



**Author Update – February 27, 2018**  
***Empower Your Life***

***Hello soon-to-be-Bestselling Authors!***

***Our launch date is in exactly 3 weeks from today!***

We received the proof copy of the book and it is powerful! 😊 We are full-swing into pre-launch promotion and activity. Interviews are taking place (and they're terrific!), we see you posting on social media (and this is perfect), and we're gathering partners to help us promote the book on launch day. We're also finalizing the final promotion elements and looking forward to a simple, new promotional tool provided by Kathy Sipple, our social media trainer, that we'll discuss below in #2.

All is well and on track for a successful launch!

Today's update provides short-term (this week) to-do's. For a comprehensive overview and list, go to the Feb. 11<sup>th</sup> update at: <http://powerfullyoupublishing.com/update-feb1118>  
We appreciate your continued attention to all deliverables, details, and timing.

OK – here's today's update...

**1. PROMO THIS WEEK: – What to use and promote now**

- Empowerment Tips E-Book
- Your Personal Author Announcement
- Summit
- Partners for Launch – Have you asked your colleagues and list?
- Thunderclap

\*All this valuable and free promo is to create a buzz and awareness for the launch, to provide exposure for all authors, and to help us 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.

Go to the ARP for all promo tools: <http://powerfullyoupublishing.com/arpempower/>

**2. NEW PROMO TOOL - THUNDERCLAP - Sign up now!**

Thunderclap is similar to Go Fund me, but it's free. Instead of asking people to donate money, we will ask them to donate their social media status on March 20<sup>th</sup> for our launch. It will show us how many people sign up to donate their status and it calculates the total

reach of all social media accounts, so we'll know how many people are exposed to our launch through this platform.

Kathy Sipple, our social media trainer created a brief 5-min. video to explain how it works. You can view it here: <https://www.youtube.com/watch?v=0zUH60yv0KQ>

**OUR THUNDERCLAP LINK:** If you prefer, you can simply go to our Thunderclap page and follow the prompts to sign up. [www.bit.ly/empowerthunder](http://www.bit.ly/empowerthunder)

**IMPORTANT** - When you sign up, the message you write here will be posted on your social media account on launch day, so write your message specific for launch day.

**AFTER YOU SIGN UP** - Be sure to click on the “share” button to share it with your friends on social media - Ask them to sign up too to support you and your launch. This will provide an exponential reach for us.

**HERE ARE SOME MESSAGES FOR THUNDERCLAP (or write your own):**

BUY THE BOOK TODAY to Empower Your Life. You'll receive bonus gifts too. Thanks!  
#empoweryourlife

Please help me become a Bestselling Author – Buy my book TODAY and get free gifts.  
#empoweryourlife

TODAY, I AM AN AUTHOR! Buy my book Empower Your Life today. Thanks and Enjoy!  
#empoweryourlife

I'm celebrating the launch of my book. Buy it TODAY and receive lots of amazing gifts!  
#empoweryourlife

### **3. UPDATE YOUR PROFILE & MAKE BLOG POSTS (on the publishing website) -**

People are visiting the website now, so now is the perfect time to enhance your profile & post blogs on the publishing website. 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. If you need the email again, let us know.

### **4. PARTNERS FOR THE LAUNCH – WE NEED YOUR PARTNERS TOO!**

In addition to the Thunderclap we are asking you to help us with partners who will provide gifts for the launch. 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](http://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](http://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. HAVE YOU CREATED 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 EXACTLY for ease in creating it and linking it to the book. Instructions are posted on the ARP. (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.

Here's the link: <http://empoweryourlifebook.com/amazon-author-central.pdf>

OK – that's all for now!

Let us know if you have any questions and require assistance. We trust that you are enjoying this process and allowing yourself to feel the beautiful energy of your co-authors! What an awesome collaborative group of powerful women we have here!

Blessings, Love, and Namaste`

*Sue and Kathy*