



AN ADVANCED READER TEAM IS A GROUP OF PEOPLE YOU'VE GATHERED 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. THIS IS 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, YOU MUST 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.]

BELOW PLEASE FIND THE NEWSLETTER SEQUENCE I SENT TO MY ART 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 EXPONENTIALLY OF THEM ACTUALLY DOING IT! [WHILE YOU DON'T HAVE TO CREATE A FACEBOOK GROUP FOR YOUR ART, 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 the Advanced Reader Team!**

Hello ART (Advanced Reader Team) members!

Thank you so much for agreeing to be a part of our Advanced Reader Team. I'm SO grateful that you're willing to contribute your time, support and 99 cents to make this happen.

Let me explain how this works. I am dropping [INSERT YOUR BOOK TITLE NAME HERE] like it's a Beyonce album. Totally stealth operation. So yeah, it's sort of like you're a VIP member of the Bey hive.

What this means: you can start reading the book [MAKE "START READING THE BOOK" A LINK TO YOUR BOOK ON BOOK FUNNEL] as soon as you can (say, NOW?) and then, once the book is uploaded onto Amazon on [INSERT THE DATE THAT IS 3 DAYS BEFORE YOUR BOOK RELEASE DATE], I will let you guys—and only you guys—know. That's because the book will be priced at .99 for the 3 days before the release so that each of you can purchase at that price, download it and then write your review (keep in mind: these reviews do not need to be long or take a lot of time to write; just a few sentences can do). On [INSERT YOUR BOOK RELEASE DATE], the price will go back up and THAT's when we tell the world it's out there.

Why do all this? Amazon has a "verified review" policy that holds **much more** weight than a non-verified review (meaning what your review would be if you DIDN'T purchase the book). If every one of you does your review, we have a great chance of this book hitting the top of some Amazon lists and in turn a lot more people discovering the book.

Click here [MAKE "CLICK HERE" A LINK TO YOUR BOOK ON BOOKFUNNEL] to download your advanced copy of [INSERT YOUR BOOK TITLE HERE] (pick from either a PDF or the .mobi version for a Kindle). Start reading and thinking about what you'd like to write in your review but again you won't put it on Amazon until [INSERT DATE THAT'S 3 DAYS BEFORE YOUR RELEASE DATE], when I send you the link.

****Please, please do not distribute these files to anyone outside of the ART. And please don't post about this book as you guys are the ONLY people (besides us) who know about it now—and we want to keep it that way until [INSERT BOOK RELEASE DATE].**

I'll send more information as we get closer to the launch date so expect to hear from me now and again. Also please join our Facebook group [INSERT LINK TO AN ART FACEBOOK GROUP YOU CREATE] so you can stay up to date with the book launch. In the meantime, I hope you love this book as much as I do.

Let me know if you have questions about any of this... Thank you again!

EMAIL 2 (ROUGHLY A WEEK LATER): SUBJECT LINE: How's it going?

Hello, ART members!

I hope you're loving [INSERT NAME OF BOOK].

Just in case you missed or can't find your first email, here is the link [MAKE "START READING THE BOOK" A LINK TO YOUR BOOK ON BOOK FUNNEL] to download [INSERT YOUR BOOK TITLE].

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 and sends a message to Amazon (once reviews are posted, Amazon will start sharing the book with more customers).

Here's all you need to do before launch day ([INSERT BOOK RELEASE DAY]): Download and finish reading the book here [MAKE "HERE" A LINK TO YOUR BOOK ON BOOK FUNNEL]. Then write a review (simple and short is best) that you hold onto until I let you know you can purchase the book for 99 cents and review on Amazon.

I'll send you a link to the book on Amazon once it's available so you can purchase the book for .99 between [INSERT DATE 3 DAYS BEFORE RELEASE DAY] and [INSERT RELEASE DAY] and then copy and paste your review.

Thank you for all your help! Talk soon...

EMAIL 3 (3 DAYS BEFORE BOOK RELEASE) SUBJECT LINE: We're Almost There!

Hi, again!

[INSERT DATE THAT'S 3 DAYS FROM NOW] is the day you can copy and paste your review of [INSERT BOOK TITLE].

I'm so excited to read your review and as a reminder, the book is available (for only YOU) at 99 cents. (The price returns to normal then so grab yours ASAP, okay?)

Grab it here! [MAKE "HERE" A LINK TO THE BOOK ON AMAZON]

One more thing: I would be so indebted to you if you could help spread the word about the book. A mention on social media would really be amazing. Please share this link [MAKE "THIS LINK" A LINK TO THE BOOK ON AMAZON] on [RELEASE DAY] (and thereafter) to let people know what you think about [INSERT BOOK TITLE].

Thank you all so much!

EMAIL 4 (1 WEEK LATER) SUBJECT LINE: Hi One Last Time!

Hi, fabulous folks!

I can't quite believe it but it's five days since the book was released and I'm so excited to see the reviews for [INSERT BOOK TITLE] Thank you to those of you who have done them.

To everyone else: I still need your help!

If you haven't had a chance yet, it's totally fine. Please just click here [MAKE "HERE" A LINK TO THE BOOK ON AMAZON] to write your review.

I hope I'm not getting TOO repetitive when I say that your review will increase the chances of so many people finding [INSERT BOOK TITLE]. In other words, your review matters more than you know and it should only take a minute or two for you to leave it.

Thank you again; I'm so excited about this book, and your support has been invaluable.

And finally (I swear this is the last time!) here is a link to where you can leave your review [INSERT A LINK TO THE BOOK ON AMAZON].



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