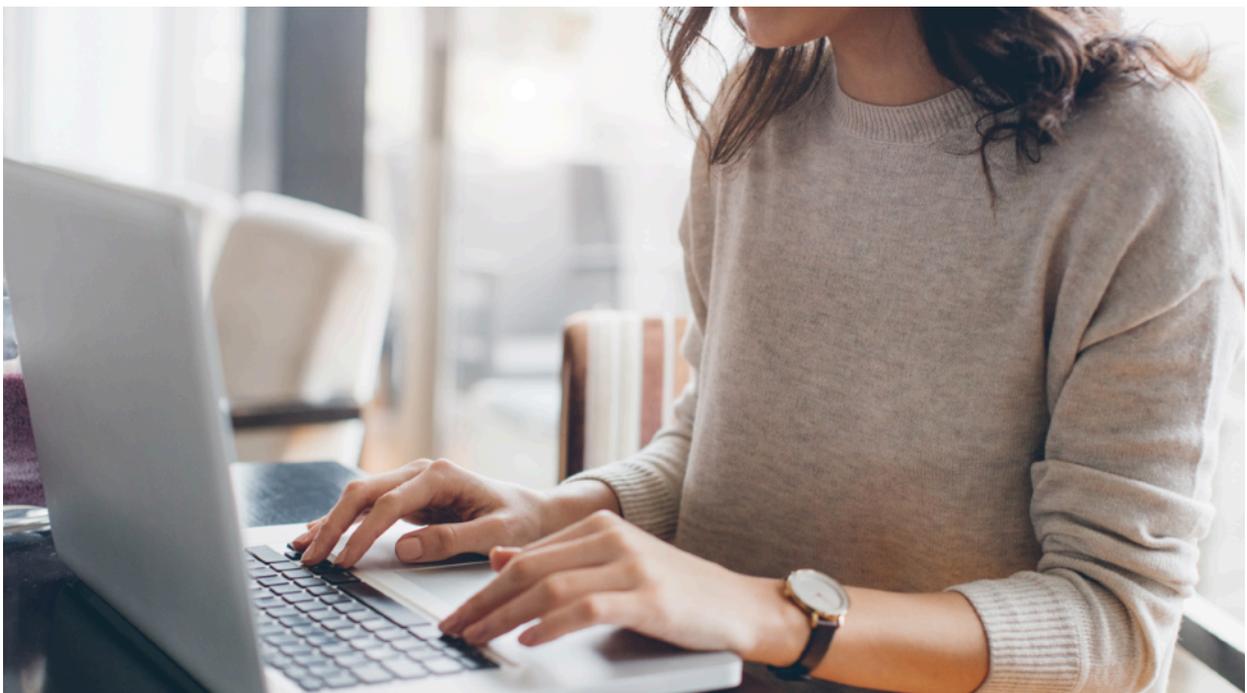




LAUNCH SQUAD

A "LAUNCH SQUAD" IS A GROUP OF PEOPLE WHO HAVE AGREED TO READ YOUR BOOK AHEAD OF TIME AND THEN, A FEW DAYS BEFORE YOUR BOOK'S OFFICIAL RELEASE, PURCHASE THE BOOK FOR 99 CENTS AND POST A REVIEW.

YOU WANT A LAUNCH SQUAD SO THAT THE BOOK CAN LAUNCH WITH A NUMBER OF GENUINE REVIEWS AND KICK AMAZON'S ALGORITHM INTO GEAR SO THE SITE STARTS RECOMMENDING YOUR BOOK TO OTHERS. [IN ORDER FOR THIS STRATEGY TO WORK, PRICE YOUR EBOOK AT 99 CENTS FOR THE FEW DAYS BEFORE YOU OFFICIALLY ANNOUNCE THE BOOK RELEASE. AT THAT POINT, YOU CAN INCREASE THE COST OR LEAVE IT AT 99 CENTS. WHILE I HIGHLY RECOMMEND GETTING A [BOOKFUNNEL](#) ACCOUNT (\$20/YEAR) FOR THIS PROCESS, YOU CAN SKIP THAT STEP AND JUST ATTACH A PDF OF YOUR BOOK TO YOUR EMAILS.]



