-440-5010

Code: 140575#

11. BOOK SIGNING INFORMATION (on ARP)

We have provided some information for you to plan book signings. You will find this helpful as you begin to promote yourself with the book. Get creative and think about all the people and places who would love to shine a light on you and your story. We also suggest that you do book signings and events with other *Empower Your Life* co-authors near you—or even authors of other books.

12. SELLING & SHIPPING BOOKS TO CUSTOMERS

The cover price of the book is \$19.95 US / \$26.95 CAN. We recommend that you sell it for this price (or less if you like) and you can also charge for shipping costs. When you start to sell books from your website you will have to ship them. In the U.S., we recommend the USPS (post office). You can fit one or two books in a Priority Mail envelope and the cost is \$6.70 per envelope no matter what's in it, and it arrives in 2-3 business days. The post office provides these envelopes at no charge. You can also ship via first class mail using your own envelope for under \$4.00.

13. TRAINING SESSIONS (on ARP)

As part of your publishing package you have access to expert training on the topics of social media, public speaking, soulful sales, and business growth. We have selected these trainers because they are all heart-centered women who have your best interest in mind and because they specialize in what they do. We recommend that you listen to the training sessions, attend the live Q&A with each trainer, and reach out to them for the 1-on-1 consult they offer. They can help you expand your reach and grow your business.

14. EASY LINKS:

E-book www.empoweryourlifebook.com/freebook
Summit www.empoweryourlifebook.com/summit
Launch Day www.empoweryourlifebook.com
ARP www.powerfullyoupublishing.com/arpempower

PHEW! We know this is a lot of information. No worries... you will use it in the perfect timing! Be sure to refer to the ARP when you're looking for anything. This is your GO TO resource for all things *Empower Your Life*! Please be in touch if you have any questions or require assistance.

With much gratitude and love,

Sue and Kathy