



Author Update – March 16, 2018
Empower Your Life

Hello soon-to-be-Bestselling Authors!

Our launch date is in 4 days! WOO-HOO!

Because we're so close, promo matters more now than ever. Please continue to promote—especially on launch day, because that's when we will be encouraging people to buy the book on Amazon, so you will have the credential of Bestseller!

Link to ARP (Your GO TO Source): <http://powerfuleyoupublishing.com/arpempower/>

This update is brief. Please read through it and plan to attend the two author gatherings on launch day!

1. SUMMIT: Unlimited Replays on Launch Day!

We have been promoting 3 author interviews each day, and now, on Tuesday, we will promote all interviews, all day long! There's an ad on the summit promo page for this. Summit promo link: <http://empoweryourlifebook.com/tools-summit.html>

2. HAVE YOU SIGNED UP FOR THUNDERCLAP? If not, please sign up NOW and *invite friends too*. We ask ALL authors to do this. Details are on the March 8th update.

Link to our Thunderclap to sign up: www.bit.ly/empowerthunder

Link to brief 5-min. "about" video: <https://www.youtube.com/watch?v=0zUH60yv0KQ>

3. LAUNCH DAY PROMO:

All promo for launch day is posted on the ARP. It includes text + graphics. Get creative and personalize any of the copy-and-paste text we provide.

Launch promo link: <http://empoweryourlifebook.com/tools-launch.html>

ON LAUNCH DAY – Send an email to your list *by noon Eastern time*, and post on social media throughout the day. As you know, it is our goal to reach Bestseller on Amazon so you will have this credential. We know you want to sell the books that come with your package too, so ideally you will let people know they can purchase directly from you or on Amazon. If each author gets even 5 people to purchase from Amazon, we know that with our partners and 'regulars' that we will get to Bestseller on launch day.

4. LAUNCH DAY GATHERING with your co-authors, March 20th 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 a Bestseller by then and it will be a time of celebration! It's also a great way to 'meet' the other authors.

Gathering Call Info:

Number: 425-440-5010

Code: 140575#

5. BOOK LAUNCH MARKETING & SOCIAL MEDIA SUPPORT, MARCH 20th at 10am

– 12pm ET: This is an open call hosted by Kathy Sipple, our Social Media Trainer and Sue Urda. Kathy will be available to help with social media marketing questions, inspiration, and whatever it takes to help get us to #1 on Amazon, and she'll answer your promo questions too. So, feel free to jump on anytime to talk with her and share in the excitement of the day.

JOIN from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/5243326091>

OR iPhone one-tap:

US: [+1-646-876-9923](tel:+16468769923), 5243326091## or [+1-669-900-6833](tel:+16699006833), 5243326091##

OR Telephone:

Dial (for higher quality, dial a number based on your current location):

US: [+1-646-876-9923](tel:+16468769923) or [+1-669-900-6833](tel:+16699006833) or [+1-408-638-0968](tel:+14086380968)

Meeting ID: 524 332 6091

6. REMINDER - OPEN LIVE Q&A CALLS WITH TRAINERS: Bring your questions.

Wed. March 21, 2:00pm ET

Sue Urda – You're an Author, Now What?

Wed. April 19, 12:00pm ET

Linda Albright – Soulful, Attraction Sales

OK – that's all for today's update!

Everything you need (past author updates, promo materials, training recordings, and everything relating to the project) is posted on the ARP (Author Resource Page).

QUICK LINKS:

Launch Day www.empoweryourlifebook.com

ARP www.powerfullyoupublishing.com/arpempower

E-book www.empoweryourlifebook.com/freebook

Summit www.empoweryourlifebook.com/summit

Amazon <https://goo.gl/VcU6X3> - This link is for you to check our ranking on launch day – scroll down to product details and you'll see the rankings there. Amazon updates approximately every hour. Do not share this link on launch day; instead send them to the launch day link above (book website) and we'll have them click through to Amazon from there. This way they'll see the gifts.

Thank you for the collaboration, support, and your loving participation. We're so grateful.

Namaste`, Blessings, and Love

Sue and Kathy