BIG BAD BOOK LAUNCH

BLUEPRINT

ANTHONY JOINER

THIS BOOK

BELONGS TO

ARE YOU *READY?*

CHECK ALL THAT APPLY:

- [ ] HELL YEAH LET'S DO THIS.
- [ ] NO, I AM NOT.
- [ ] I THINK I AM.
- [ ] I DO NOT UNDERSTAND THE QUESTION.
- [ ] HONESTLY, I AM A LITTLE NERVOUS.

THE LIFE CHANGING AUTHOR DECLARATION

I, (NAME) _____ AM GOING TO HAVE AN EPIC BOOK LAUNCH.

MY BOOK WILL INSPIRE AND MOTIVATE EVERYONE WHO CHOOSES TO READ IT.

I AM ACTIVELY COMPLETING MY LAUNCH STRATEGY BECAUSE IT IS IMPORTANT THAT I HAVE A PLAN.

I HONOR THE FACT THAT A BOOK LAUNCH IS LONG TERM, AND I WILL RISE TO THE OCCASION.

I AM BLESSED. I AM FULL OF ENERGY. I HAVE EVERYTHING I NEED TO COMPLETE THIS TASK.

I AM HEALTHY INSIDE AND OUT.

I, (NAME),_____ AM A MASTERFUL CREATOR. MY BOOK IS A MASTERPIECE.

I CHOOSE TO LIVE WITH WARMTH, ACCEPTANCE, PRODUCTIVITY AND GOOD VIBES.

I AM POWERFUL BEYOND MEASURE.

I GET WHATEVER I SET MY MIND ON AND I CONSTANTLY RAISE CONSCIOUSNESS IN MYSELF AND THOSE AROUND ME.

I, (NAME), AM WEALTHY WITH POSITIVE MONTHLY CASH FLOW. I HAVE A STRONG, HEALTHY SAVINGS ACCOUNT

I AM A HIGHLY SOUGHT-AFTER AUTHOR, A LEADER, AND POSITIVITY FLOWS INTO MY LIFE DAILY.

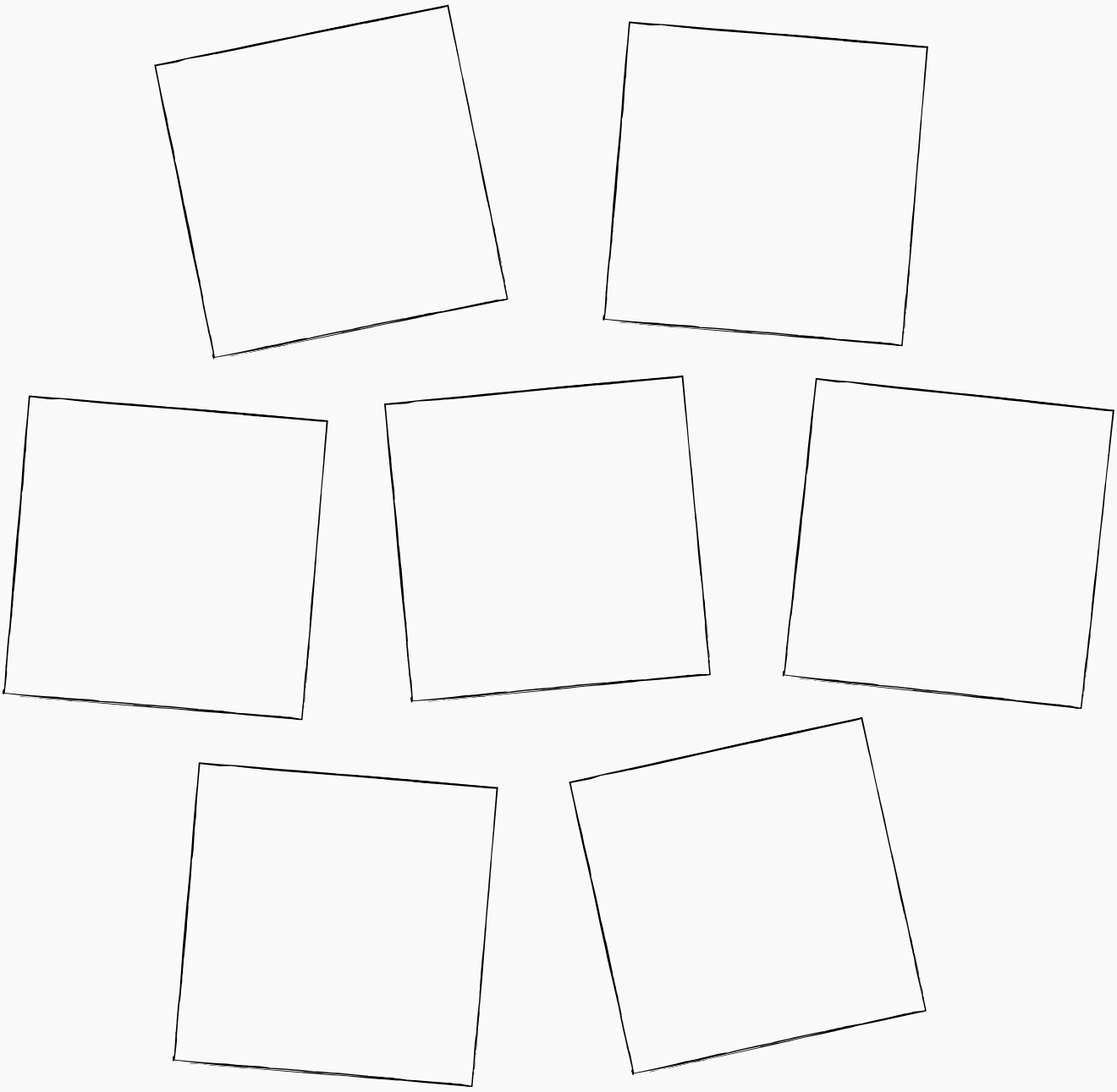
I GO ABOVE AND BEYOND. I AM FULL OF LOVE. I BRING LOVE AND UNDERSTANDING, ACCEPTANCE INTO EVERY INTERACTION I HAVE.

