Author Update – May 6, 2019

THE BEAUTY OF AUTHENTICITY

Hello Beautiful Authors,

We know you're getting excited about the book launch. We are too! In fact, I'm including a brief video update in addition to this written one.

Watch the video it here: https://youtu.be/jxQH79UljRE

It's May – and that means our book launch is right around the corner! NOW is the time to ramp up the promo.

For this week, this means putting your author announcement out there, promoting and getting people to register for the summit, and continuing to offer the free tips e-book. Next week, we will have the book trailer, and then comes the day-of-launch promo.

Does it seem like a lot? It's really not – especially if you've been reading and acting upon the updates and promo calendar.

AND… It's not just promo – it is beneficial for all who participate!

The e-book and summit interviews provide meaningful and useful inspiration, information, and motivation to our collective audience! And it provides excellent new exposure FOR YOU to a new audience. That's what this collaboration is all about! You and your sister co-authors sharing yourselves for the good of each other and all we reach!

ALSO, we've only had a few new launch PARTNERS sign up. Have you asked your colleagues to sign up yet?

It's a WIN-WIN-WIN!

It's great exposure for the partners, awesome bonus gifts for those who buy the book, and helps us as authors get to Amazon Bestseller.

AND… YOU can be a partner too, if you have a gift to offer. *NOTE: It can be the same gift you offered on your interview.* What to do? Sign up on the partner page. See details and promo for you to invite partners on the ARP.

SOMETHING NEW: CREATE YOUR AMAZON AUTHOR CENTRAL PAGE NOW. Here's the link to the instructions (also posted on the ARP under the Promo section). https://powerfulyoupublishing.com/authenticity/amazon-author-central.pdf

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So, that's all for now! Here's an updated timeline and promotion calendar. Please read it and take action today!

ALL OF US doing this together is what makes a bigger, more powerful impact!

TIMELINE, DELIVERABLES, & DUE DATES:

***Refer to April 8th Author Update for details*

- *NOW – May 15: Invite partners for the launch
- *NOW – May 22: Promotion leading up to the book launch
- *NOW – May 15: Enhance your author page on PYP
- *NOW – May 17: Create your Amazon Author Central Page (see ARP)
- By May 22: Receive books and bookmarks
- May 22: Launch Day Gathering of Authors (call in)

PROMOTION CALENDAR:

***Refer to April 8th Author Update for details*

- *NOW April 8 – May 22: Your Author Announcement
- *NOW April 15 – May 22: E-Book
- *NOW April 22 – May 22: Summit
- May 13 – May 22: Book Trailer (video)
- May 22: Launch Day & Amazon Bestseller Campaign

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In case we haven't told you lately, we sooooo appreciate each of you and your enthusiasm! YOU are the reason we do what we do. We are honored to serve you as your publisher and look forward to a successful book launch!

Thank you for all you do!

With deep gratitude and much love,

Sue and Kathy

Your Publishers

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