



**Author Update – March 8, 2018**  
***Empower Your Life***

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

***Our launch date is less than two weeks away!***

The excitement is building! The summit starts on Monday, the book trailer is released on Monday, and these days before the launch are a crucial time to get more launch partners and support so be sure to continue promoting on all fronts.

Please read this thoroughly. It's short and to the point because I know you are all busy women with full lives. I also know that you want to participate fully in the launch and collaborate with your co-authors. We appreciate your continued attention to all deliverables, details, and timing.

So, here's the update...

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

- Your Personal Author Announcement
- Summit – Now + daily ads starting Monday
- Book Trailer – Start Monday (stay tuned)

\*Promo Tools are on the ARP: <http://powerfuleyoubpublishing.com/arpempower/>

**2. DO THIS NOW. THUNDERCLAP - All Authors: Sign up now and Invite Friends**

Thunderclap is similar to Go Fund me, and 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 explaining how it works. Video: <https://www.youtube.com/watch?v=0zUH60yv0KQ>

**GO HERE TO SIGN UP - OUR THUNDERCLAP LINK:** [www.bit.ly/empowerthunder](http://www.bit.ly/empowerthunder)

**IMPORTANT** - When you sign up, the message you write on Thunderclap will be posted on your social media account on launch day, so write your message 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. To invite your friends, send them to our thunderclap link and tell them to follow the simple prompts.

**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. MORE PARTNERS NEEDED FOR THE LAUNCH –** *As an author, you can be a launch partner if you have a gift to offer.* Link: [www.powerfullyoupublishing.com/partners](http://www.powerfullyoupublishing.com/partners)

Send potential partners to the website to sign up. Tell them you're an author and ask for 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 partner tools link: [www.empoweryourlifebook.com/tools-partners](http://www.empoweryourlifebook.com/tools-partners)

#### **4. HAVE YOU CREATED YOUR AMAZON AUTHOR PAGE?**

Follow the instructions EXACTLY for ease in creating it and linking it to the book. Instructions link: <http://empoweryourlifebook.com/amazon-author-central.pdf>

**5. LAUNCH DAY GATHERING with your co-authors, March 20<sup>th</sup> 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.

#### Call Info

Number: 425-440-5010  
Code: 140575#

#### **6. BOOK LAUNCH MARKETING SUPPORT, MARCH 20<sup>th</sup> at 10am – 12pm ET:**

This is hosted by Kathy Sipple (Call/sign in details will be provided next week) Social Media Trainer Kathy Sipple will be available to help with social media marketing questions, inspiration, and whatever it takes to help get us to #1 on Amazon. Kathy will answer your promo questions, so feel free to jump on anytime to talk with her and share in the excitement of the day.

OK – that's all for now!

Let us know if you have any questions and require assistance. We're grateful for your beautiful energy! Thanks for your participation and collaboration throughout the process.

Blessings, Love, and Namaste`

*Sue and Kathy*