A FEW NOTES ABOUT YOUR LAUNCH SQUAD:

Who they should (and shouldn't) be:

- The ideal Launch Squad member is someone who is interested in your topic and has thus bought books in the same genre off of Amazon before; their purchase history will help kick the “Customers Who Bought This Also Bought” (known as the “Also Bought”s) algorithm into gear
- You cannot pay anyone to review your book though you can offer them a gift (a free course, a paperback copy of the book or whatever you'd like) as a thank you
- You do not want family members or close friends as part of your Launch Squad; instead you should target colleagues and acquaintances and fans. This is because Amazon is very much on the alert for biased reviews and will delete any review that they believe is written by someone too close to the author
- Go into this knowing that people who commit, even people who swear they will follow through—even people who love you more than words can express and might jump in front of a moving car for you—will not; it's just the way launch squads are!

How to gather them:

- Send out an email to your email list (if you have one) or to your friends and colleagues asking if they'd like to join your book street team. Explain that you'll give them a link to the e-version of your book to review well before the release date so that, three days before the official release, they can buy it for 99 cents on Amazon and paste their reviews.
- If you have a social media following, post the same message and ask for people's email addresses. Change the link in your bio to one where they can easily sign up.

BELOW PLEASE FIND THE NEWSLETTER SEQUENCE I SENT TO MY LAUNCH SQUAD FOR ONE OF MY BOOKS. IT MAY SEEM LIKE A LOT OF EMAILS—AND IT IS...PRECISELY BECAUSE MANY PEOPLE WILL AGREE TO READ AND REVIEW YOUR BOOK AND FAR FEWER WILL FOLLOW THROUGH. NUDGING THEM INCREASES YOUR CHANCES OF THEM ACTUALLY DOING IT! WHILE YOU DON'T HAVE TO CREATE A FACEBOOK GROUP FOR YOUR LAUNCH SQUAD, IT IS ANOTHER WAY TO PUSH THE GROUP TO FOLLOW THROUGH WITH THEIR REVIEWS.

[DO NOT COPY THIS WORD FOR WORD OF COURSE; IT IS ONLY MEANT TO GIVE SOME DIRECTION SO PLEASE ADJUST THIS TO FIT YOUR OWN VOICE OR IT WILL RING AS INAUTHENTIC]

EMAIL 1 (ROUGHLY A MONTH BEFORE YOUR RELEASE DATE):

SUBJECT LINE: Welcome to my Launch Squad!

Hello Launch Squad!

Thank you so much for agreeing to be a part of my Launch Squad. I am SO grateful that you're willing to contribute your time, support and 99 cents to make this happen on my book publishing adventure.

Here's how it works:

I am dropping my new book, *[INSERT BOOK NAME IN ITALICS]*, and launching into the land of bestsellerdom with a stealth strategy. That's where you and your generous offer to support me launch come in! Ready?

You can start reading the book [MAKE "START READING THE BOOK" A LINK TO BOOKFUNNEL] as soon as you'd like. Go ahead and jump in now! Then, once the book has been uploaded to Amazon Barnes & Noble, Target and the other platforms on [UPLOAD DAY], I will let you guys—and only you guys—know. That's because the book will be priced at 99 cents for the week before the release so that each of you can purchase at that price, download it and then write your review. If every one of you leaves a review, I have a GREAT chance of my book hitting the top of some Amazon lists, which means that more people will find it and be impacted by my message. That's what we want!

Finally, on [LAUNCH DATE], my book's launch day, the price will go back up, and THAT's when we tell the world it's out there. That's it! It's a simple process, and I will guide you each step of the way.

So, there's just one thing to do today: please CLICK HERE [MAKE "CLICK HERE" A LINK TO BOOKFUNNEL] to download your advanced copy of *[INSERT BOOK TITLE IN ITALICS]*. You will have the option of choosing a PDF or .mobi version for Kindle. Then start reading and enjoying my book.

A few tips:

- If you catch any typos, please respond to this email with your notes by [1.5 WEEKS AFTER THE DATE OF THIS EMAIL]. It's been through MANY rounds of editing, but you may catch something we haven't. Thank you!