I, (NAME) AM A BEST-SELLING AUTHOR.

SIGNED: _____

DEDICATED TO:

WRITE DOWN 7 REASONS YOU WILL LAUNCH THIS BOOK INTO THE ATMOSPHERE.



“

YO...IT IS TIME TO LEVEL THE FUCK UP.

ANTHONY 'AJ' JOINER

WHEN YOU ARE PREPARING FOR A BOOK LAUNCH, THERE IS A MASSIVE AMOUNT OF BOOK MARKETING TACTICS YOU CAN CHOOSE FROM — BUT WHICH WILL MAKE THE BIGGEST IMPACT ON SALES? WHICH WILL GIVE YOU THE BEST SHOT AT HITTING A BESTSELLER LIST? WHAT CAN YOU DO TO BECOME A BESTSELLER?

YOU ARE ABOUT TO FIND OUT.

TAKE ACTION

DAMMIT

BY: ANTHONY 'AJ' JOINER

GOALS
AND OBJECTIVES

BEYOND THE SIMPLE “SELL MORE BOOKS”, WHY DO YOU WANT TO SELL MORE BOOKS? WHAT IS YOUR ULTIMATE GOAL? WHAT DO YOU HOPE HAVING A BEST SELLER WOULD ACCOMPLISH?

SPECIFY YOUR GOALS

OF BOOKS YOU WANT TO SELL

BY WHEN?

WHAT CATEGORY IS YOUR BOOK IN? TARGETING?

Define
YOUR AUDIENCE

WHO IS THIS BOOK FOR? EVERYONE IS NOT AN ANSWER. BE SPECIFIC.

WHERE DO THESE PEOPLE HANG OUT ONLINE?

WHO ARE THE PEOPLE READING BOOKS LIKE YOURS?

WHO ARE THE KEY INFLUENCERS IN THEIR WORLD?

ARE THERE SECONDARY READER GROUPS DIFFERENT FROM THE FIRST GROUP OF READERS? WRITE THEM DOWN HERE.

HOW TO GET THE FOLKS
IN YOUR INNER CIRCLE

INVOLVED IN LAUNCHING YOUR BEST-SELLER

What can friends, family, and coworkers do to help market your self-published book? More than you think!

Is there a photographer in the family who can take your author publicity photo? Do your friends know other authors who may want to cross-promote? Maybe your Cousin Michelle's best friend is the librarian. Whether it's your grandmother talking up your book at her prayer circle or an old coworker who is on a softball team, there are many ways the people in your life can help promote your book. But if you plan to ask your loved ones for a little help, you have to do it in a way that makes total sense.

