

Visionary  Ignition Switch
Fire Up Your Message, Money and Meaning In The World
with Amy Ahlers and Lissa Rankin, MD



***Module 4 - Launch Your Book to the
Stratosphere:***

How To Optimize Your Chances of a
Bestseller, Make Money During Your
Launch & Help Your Message Reach the
Most Readers

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BREATHE

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Before you go into strategy,
tap into your WHY.
Why did you write your book?
Then do what's aligned and feels
delicious.

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Three Different Strategies for Your Book Launch:

- 1) In Person Book Tour
- 2) Virtual Book Tour
- 3) Online Book Launch Campaign

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Launch date.

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What you can really expect from most publishing houses during your book launch- no matter HOW big your book advance is.

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**Amy's great
New World Library experience.**

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Lissa's story about her *What's Up Down There?* launch.

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Hay House!

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It is easy to blow through your own
cash during a launch.

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Why doing a traditional book tour
will leave you broke and crabby
(and what to do instead!)

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Strategies for your
in-person book tours:

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1. Go where your people are.

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2. Get a tour sponsor.

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3. Book speaking gigs or create events that will PAY for your costs.

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4. Do an event where they pay a small fee and bring their own book for signing.

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5. Speak at events, rather than book stores... Get CREATIVE and INNOVATIVE!

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6. Find a sponsor who can host your live book tour events.

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**7. Ask your community to host events
with you.**

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8. Partner with an organization or a corporate sponsor who wants to get your books in the hands of a wonderful community.

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9. Co-host an event with a fellow author and speak together.

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10. Make sure the book store or event has enough books on hand for your signings.



Wisdom Spotlight:

Be smart, creative and resourceful when it comes to your in-person book launch. Expect little from your publisher & you could be pleasantly surprised!

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Strategies For Your Virtual Book Tour

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The goal is to be **EVERYWHERE**
on launch day.

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If you're a blogger, rally your own
blog network.

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Send galleys to bloggers and ask them to review your book on their blog on your launch day.

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Make yourself available to people
with tribes of their own around your
book launch and ask them to
promote your book:

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Free teleseminars.

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Answer Q&A in the comments
section of your blog.

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Do a Skype interview you can
post on your blog.

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Be on radio shows.

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Twitter and Facebook parties.

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**Ask big websites to feature you on
your launch day.**

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Launch your virtual book tour at
a live event where people blog.

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Do what feels fun and joyful.



Wisdom Spotlight:

You can launch your book VERY successfully in your jammies from your bedroom when you leverage your online connections.

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What Lissa did (and didn't do) to
help *Mind Over Medicine* reach
the NY Times list

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**Sent out 500 galleys to
influencers**

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Went to JV partners, friends and affiliates with a request to share

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Did one on one interviews with
friends with bigger audiences

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**Pre-Sale Campaign 6 weeks in
advance with gifts**

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Launch day and launch week did
solo blast, syndicated, social
media, ambassadors &
colleagues blasting

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Did fundraising event in NYC,
I Can Do It event & TEDx talk

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Did events with doctors who
hosted her

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What did her publisher,
Hay House, do?
(B & N windows, sent to their
list, social media, Amazon
campaign)

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PBS special

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Lissa's launch mindset and prayer

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**What Lissa said NO to
(the sneaky stuff going on!)**

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The Secret to Generating Tens of
Thousands of Dollars During Your
Book Launch
(Instead of Spending Tens of
Thousands of Dollars.)

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Your Online Book Launch Step by
Step to Create Revenue
While Selling Books...
And maybe Even Become an
Amazon Bestselling Author!

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**Step One: Decide on your
bundles and upsells.**

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**Do a Summit, Tele-series,
Video Series**

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Get The **TRUE STORY**
About How To Quit Being
Hard On Yourself & Start
Being Happy!

21 World-Class Experts
Disclose Their Secrets And
Share Like You've Never
Heard Them Before...Really!



Yes! Sign me up for
this **FREE** Online
Event – ends 10/19!

First Name *
Email *

[Click Here For Free Registration](#)



Not only will you receive valuable transformation tools

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Host a live event.

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Full multi-media experience.

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NOTE: you'll drive revenue, but not a TON of profit...these take time, staff and there are costs!

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**Step Two: Pre-Sell Your Bundle
BEFORE Your Book Comes Out to
drive Amazon ranking up if that is
important to you.**

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**Step Three: Pre-sell your books at
your live events
(both virtual and online).**

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Step Four: Create an Ambassador Club.

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Step Five: Run all pre-sales you've received at your events and in your bundles on launch day.

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**Hint: Make SURE you do the sales
one by one on Amazon.**

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Step Six: Create a book sales page with special gifts so peeps give you their name and email.

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Hint: You MUST have links to Amazon, Barnes & Noble (and Indiebound) on your page.

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Step Seven: Have your JVs, Affiliates, blog network, social media, friends and family spread the word.

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Step Eight: When people register for your free gift, on the thank you page lead them to an immediate up-sell or into an auto-responder email sequence to drive revenue.

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**Step Nine: Mobilize your
ambassadors.**

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Step Ten: Celebrate!

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What does it mean to be a
“bestselling” author?

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How many books does it take to
become an Amazon bestseller?
A NY Times bestseller?

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Amazon counts book sales on the order day (which impacts Amazon bestseller rankings), Book Scan counts on the ship day at Point of Sale (which impacts all other bestseller rankings-NY *Times*, etc.)

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Wisdom Spotlight:

Create a strategy for your online book launch and maximize your reach, your profits and your chances for reaching bestseller lists.

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Other Goodies & Red Hot Secrets

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**You're in a business agreement
with your publisher.**

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You're ready to launch your book...
now what?

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Take a breath and a break and shore
up your reserves.

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Post Book Launch Depression

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Get set up on Amazon Author
Central so you can track your sales,
etc...

<https://authorcentral.amazon.com/>

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PLEASE have a support team...

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Your worthiness is not for sale.

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Wisdom Spotlight:

Prepare yourself emotionally,
spiritually and physically for a
wonderfully wild ride!

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INSPIRED ACTION 1:
Prepare yourself for your launch...
set expectations for yourself, your
publisher and your family.

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**INSPIRED ACTION 2:
Map out your offline
book launch plans.**

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INSPIRED ACTION 3:
Map out your online plan.

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INSPIRED ACTION 4:
Listen to Jonathan Fields &
Kris Carr's bonus expert interviews.

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INSPIRED ACTION 5:
Check out the goodies that
resonated for you.

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Inspired Action Meditation:

What have you received today that feels inspired? What gives you a full body yes, what feels delicious?