- If you finish the book early and would like to write your review while it's fresh in your mind, just jot your review down in a note on your phone or computer. Then, when it's go-time, you can simply copy and paste!
- Your review doesn't need to be lengthy. Just a couple of sentences will do!
- You can leave your review based on the part of the book that you've read. Sometimes it's hard to get through the whole book—life is busy, and I totally get it! Feel free to read as much as you can and leave your review based on what stuck out to you. If you'd like, you can even update your review once you've completed the book (but it's not necessary).
- Please help us keep this launch a stealth operation until the official launch day! Please do not distribute the advanced copy of the book to anyone outside of the official Launch Squad. Also, as much as I will appreciate you telling the world about my book (so much!), please do not post about the book on social media or share about it elsewhere until the official launch day. Thank you!

You'll hear from me again soon! I'll walk you through each step of the process and make this as easy and convenient for you as possible. I appreciate the time you are investing to support my book so much. If you have any questions, please feel free to reach out. I'll be happy to help!

EMAIL 2 (ROUGHLY A WEEK LATER):

SUBJECT LINE: How's it going?

Hello, Launch Squad!

I'm just popping in to see how it's going. I hope you're loving my book, *[BOOK TITLE IN ITALICS]*.

Just in case you missed my first email, **here is the link** [MAKE "HERE IS THE LINK" THE BOOKFUNNEL LINK IN BLUE] to download the book. You will have the option of choosing a PDF or .mobi version for Kindle.

I cannot thank you enough for being a part of this book launch. As a reminder, your review is so important because it helps other potential readers learn about the book. Once reviews are posted, Amazon will start sharing my book with more customers—that's what we want!

Here's all you need to do before launch day, [LAUNCH DATE]:

Download and finish reading the book [HERE](#) [MAKE "HERE" THE BOOKFUNNEL LINK IN BLUE]. Then write a review (simple and short is best) that you hold onto until [DATE OF UPLOAD], when the book will be on Amazon.

****Pro tip:** when you've finished reading, jot down your review in a note on your phone or laptop. Then, when it's go-time, you can simply copy and paste your review to Amazon, Barnes & Noble, GoodReads and all the places. Easy!

For now, simply download and finish reading the book. On [UPLOAD DAY], I will send you the Amazon link where you can purchase the book for 99 cents and leave your review. Please be prepared to purchase the book and leave your reviews between [UPLOAD DAY and the DAY BEFORE LAUNCH DAY].

If you happen to see any typos, will you please reply to this email with your notes by [INSERT DATE: 1.5 WEEKS AFTER EMAIL #1 WAS SENT]? The book has been through several rounds of editing, but you may catch something that we missed. Thank you!

Oh, and remember, this is a stealth operation, so please don't distribute this advanced copy of the book to anyone outside of the Launch Squad, and please wait until launch day to share about the book on social media.

Thank you for all your help! If you have questions, please feel free to reach out, and I'll be happy to help.

EMAIL #3 (1 WEEK BEFORE BOOK RELEASE)

SUBJECT LINE: It's Go time!

Hi, again! Today is the day you can purchase my book and then copy and paste your review. As a reminder, the book is available only for you all in the Launch Squad at 99 cents. The price will be raised to the regular selling price in a few days.

So, now is the time! Please CLICK HERE to purchase the book for 99 cents and leave your review. [MAKE "CLICK HERE" A LINK TO THE BOOK ON AMAZON IN BLUE] For extra credit (and our eternal gratitude), please consider pasting the same review on GoodReads, Barnes & Noble and Walmart [MAKE GOODREADS, BARNES & NOBLE AND WALMART ACTIVE LINKS]. For Amazon, it's important to purchase the book even though

you already have it because Amazon will then consider your review to be “verified.” You don’t need to purchase the book on GoodReads, Barnes & Noble or Walmart to review.

THREE HELPFUL TIPS:

