

2016

CUSTOMER APPRECIATION



with Kristen *Joy* **THE BOOK NINJA**



What to Expect Today

- A quick look at 2016...
- My hottest-selling product/course (and why).
- My least popular product/course (and why).
- An inside look at 2017...
- Super-fun giveaways... sprinkled.
- How to get YOUR most advanced level of results.
- And more!

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2016 Quick Look

The products and trainings I created in 363 days:

- AM: Facebook Marketing Secrets
- AM: Virtual Book Tours
- AQC: How to Stay Focused and Motivated
- AQC: Design a Book Cover that Sells
- AQC: Find Your Target Market & Engage Your Fans
- AQC: How to Get More High Quality Book Reviews

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2016 Quick Look

The products and trainings I created in 363 days:

- Instant Self-Publishing Ninja
- Advanced Journal Design
- Planner Design Lab
- Ultimate Ninja Checklist Bundle
- Finish the Book Training Bundle
- Fiction Cover Design Templates

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2016 Quick Look

The products and trainings I created in 363 days:

- Book Review Templates
- Market Your Book Checklist Bundle
- Lifetime Email Coaching
- One-on-One Coaching/Consulting
- ~50 My Book Mastermind sessions



2016 Quick Look

Oh and...

- Started a new toy business...
- Built the PlaySpace.
- Hired 6 new people.
- I got married...



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GIVEAWAY TIME!!!

**\$50 Amazon
Gift Card!**



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The Hottest Selling



INSTANT
SELF-PUBLISHING
NINJA

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SURPRISE! \$84,994



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The Hottest Selling

Moral of the Story:

- NEVER make assumptions.
- Even if you think it's bombing...
- Do. The. Math.
- Don't tie your self-worth to how much you sell.



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GIVEAWAY TIME!!!

**\$50 Amazon
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The One that "Bombed"



 **AUTHOR'S QUICK COURSE**
How to Get More High Quality
BOOK REVIEWS
with Kristen Joy 

\$1,940



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The One that “Bombed”

Moral of the Story:

- NEVER make assumptions.
- Even if you think it’s doing great...
- Do. The. Math.
- Take your lowest performers and make them bonuses!



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GIVEAWAY TIME!!!

**\$50 Amazon
Gift Card!**



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2017 Sneak Peek

What we will create in the next 367 days:

- AM: Weird & Wacky Ways to Market Your Book
- AM: Grow Your Biz from Pennies to Dollars
- AM: The Powerhouse of Physical Products
- AM: Become a Marketing Maven... Offline!
- Signature Book Creation: Cookbooks!
- At least 5 more product bundles

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2017 Sneak Peek

What we will create in the next 367 days:

- AQC: How to Have a Successful Book Signing
- AQC: How to Find and Work with an Illustrator
- AQC: How to Turn Your Book into Endless Content
- AQC: How to Manage Your Time
- AND... 50+ My Book Mastermind trainings!



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2017 Sneak Peek

Recap:

- At least 4 new Authorpreneur Mastery trainings
- At least 1 new Signature Book Creation course
- At least 5 new fun bundles
- At least 4 new Author's Quick Course trainings
- AND... once-weekly Mastermind training!



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2017 Sneak Peek

As if that's not enough...

- Updating books
- Automating marketing
- Learning to be the talent 😊
- Assembling LEGO sets...
- Launching PlaySpace Masterminds and VIP weekends
- And hanging out with my husband and cat. 😊

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2017 Sneak Peek

How can I do ALL this in one year?

- Support!
 - My team
 - My coach
 - My husband
 - My friends
- Prioritizing
- Take time for ME!



2017 Sneak Peek

How can you get advanced-level results in 2017?

- Support!
 - Get a coach
 - Outsource ONE thing
- Prioritizing
- Take time for YOU!
- STAY motivated, inspired and educated.

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MY BOOK **MASTERMIND**

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- Get a deeper inside look at my business...
- Save time and frustration as you learn from my mistakes.
- Learn more about buyer psychology and how to get people to say, "Yes! I want your book!"
- In-depth training for managing time, how to attract money, and more!



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MY BOOK **MASTERMIND**

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- Weekly mega doses of motivation, inspiration and gentle ass-kicking right when you need it.
- Exclusive on-demand accountability community... ask tough questions, get answers!
- Support when you're ready to throw in the towel.
- Major accountability to make your dreams reality.



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MY BOOK **MASTERMIND**

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AND... These BONUSES!

- Instant access to EVERY training in my Author's Quick Course series, plus every new AQC I create in 2017!
(Real-world value: \$1,120)
- Lifetime access to in-depth Adobe InDesign training
(Real-world value: \$397)



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MY BOOK **MASTERMIND**

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To recap:

- Weekly My Book Mastermind Membership: \$997 value
- EVERY Author's Quick Course training: \$1,120 value
- Adobe InDesign training: \$397 value
- On-Demand Peer Accountability Group: Priceless

Total Value: \$2,514+



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Enroll TODAY before midnight December 31, 2016:

~~\$2,514~~

~~\$997~~

ONLY \$497 for the entire 2016 YEAR!

MyBookMastermind.com

Promo code: 2017deal



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That's TWO MONTHS FREE with annual membership!

AND... That's not all...

Enroll by midnight December 31, get special pricing AND get access to ALL December 2016 My Book Mastermind trainings as well!



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ONLY \$497

MyBookMastermind.com

Promo code: 2017deal

(Monthly pay available, without 2 months free.)



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Your Next Steps

- Make a list of everything you accomplished in 2016 (not just books).
- CELEBRATE it!
- Take time to outline YOUR 2017 goals.
- Enroll in the My Book Mastermind membership.
- **And... Stay tuned for our BIG \$500 Amazon Gift Card Giveaway!**

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