

## Anatomy of an Amazon Bestseller Launch Events in Chronological Order

The following material shares how we divided up the work and organized the launch. It's a more chronological structure of events. In retrospect, there are some things we think we'd do differently, such as send out the email promos to the contributors much earlier in the game. But overall, the process moved along smoothly without glitches.

### 12-10-10

1. While Ideastorming on relaunching the IdeaMarketers' Expert 360 Program, Lisa and Marnie entertain the idea of doing a compilation book for the experts.
2. Marnie – consulted with branding expert Phil Davis about what to call the book and what it should be about
3. Lisa researches what others were charging and doing in the area of signing up contributors as well as finding information release form for legalities.

### 12-15-10

Marnie put together a list of people she wanted to feature in the book.  
Marnie wrote and sent out the guidelines for the book to potential contributors.

### 12-18-10

Marnie decided to go for all stories being in first person instead of third person

Marnie – Basic Set up Details (Dec/Jan/Feb)

- *Purchase domain for launch*
- *Route domain to hosting account*
- *Create sales copy for page*
- *Create promo video(s), edit and upload to youtube and to page*
- *Create an autoresponder / form / list to capture people on home page*
- *Place a signup form on the page*
- *Create a give-away page for after they signup*
- *Create the give-away for the page and upload it and link it into the thank you page*
- *Gather photos for all contributors*

Marnie – in charge of pages hosted on Trust Your Heart (the home page had to be changed/updated as we got closer to launch and then afterward)

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*Prelaunch Home Page - index.htm*

*Launch Home Page - index.htm*

*Postlaunch Home Page - index.htm*

Put Facebook and twitter share links on the home page

### **January, February, 2011**

Marnie - collecting chapters

Lisa - editing them

Lisa – writes promo page for contributors with emails and marketing materials for them  
4 promo emails, 4 promotional tweets, 3 blog posts

Marnie - Interview contributors for audio bonuses

- Post to Facebook anytime you interview one of the experts for the launch

### *Creating Interview Downloads*

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- Have virtual assistant set up interviews with each contributor

- Gather each contributor's photo, short bio and URL and their give-away

- Interview each contributor

- Clean up the audio, normalize the volume

- Upload the clean audio to byoaudio.com, rename the file to a logical name

### **3-01-11**

Lisa - makes banners for each contributor

Marnie – made the banners animated and sent to each contributor (flashes "Featuring John Doe"-replace John Doe with each contributor's name)

Marnie- Send these graphics to each contributor

### **3-21-11**

Lisa - Edit book

### **3-27-11**

Lisa - Write back cover copy

Marnie – adds form to home page that allows visitors to get 3 free audios before the book launch

### **3-29-11**

Marnie - wrote acknowledgments for the book

Marnie – wrote Introduction

#### **4-07-11**

Lisa – talked to Marnie about idea of having readers get their advertising on the site

Lisa and Marnie discuss how the readers will be able to upload their information online and once their website and bio are accepted, what page to send them to...

Brainstorm setting the launch apart from any one else's.  
Later we brainstormed ideas for continued bonuses.

#### **Marnie - Processing Listings**

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- *Create database to store listings*
- *Create form for adding listings (thanks1.htm)*
- *Create page for adding the listing to the database - (listing2.cfm) Hosted on IdeaMarketers*
- *Create form for editing listings*
- *Create admin page for listings*
- *Create page for listing the database*
- *Create page that generates listings for IM home page (launchlinks.cfm) Hosted on IM*
- *Create page for displaying listings on download page (launchlistings.cfm) Hosted on IdeaMarketers*

#### **4-09-11**

Lisa -Setting up the affiliate program at 1ShoppingCart.

- *Upload contributors into Marnie's affiliate program*
- *Send contributors an affiliate welcome email with their affiliate link, emails to send, a link to their email promos and other marketing materials, and details on the launch*

Marnie - puts up Prelaunch Thank You Page - Prelaunch giveaway page  
- Clean up and post 3 of the interviews

#### **4-13-11**

Lisa - created no.htm, promo.html, samples.htm, thanks1.htm, thanks2.htm, yes.htm

Lisa –Wrote page of sample bios for readers to use as models for their own postings on launch day

#### **4-12-11**

Lisa – Sets up autoresponder for buyers and writes mini follow-up sequence

Lisa - Sets up autoresponder for freebie people and writes mini follow-up sequence

Marnie - Send contributors 2 copies each of book  
Takes book to Raleigh, NC for pre-launch at Radiant Success conference

### Marnie – website set up

Page to send people if they don't want a free listing (No)

- *Generate audio streaming code and build page*
- *Include the Bonus Promo listings (php include from IdeaMarketers)*
- *Sign up for affiliate programs and use affiliate code where applicable and use those for the contributors' giveaways.*

Page to send people to if they do want a free listing (Yes)

- *Create a form for allowing users to add listing to database.*
- *Backend is (<http://www.ideamarketers.com/trustyourheart/listing2.cfm>)*

*1st Thank You Page*

- *Create custom field in 1shopping cart for Receipt Number*
- *Generate form for buyers*
- *Create autoresponder messages for buyers*

(remember to change the initial autoresponder after launch is over)

*2nd Thank You Page*

- *Lets people choose*
  - a) Yes, they want Bonus 1 & 2, or*
  - b) No, they just want Bonus 2*

*facebookoffer.htm - incentive to get people to spread the word on social media and like your fan page.*

### **5-3-11**

Marnie – emailed contributors message about books are in the mail, book was big hit in Raleigh, told them we set them up as affiliates and to look for log in details being sent. Gave them promo emails and dates to send out. Asked for their lead generators and to help promote via social media

Marnie - Generate form code for readers to upload their websites and bios to the download page

Marnie – created download page with lead generators for each expert

Lisa – Tweaking Sales copy for landing page of Trust Your Heart

### **5-6-11**

Lisa - writes each contributor an email explaining our launch angle and giving them their personal affiliate link for the launch as well as inserting that in all the promo emails.