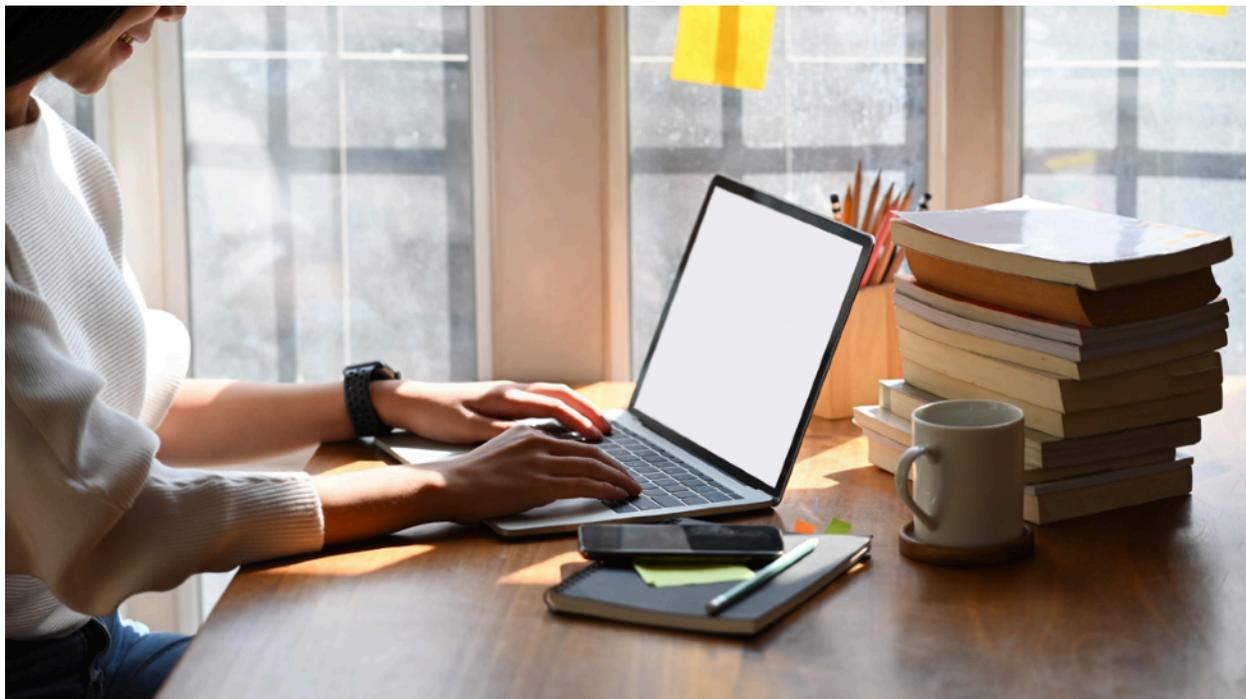
Did you know that placing keywords in your review can help even MORE people find my book? Here are some high-performing keywords and phrases that might help you write your review. If you’d like to include some, that would be great!

[List the best keywords for your book]

I know you may be proud of me, but please do not include information such as being long-time friends, family members or co-workers in your review. As potential readers check out the “reviews” section, the reviews will carry more weight if written from the perspective of a reader rather than a friend.

If you didn’t get a chance to read the entire book, you can still leave a review. Hey, I get it! Life gets busy. Feel free to read as much as you can and leave your review based on what you read. If you’d like, you can even update your review after you’ve finished reading the book, but there’s no obligation to do so.

Thank you so much for supporting me and my book with your purchase and review!



EMAIL #4 (1-2 DAYS AFTER EMAIL #3)

SUBJECT LINE: Thank you for posting your review!

Hi, fabulous folks!

It's been a couple of days since the book went live (just for you guys!), and I'm so excited to see the reviews. Thank you to those of you who have jumped right in and posted your review! If you haven't reviewed the book yet, that's okay! I do still need your help, though! Please click **HERE** [MAKE "HERE" A LINK TO THE BOOK ON AMAZON] to purchase the book on Amazon for 99 cents and write your review. Please then copy and paste the same review onto GoodReads, Barnes & Noble Walmart [MAKE GOODREADS, BARNES & NOBLE AND WALMART LINKS TO THE BOOK ON THOSE SITES.]

I hope I'm not getting TOO repetitive when I say that your review will increase the chances of potential readers finding [INSERT BOOK TITLE]. In other words, your review matters more than you know, and I am so grateful for your time and support.

So, if you haven't yet, click **HERE to buy the book [MAKE "HERE" A LINK TO THE BOOK ON AMAZON]** (this is important because Amazon will consider your review to be "verified" if you've purchased the book) and then post your review. Please then copy and paste the same review onto GoodReads, Barnes & Noble Walmart [MAKE GOODREADS, BARNES & NOBLE AND WALMART LINKS TO THE BOOK ON THOSE SITES.]

Remember:

- You can leave your review based on the part of the book you were able to read—if you didn't make it through the whole thing, we understand! No worries!
- Please don't mention in your review that you are friends with me. Writing your review as a reader rather than a friend or family member is best.
- Please wait to tell the world about my book until [LAUNCH DATE]

Launch Day is coming soon, and your support in this process is invaluable!