- **Ask one-on-one.** Rather than sending out a group text, or email asking for help, politely reach out individually to each person with your requests.

- **Be specific.** Outline exactly what you need so there's less room for misunderstanding—and to make it easier for your loved ones. Don't make them guess what you want.

- **Provide any needed information.** Even though your friends may have read your book, it might be hard for them to summarize it for others. Give them the words they need in the form of a two- to three-sentence synopsis. And make sure they have links to your author website and other important information to share—like where people can buy your book!

- **Offer a bribe.** If you're asking a friend to do something time-consuming or otherwise difficult, offer an incentive for the favor: proofreading help, babysitting, mowing the lawn, etc.

- **Be realistic…and grateful.** You don't want to overwhelm your family with tasks—and don't forget that all-important "thank you." An attitude of gratitude will go a long way!

HERE ARE A FEW WAYS FRIENDS AND FAMILY CAN HELP MARKET YOUR SELF-PUBLISHED BOOK:

- The average person has five different social media platforms. If your friends, family, and coworkers each use up to five social media accounts, with hundreds to thousands of friends and followers each, imagine the power of that reach! Ask them to share links on Facebook, Twitter, and Pinterest to your author website and/or the sales site (like Amazon) where people can buy your book.

- Friends and family members who purchased your book can publish an honest review on Amazon, Barnes & Noble, and Goodreads.

- Read reviews of your book on Amazon and mark which are helpful and which are not. (This keeps the more positive reviews higher on the list.)

- Visit local bookstores, libraries, and other outlets that might be willing to carry your book.

- Help plan and execute a book launch party or a book tour.

- Videotape an interview with you to post on your author website.

Most of your friends and family will enjoy supporting you and being a part of the publishing process. Others may require a modest bribe, which could be as simple as a free book or a gift card for a coffee shop.

You can also organize a “thank-you” happy hour or dinner to show some love for the work they put in.

Also, don't forget to show love when it's your time to help other folks launch their best-seller.

The Importance
OF A LAUNCH TEAM

THE LAUNCH TEAM IS CRITICAL. SERIOUSLY CRITICAL. NOT ONLY DO THEY PLAY A BIG ROLE IN YOUR BOOK LAUNCH, BUT LONG-TERM SUCCESS.

THEY WILL WORK WITH YOU HAND IN HAND TO MAKE YOUR BOOK AND YOUR BRAND A HUGE SUCCESS.

KEEP IN MIND THAT IT IS YOUR BOOK AND YOUR RESPONSIBILITY. THEY WILL DO EVERYTHING YOU TELL THEM TO DO, BUT IT IS YOUR JOB TO CREATE THE PLAN.

THAT'S WHERE THIS BLUEPRINT IS PIVOTAL.

WHERE CAN AND HOW CAN I FIND/CREATE A LAUNCH TEAM?

IF YOU HAVE A BIG FOLLOWING, BUILDING A LAUNCH TEAM IS EASIER. IF YOU DON'T, NEVER FEAR, THAT'S WHAT THIS BLUEPRINT IS FOR.

SO, WHERE DO YOU START?



MAKE A LIST OF 25-30 PEOPLE WHO WILL RESPOND TO A TEXT MESSAGE.

Make a list of 25-30 people who will respond to a text message. This is where you start. Who are the people that are 100% in your corner? Start with the closest of the close. This is your go-to team. This launch team is your go-to team. They are committed to you. They are committed to your launch. They are committed to you winning.



CREATE A SECONDARY LIST OF PEOPLE YOU TRUST.

These can be friends, personal contacts, business contacts, or subscribers to your email list. This is your secondary list.



POST TO YOUR FACEBOOK/SOCIAL MEDIA PLATFORMS/MASTERMIND GROUPS.

If you are going for a large launch team, this is where you start. If you want to keep it small with a tight-knit group, go with steps 1 & 2.