Marnie later made a video outlining it further.

### **5-12-2011**

We researched information on Amazon Bestsellers – did not find much helpful info

Brainstorming -Will we have a Kindle book?

Could there be an additional boost for readers - for instance, after they buy, if they refer another sale - just one more, then they get such and such.

Marnie and Lisa toy with idea of affiliate contest, but feel that all the folks on board (chapter contributors) are top notch folks and would do their part to promote without incentive.

Lisa suggested Marnie create a contest in which she'd kiss a pig or go skydiving if we had so many sales, but Marnie declined the offer. ☺

### **May 12-2011 - brainstorming**

We considered offering a bonus if someone ordered a case of ten books, but then we realized that ten books only count as one book with the way Amazon does things. So there was no real incentive to encourage others to buy more than one copy.

### **5-12-2011**

Brainstorming...What if all the folks who bought and who want the website promo - You say to them after they sign up - If you want more exposure for your business, here's a one-time offer to have your site on the first page of IdeaMarketers - free!

IdeaMarketers gets # page views each month. Here's an opportunity to showcase your business or product in front of your market...

We talked about using a tell-a-friend script to encourage others to share.

We considered holding a contest with the readers - whoever refers the most sales overall or on the 18th could get a consultation with the expert of their choice?

### **Day Before Launch Day – send out this email**

#### **Email to Contributors**

Hi [contributor name]!

Thank you for your efforts to promote *Trust Your Heart: Transform Your Ideas to Income!* As you know the launch is tomorrow (Wednesday), May 18th! From the feedback, people seem excited about what we're doing and being a part of it. By now everyone should have received their copies of the book. Y'all did a wonderful job, didn't you?!

A few last-minute launch ideas...

If you need emails, tweets, blogs, etc. remember you can grab them at <http://www.trustyourheartseries.com/promo.html>

If you haven't posted one already, you can post a review for the book on Amazon. Or get a friend or family member to do so. :)

<http://www.amazon.com/Trust-Your-Heart-Transform-Income/dp/0982587821/>  
(Btw, the book's currently selling for only \$10.85 on Amazon.)

FYI, I've added icing on the cake to incentivize sharing the book on Facebook walls. Buyers will be directed to this page after submitting their listings for the download page:

<http://www.trustyourheartseries.com/facebookoffer.htm>

### **How We Plan to Keep Promoting You...**

This is only the beginning... I plan to continue promoting you and the book in the coming months. In fact, if you have a teleclass, product, or service that relates to "ideas to income" or trusting your heart slated for the next year, please let me know about it. We want to put the word out to book buyers!

I'm seriously considering a blog on the TrustYourHeartSeries.com site and using your articles, events, videos and submissions as guest-blogs. I'd love to hear what you think of this and whether you'd be willing to contribute. This launch is only the beginning of the promotion we'll be doing around this book. I'm open to any of your ideas and suggestions to make this work for everyone in a big way.

You're welcome to pick up the phone and call me any time if you have questions or suggestions.

All my best!

Marnie Pehrson \* 706-866-2295

<http://www.MarniePehrson.com>

<http://www.TrustYourHeartSeries.com>

## **Launch Day – May 18, 2011**

Marnie and her team - Check stats and reviews to make sure no one puts in a review that is nonsense. Continually posting to Facebook and Twitter. Encouraging contributors to use social media to promote.

Marnie - Social Media

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- *Post any reviews / blogs that are posted about the book on Facebook/Twitter*
- *Encourage contributors to Facebook and Tweet and tag each other*
- *Post blogs to Notes in Facebook and tag contributors*
- *Post to various blogs and Tweet/FB them*
- *Post videos to social media (Twitter/Facebook). Tag anyone mentioned in the video*
- *Post info about the launch (Twitter/Facebook), Tag participants*
- *Post status of the launch on Facebook*
- *Upload status screenshots and tag all participants*
- *Post updates about launch on Facebook Pages and Profile Wall*
- *Get all the contributors tweeting and Facebooking*
- *Incentivize buyers to tweet and Facebook*
- *Ask buyers to tweet and Facebook*

Lisa – write email to freebie people who signed up for the three free audios on the home page

Lisa - Write Press Release for promo of book

Lisa - Write Press Release for Best Seller Status

Marnie - Continued Marketing (Include the book in all sig lines of emails.  
- Put book cover and title/link on sig line of all outgoing emails)

## **May 19, 2011 - June 15, 2011**

Continued posting on social media how high the book rose

Marnie – schedules interviews with Kathleen Gage, Denise Wakeman, Joseph Peck and others to continually promote the book

Lisa – writes follow-up emails on success of launch to send out to lists