EMAIL #5 (1-2 DAYS AFTER EMAIL #4)

SUBJECT LINE: There's still time to post and thank you!

Hi there!

Thank you for being on this exciting journey with me. There is still time to write your review and if you already have, I want to thank you from the bottom of my heart.

Here are some of those keywords you can use in your review.

[Insert bullet points with keywords]

Click HERE to buy the book [MAKE "HERE" A LINK TO THE BOOK ON AMAZON] (this is important because Amazon will consider your review to be "verified" if you've purchased the book) and then post your review. Please then copy and paste the same review onto GoodReads, Barnes & Noble Walmart [MAKE GOODREADS, BARNES & NOBLE AND WALMART LINKS TO THE BOOK ON THOSE SITES.]

Remember:

- You can leave your review based on the part of the book you were able to read—if you didn't make it through the whole thing, we understand! No worries!
- Please don't mention in your review that you are friends with me. Writing your review as a reader rather than a friend or family member is best.
- Please wait to tell the world about my book until [BOOK RELEASE DAY]

EMAIL #6 (1 DAY BEFORE LAUNCH DAY)

EMAIL TITLE: LAST DAY TO REVIEW!

Hello Launch Squad!

Guess what tomorrow is? LAUNCH DAY!! Yes, the day when my book [INSERT BOOK NAME IN ITALICS] is released to the world!

Thanks to you, the book is off to such a strong start on Amazon—THANK YOU! If you haven't posted your review yet, please take just a moment to do so. Every review matters so your support will help more than you know. Click HERE [MAKE HERE A LINK

TO THE AMAZON BOOK PAGE] to purchase the book for 99 cents and then leave your review. Please then copy and paste the same review onto GoodReads, Barnes & Noble Walmart [MAKE GOODREADS, BARNES & NOBLE AND WALMART LINKS TO THE BOOK ON THOSE SITES.]

Tomorrow is the day that we'll tell the world about my BOOK! Woohoo!

EMAIL #7 (LAUNCH DAY)

EMAIL TITLE: It's Launch Day!! Woohoo!

Hey Launch Squad!

First, THANK YOU for all of your reviews! I am so grateful for your time and support.

This is the moment we've all been waiting for—it's Launch Day! **Please help spread the word that [INSERT BOOK TITLE] is now available through Amazon and other retailers.** If you'd be so kind as to post about the book on social media, that would be so helpful. I'm attaching some assets you can post; if you can include a link with any post, the best one is [INSERT BOOK WEBSITE URL]. We want to create all the buzz we can and help the most people find this incredible book.

If, by chance, you haven't reviewed the book yet, you still can. The book is no longer available for 99 cents, but if you're still willing to write your review, that would be helpful and appreciated at any time! You can use this link to share the book with others or to pop over to Amazon and leave your review:

[PASTE SHORTENED AMAZON LINK HERE – a note on how to shorten it below]
ADD LINKS TO GOODREADS, BARNES & NOBLE AND WALMART BELOW THAT

***How to shorten the book's Amazon link:*

When you grab a link from Amazon, it will look like this:

https://www.amazon.com/Something-Better-Brewing-Learned-Parenthood-ebook/dp/B09B1H1ZR3/ref=sr_1_2?dchild=1&keywords=sarah+birnel&qid=1627148234&sr=8-2

YUCK!

But this is all you need:

<https://www.amazon.com/dp/B09B1H1ZR3>

You only need the part of the long hyperlink that's in yellow. Delete the rest and then test your shortened link to be sure you did it correctly. Voila!

Email #8 (3 DAYS AFTER LAUNCH DAY)

Email title: Thank you for your support!

Hello Launch Squad!

I'm popping in one last time to say a big THANK YOU! Your support helped my book immeasurably. Thanks to you, more people will find my book and be impacted by my message.

If you have not yet posted your review or if you'd like to share about the book on social media, we would be so grateful. You can use this link: [COPY/PASTE SHORTENED AMAZON LINK THAT YOU CREATED FOR THE PREVIOUS EMAIL – DO NOT EMBED SO THAT THEY CAN EASILY GRAB IT TO SHARE] ADD LINKS TO GOODREADS, BARNES & NOBLE AND WALMART BELOW THAT

That's it! See you on the bestseller list!



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