Recruit
YOUR LAUNCH TEAM

DATE	NAME	CONTACTED	Y/N
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N
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			Y/N
			Y/N

Recruit
YOUR LAUNCH TEAM

DATE	NAME	CONTACTED	Y/N
			Y/N
			Y/N
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			Y/N
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			Y/N

Recruit
YOUR LAUNCH TEAM

DATE	NAME	CONTACTED	Y/N
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			Y/N



THE BOOK IS A FILM THAT TAKES PLACE IN THE MIND OF THE READER. THAT'S WHY WE GO TO MOVIES AND SAY,

"OH, THE BOOK IS BETTER."

PAULO COELHO

LAUNCH TEAM ASSIGNMENTS

WHAT SHOULD YOUR LAUNCH TEAM BE DOING? BRAINSTORM AS MANY AS YOU CAN HERE. CHECK OFF THE ONES YOU WILL IMPLEMENT.

TASK	IMPLEMENTED
	☐
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LAUNCH TEAM ASSIGNMENTS

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TASK	IMPLEMENTED
	☐
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EVERY OBSTACLE

IS *JUST ANOTHER*

CHAPTER IN YOUR STORY

Launch Team

EMAILS

SUBJECT: MESSAGE #: COMPLETED

SUBJECT: MESSAGE #: COMPLETED

SUBJECT: MESSAGE #: COMPLETED

LAUNCH TEAM
EMAILS

SUBJECT: MESSAGE #: COMPLETED

SUBJECT: MESSAGE #: COMPLETED

SUBJECT: MESSAGE #: COMPLETED

Launch Team
GRAPHICS

What information do you want on your flyer. I recommend a picture of your ambassador with a preorder copy of your book.

Who is going to design the graphics for launch?

Notes for your designer.

Launch Team
GRAPHICS

What information do you want on your flyer. I recommend a picture of your ambassador with a preorder copy of your book.

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Launch Team
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Launch Team
GRAPHICS

What information do you want on your flyer. I recommend a picture of your ambassador with a preorder copy of your book.

Who is going to design the graphics for launch?

Notes for your designer.

WITHOUT STRATEGY,

CONTENT IS JUST STUFF,

AND THE WORLD

HAS ENOUGH STUFF.

YOU GOD?

OR NAH...

BY: ANTHONY 'AJ' JOINER

Book
WEBSITE CHECKLIST

- [ ] BUY YOUR DOMAIN
- [ ] GET A WEB HOST
- [ ] CHOOSE PUBLISHING PLATFORM
- [ ] CHOOSE A WEBSITE THEME
- [ ] 3D BOOKSHOTS
- [ ] BOOK BLURB
- [ ] BUYING OPTIONS
- [ ] TESTIMONIALS
- [ ] AUDIO CLIP OF THE BOOK
- [ ] VIDEO TRAILER
- [ ] BOOK EXCERPT
- [ ] AUTHOR BIO
- [ ] SIGN UP FOR MASS EMAIL SYSTEM
- [ ] EMAIL SIGNUP FORM
- [ ] SOCIAL MEDIA LINKS
- [ ] CONTACT INFORMATION
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

AUTHOR
WEBSITE CHECKLIST

- [ ] BUY YOUR DOMAIN
- [ ] GET A WEB HOST
- [ ] CHOOSE PUBLISHING PLATFORM
- [ ] CHOOSE A WEBSITE THEME
- [ ] DECIDE THE LOOK AND FEEL OF YOUR BRAND
- [ ] GET PROFESSIONAL HEADSHOTS
- [ ] CURRENT OR UPCOMING BOOK
- [ ] PREVIOUS BOOKS IF ANY
- [ ] TESTIMONIALS
- [ ] BUYING OPTIONS
- [ ] AUTHOR BIO OR STORY
- [ ] SIGN UP FOR MASS EMAIL SYSTEM
- [ ] INCLUDE AN EMAIL SIGNUP FORM
- [ ] BLOG
- [ ] SOCIAL MEDIA LINKS
- [ ] BUYING OPTIONS
- [ ] EVENTS & APPEARANCES
- [ ] CONTACT PAGE
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

PODCAST
APPEARANCES



A LOCAL RADIO OR PODCAST INTERVIEW CAN INTRODUCE YOU TO NEW READERS. WHILE THIS MAY SOUND INTIMIDATING, YOU CAN PULL THIS OFF LIKE A PRO WITH A LITTLE PREPARATION.

LOOK TO LOCAL COLLEGES, PODCAST HOSTS, OR LOCAL RADIO STATIONS FOR INTERVIEW OPPORTUNITIES.

