



Powerful You!
PUBLISHING

Sharing Wisdom
Shining Light



Author LAUNCH DAY Update – March 20, 2018 *Empower Your Life*

It's Launch Day!

Hello sweet and inspiring women!

It's an exciting day for all of us. This is the day your story will reach the masses!

THIS is the day and NOW is the time to massively promote the book! This is the day we reach Amazon Bestseller – and it's up to all of us and our awesome partners to make this happen! So be sure to promote **today!**

If you have received your book, a fun and effective way to celebrate is to take a picture with you and the book in some of your favorite places – having coffee, with some flowers, at the park or the beach, in your favorite chair, with your kids, or wherever you happen to be. It's a whole different thing for people to see the actual book and you (and not just a graphic of the cover).

You can also take a picture of the inside of the book opened to your chapter page with your title. This is exciting for you and your 'peeps' and it's a great way to celebrate and make it real! ☺ For those of you who haven't received your book yet, let me know, and I will take a picture of your chapter page and email it to you.

SOCIAL MEDIA RECOMMENDATION – Post your personal announcement (with your picture and the book) and at least one of the launch day graphics together or separately throughout the day on social media. Also, send an email out to your list by midday.

You can also feel free to add the facebook header from Sue's facebook page to your own.

You can also change your facebook profile pic to the book pic.

Once we reach bestseller, we'll post on the ARP a new graphic with the Bestseller emblem on it. So, be ready to share this too.

Remember, this is the day we reach **Amazon Bestseller** – and it's up to all of us to make this happen - so be sure to promote.

*****LAUNCH PROMOTION MATERIALS ARE POSTED ON THE ARP*****

Link to ARP: www.powerfullyoupublishing.com/arpempower

We've made it easy for you to copy and paste emails, newsletter blurbs, social media posts, and tweets. There are several graphics to choose from as well

AND --- Our Thunderclap goes off at 11am Eastern time, and so this will provide a big bump to our online promo and activity! If you didn't sign up, there's still time!

*****ABOUT AMAZON BESTSELLER** – The way we get to bestseller on Amazon is to sell more books in our categories than any other books on our launch day. We have strategically chosen our categories, we've been spreading awareness about the authors and the book, and now it's all about driving traffic.

Along with our partners promoting, so long as each of the co-authors gets even a few people to purchase the book from Amazon on launch day, we will reach bestseller in our categories. We can watch our rankings throughout the day on March 20th, and we'll see our book climb to bestseller – usually sometime in the afternoon.

TO WATCH OUR AMAZON RANKING, our direct Amazon link is:
https://www.amazon.com/Empower-Your-Life-Sue-Urda/dp/0997066172/ref=sr_1_2?ie=UTF8&qid=1521497467&sr=8-2&keywords=empower+your+life

*Scroll down to product details and you will see our ranking there. Rankings are updated approximately every hour by Amazon.

Throughout the day, we will post our ranking on facebook, and we'll also send out periodic email updates to you, so be sure to check your emails throughout the day!

For the launch, direct people to the book website so they can read about the book and the partner gifts. Also, they can access the author page, the blog, the summit, and the e-book.

The launch website is: www.empoweryourlifebook.com

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

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*****CELEBRATE LAUNCH DAY with your sister authors! – TWO CALLS**

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#

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

If you have any questions or require assistance, please reach out to us via phone or email - 973-248-1262 or author@powerfuleyou.com.

We're so grateful to share this journey with you, and it is truly an honor to share your story.

THANK YOU FROM THE DEPTH OF OUR HEARTS.

With gratitude and love,

Sue and Kathy

Your Publishers

239-280-0111