



Author Update – February 18, 2018
Empower Your Life

Hello soon-to-be-Bestselling Authors!

Our launch date is 4 weeks and 2 days away, so you'll be receiving more frequent, albeit shorter updates to stay on track with the many aspects of the pre-launch and launch day preparation. 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.

On Feb 11, we sent a comprehensive update to provide an overview of the details of the project. If you haven't read this, please do.

Today's update and future updates will provide a more current and shorter "here's what to do this week" type of update. We appreciate your continued attention to all deliverables, details, and timing.

OK – here's today's update...

1. HAVE YOU SCHEDULED YOUR INTERVIEW? Interviews take place Feb. 21–March 7 (*see Feb. 11 update for details, how to prepare, etc.*)

Schedule now at: <http://powerfuleyoutpublishing.com/schedule2/>

2. BOOKMARKS – Standard and Personalized

You will receive an email on Monday to 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.

3. LOG-IN TO THE PY! PUBLISHING WEBSITE - enhance your profile & post blogs

By now, you have received an email from Kathy Fyler with your login and instructions on how update your profile and post articles and videos to the publishing website. Instructions will also be posted on the ARP—minus your personal login.

4. PROMO THIS WEEK: Four items to promote for pre-launch this week:

- Empowerment Tips E-Book - NOW
- Your Author Announcement – NOW
- Partners for Launch - NOW
- Summit (author interviews) – Starts Tuesday

*All this valuable and free promo is to create a buzz and awareness for the launch, to provide exposure for all authors, and so we reach Amazon Bestseller on launch day. Post on social media, send to your lists, and tell everyone you know. Sue will also tag you on facebook posts – be sure you are friends with her and Kathy Fyler and your co-authors.

5. OPEN Q& A WITH TRAINERS: SAVE THE DATES!

Tues. Feb. 27, 1:00pm ET Kathy Sipple, Social Media & Online Presence
Wed. Mar. 7, 2:00pm ET AmondaRose Igoe, Public Speaking
Thu. Mar. 22, 1:00pm ET Sue Urda, You're an Author, Now What?
April Day and Time TBD Linda Albright, Soulful Sales – Attracting Clients

****EASY LINKS:**

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

Looking forward to connecting with you on the training sessions and for your interview!

Let us know if you have any questions and require assistance. Also, we hope you enjoy one another as you connect on facebook, etc. We know you'll appreciate all the great good that your co-authors are doing in the world!

With much gratitude and love,

Sue and Kathy