(PRO TIP: HOSTS LOVE TO INTERVIEW UP-AND-COMING AUTHORS, SO YOU MAY BE SURPRISED AT THE MANY OFFERS THAT COME YOUR WAY WHEN YOU REACH OUT).

REACH OUT, LET THEM KNOW A LITTLE BIT ABOUT YOUR BOOK AND WHY IT MIGHT BE INTERESTING TO THEIR AUDIENCE, AND INCLUDE A FREE SAMPLE OF IT SO THEY CAN SEE IF YOU'D BE A GOOD FIT.

IF YOU HAVE A PRESS RELEASE DESCRIBING WHAT YOUR BOOK IS ABOUT, FEEL FREE TO INCLUDE THAT AS WELL TO GIVE THEM MORE CONTEXT.

THEN BE SURE THAT WHEN YOU GO ON, YOU PRESENT A GREAT STORY ABOUT YOUR BOOK AND GET THEIR LISTENERS EXCITED TO READ IT!



TAKE ACTION: ON THE NEXT PAGE, LIST THE PODCASTS YOU WILL TARGET

PODCAST
APPEARANCES

Podcasts are a fantastic and often free way of reaching audiences you can't reach on your own. Start by writing down all the types of podcasts your audiences might listen to.

Look for podcasts in those areas and record them. Don't just choose the top shows. Look for lesser known shows or up and coming ones. Once you have several of those under your belt, the more popular show hosts might be more open to having you as a guest.

SHOW	HOST	CONTACT	

PODCAST
APPEARANCES

SHOW	HOST	CONTACT	

Someday,
you're going to be
someone's
favorite author.

INFLUENCER
OUTREACH

Influencers are a key way to get the word out about your book. You can reach out to them individually and oftentimes they will post your book in exchange for a free copy if its relevant to their brand. If not, you can offer to pay as little as $50 dollars. Not bad for potential new readers and followers.

Don't just choose the top influencers. Look for lesser known people with 10,000 or less fans. You can build groundswell this way.

NAME	SOCIAL HANDLE	DATE CONTACTED	

INFLUENCER
OUTREACH

NAME	SOCIAL HANDLE	DATE CONTACTED	

Book Club
APPEARANCES

Don't overlook book clubs. Many clubs are excited to have authors visit or make an appearance. From local to online ones - don't forget Facebook groups - find and get in touch with these clubs.

CLUB	CONTACT NAME	CONTACT	

Social Media
MARKETING

Social media can be powerful and free. So take advantage of it, but be sure to manage your energy as well. There's no need to be everywhere all at once. Pick 2 where the potential readers of your book are most likely to be or most fitting for your book. Focus your energy on creating valu- able content and engagement for those two.

TASKS:

- [ ] CREATE AND COMPLETE THE PROFILE OR PAGE
- [ ] TAG PEOPLE OR PLACES MENTIONED IN YOUR BOOK
- [ ] JOIN FACEBOOK GROUPS
- [ ] USE HASHTAGS TO FIND INFLUENCERS
- [ ] POST VIDEO CLIPS
- [ ] CREATE A CONTENT POSTING SCHEDULE
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

know your WHY
and make it
MEANINGFUL

KEEP GOING

MY FRIEND

BY: ANTHONY 'AJ' JOINER

AUTHOR
MEDIA KIT

- [ ] AUTHOR BIO (SHORT, MED, LONG)
- [ ] BOOK SYNOPSIS
- [ ] FUN FACTS
- [ ] PRESS RELEASE
- [ ] SAMPLE CHAPTER
- [ ] BOOK COVER THUMBNAILS & AUTHOR PHOTO
- [ ] CONTACT INFORMATION
- [ ] SELL SHEET
- [ ] BOOK REVIEW EXERPTS
- [ ] PHOTOS / HEADSHOTS
- [ ] INTERVIEW QUESTIONS

SELL SHEET INFORMATION

TITLE	GENRE
PRICE	# OF PAGES
ISBN	PUBLICATION DATE
FORMATS AVAILABLE	AVAILABLE AT
SYNOPSIS	
TESTIMONIALS / REVIEWS	

Craft
YOUR AUTHOR BIO

Two-Line, 140 Characters

Short - 50 Words

Medium - 100 Words

Long - 300 - 600 Words



MARKETING IS ENTHUSIASM TRANSFERRED TO THE CUSTOMER

GREGORY CIOTTI

Email
OPT-IN OFFERS

IT IS IMPORTANT NOT TO RELY ON YOUR SALES CHANNELS ITSELF TO SELL YOUR BOOKS. SUCCESSFUL AUTHORS CAN "BRING THEIR OWN" TRAFFIC. ONE OF THE BEST WAYS TO BUILD YOUR AUDIENCE IS TO BUILD YOUR EMAIL LIST. START BUILDING NOW. DO NOT WAIT FOR YOUR BOOK TO BE COMPLETE OR READY.

FIGURE OUT YOUR OPT-IN OFFER

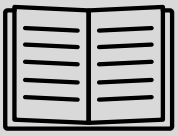
GONE ARE THE DAYS WHEN YOU CAN PUT UP A NEWSLETTER SUBSCRIPTION FORM AND GET SUBSCRIBERS. READERS ARE LOOKING FOR A REASON TO SUBSCRIBE. WHAT'S IN IT FOR THEM? BELOW ARE SOME OPT-IN OFFERS YOU CAN OFFER. START WITH ONE, BUT THERE'S NO REASON TO STOP AT ONE. VARY THEM FROM TIME TO TIME OR PUT UP DIFFERENT OFFERS FOR DIFFERENT READERS.



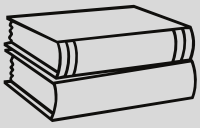
FREE CHAPTER



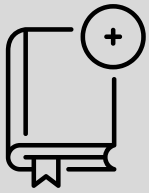
FREE BOOK



FREE STORY



FREE BOOKS FOR LIFE



BONUS MATERIAL



MONTHLY BOOK DRAWING

Email Topic Ideas

- BOOK SIGNING
- PROMOTIONAL PRICING
- FUN FACTS
- NEW RELEASES
- SAMPLE CHAPTER
- BONUS MATERIAL
- AUTHOR INTERVIEWS
- CHARACTER INSIGHTS
- SUPPORTING RESEARCH MATERIAL
- DISCUSSION ABOUT THE BOOK
- REVIEW A BOOK
- READER SURVEY
- LATEST BLOG POST
- LESSONS YOU LEARNED
- GIVEAWAYS/CONTESTS
- FREE RESOURCES
- READER OF THE WEEK
- A DAY IN YOUR LIFE

Social Media Topic Ideas

- BOOK SIGNING
- PROMOTIONAL PRICING
- FUN FACTS
- NEW RELEASES
- SAMPLE CHAPTER
- BONUS MATERIAL
- AUTHOR INTERVIEWS
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- READER SURVEY
- LATEST BLOG POST
- LESSONS YOU LEARNED
- GIVEAWAYS/CONTESTS
- FREE RESOURCES
- READER OF THE WEEK
- A DAY IN YOUR LIFE

“ALWAYS DELIVER MORE THAN EXPECTED”

Larry Page

VIRTUAL LAUNCH
STRATEGY SECTION

HOW CAN YOU CONNECT WITH POTENTIAL CUSTOMERS WITHOUT BEING IN PERSON?

HERE ARE EXAMPLES OF HOW YOU CAN EXECUTE VIRTUAL BOOK LAUNCH EVENTS, HIGHLIGHTING BOTH THE TOOLS THEY'RE USING AND HOW THEY'RE PROMOTING THE EVENTS AHEAD OF TIME.

SINCE EVERY AUTHOR WILL HAVE DIFFERENT FORMAT PREFERENCES AND TARGET AUDIENCES, WE ARE EXPLAINING A VARIETY OF EXAMPLES INCLUDING:

- INSTAGRAM LIVE
- YOUTUBE LIVE
- FACEBOOK LIVE
- ZOOM WEBINAR
- TWITCH LIVESTREAM
- PRERECORDED VIDEOS







INSTAGRAM LIVE

Many authors are hosting their virtual book launch via Instagram Live. This format allows simple split-screen live broadcasting, and lends itself to casual conversations and audience engagement. Authors usually announce the event ahead of time on their main Instagram feed, and all of the participating authors' followers receive a notification when the livestream begins.

Date of Your Instagram Live Launch

Specific people you will invite to your FB Live Launch

Name	IG Name	Will they promote for you?	Promotion message sent to them?	Have they confirmed?
		(Yes/No)	(Yes/No)	(Yes/No)
		(Yes/No)	(Yes/No)	(Yes/No)
		(Yes/No)	(Yes/No)	(Yes/No)
		(Yes/No)	(Yes/No)	(Yes/No)
		(Yes/No)	(Yes/No)	(Yes/No)

YOUTUBE LIVE

YouTube is another popular option for authors hosting virtual book launch events. Sometimes they use streaming software like StreamYard (Streamyard.com) or Be.Live (belive.tv) to create split-screen livestreams with features like participant name tags, custom backgrounds, and chat quote overlays.

Date of Your YouTube Live Launch

Specific people you will invite to your FB Live Launch

Name	Will they promote for you?	Promotion message sent to them?	Have they confirmed?
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)

FACEBOOK LIVE

Some authors run Facebook Live streams from their Facebook page, while others run the livestream from an Events page (having collected RSVPs ahead of time), and still others run the livestream from their Facebook group. Many of the livestreaming software options for YouTube, including Be.Live and StreamYard, are available for Facebook Live as well.

Date of your Facebook Live Launch

Specific people you will invite to your FB Live Launch

Name	Will they promote for you?	Promotion message sent to them?	Have they confirmed?
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)

TWITCH

Twitch Livestream Twitch is another popular streaming platform commonly used by gamers to livestream their video games and commentary. But some authors are using the platform to host book launch events and interviews as well.

Date of your Twitch Livestream

Specific people you will invite to your FB Live Launch

Name	Will they promote for you?	Promotion message sent to them?	Have they confirmed?
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)
	(Yes/No)	(Yes/No)	(Yes/No)

PRERECORDED VIDEOS

Some authors are also posting recorded videos to celebrate their book launches instead of livestreaming their launches. And they're posting these anywhere recorded videos can be uploaded — Facebook, Twitter, YouTube, and so on.

Date You will Launch your Live Videos

Channels You will launch your videos On

QUOTES FROM THE BOOK TO SHARE VIA SOCIAL

QUOTES FROM THE BOOK TO SHARE VIA SOCIAL



NOTES

NOTES

NOTES

EVERYTHING YOU DO NOW



IS FOR YOUR FUTURE

ALMOST THERE

DON'T STOP

BY: ANTHONY 'AJ' JOINER

MONTH OF _____

SUN	MON	TUE	WED	THU	FRI	SAT
		NOTES				

MONTH OF _____

SUN	MON	TUE	WED	THU	FRI	SAT
		NOTES				

MONTH OF _____

SUN	MON	TUE	WED	THU	FRI	SAT
		NOTES				

MONTH OF _____

SUN	MON	TUE	WED	THU	FRI	SAT
		NOTES				

MONTH OF _____

SUN	MON	TUE	WED	THU	FRI	SAT
		NOTES				

MONTH OF _____

SUN	MON	TUE	WED	THU	FRI	SAT
		NOTES				

SKETCHES

SKETCHES

SKETCHES

SKETCHES

SKETCHES

YOU'RE DONE

NOW GO WIN

GREAT JOB. I WANT TO SUPPORT YOU, SO PLEASE READ AND TAKE ACTION.

THANK YOU FOR SHARING YOUR STORY WITH THE WORLD. SERIOUSLY. DID YOU KNOW THAT OVER NINETY PERCENT OF AMERICANS WANT TO WRITE A BOOK, BUT LESS THAN TWO PERCENT ACTUALLY ACCOMPLISH THIS GOAL? THAT'S PRETTY INSANE. SO FOR THAT ALONE, YOU ARE ALREADY IN A CLASS OF YOUR OWN. NOW, IT'S TIME TO SELL YOUR MASTERPIECE, AND IF YOU'RE READING THIS, THEN YOU HAVE COMPLETED YOUR PLAN. LET ME KNOW IF I CAN HELP BY SHARING YOUR BOOK WITH MY AUDIENCE. (NOT EVERYONE, ESPECIALLY IF YOU HAVE A BOOTLEG COVER... LOL) FOLLOW ME ON INSTAGRAM: @AJJOINER AND TAG ME DURING YOUR MARKETING CAMPAIGN AND LET'S GET THE WORD OUT TOGETHER. ALSO, DM ME AND LET ME KNOW IF I CAN HELP YOU MORE, COOL?

