

HOW TO LAUNCH  
YOUR BOOK  
AND EARN

**6 FIGURES**

*in*

**6 WEEKS**



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# IS YOUR BOOK GETTING THE ATTENTION IT DESERVES?

If not, then the content of this ebook and webinar could be the single most important component that catapults your writing career.

I know, because that was true for me.

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## **HERE'S MY STORY...**



# Hello, Author.

You're one of my favorite types of people. We understand each other because, in a way, we're part of an exclusive club. But, before we get too comfortable, we need to face the facts.

Most authors never sell more than a few hundred books in their lifetime. Let's be honest: **Books were meant to be read, not just written.**

This means they need effective marketing.

You might be thinking, "Marketing? *Ouch!*" or even "*Yuck!*" Humor me for a second. Have you ever thought

*"I don't like people who self-promote."*

*"A good book shouldn't need great marketing.  
It should stand on its own."*

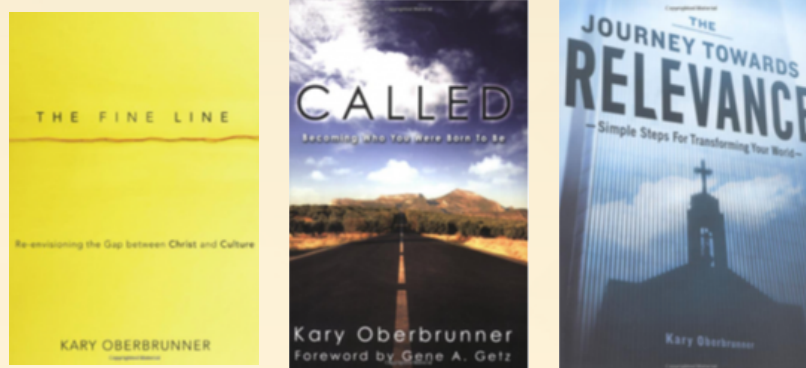
*"I don't have a marketing or publicity budget."*

*"An author's job is to write, not market."*



I used to say these things as a way to justify my lack of success. Then, after my third traditionally published book that went nowhere, I said,

*"There has to be a secret I'm missing."*



I wanted to go pro with my passion, but I knew the marketing piece was kicking my tail. And with three kids and a wife, I wasn't about to leave my day job.

Then, in 2010, I discovered a secret. **I realized it all comes down to what I do in the Pre-Launch, Launch, and Post-Launch phases.** I found out there is a right and a wrong way to market a book.

I turned each of my next four books—both fiction and non-fiction—into 6-figure businesses. Shortly after this, I started my dream job and I haven't looked back since.



**Until now,  
I've only shared my  
12-step framework  
with high-end private clients.**

*But after years of my author friends asking,  
I've decided it's finally time  
to share it with you.*



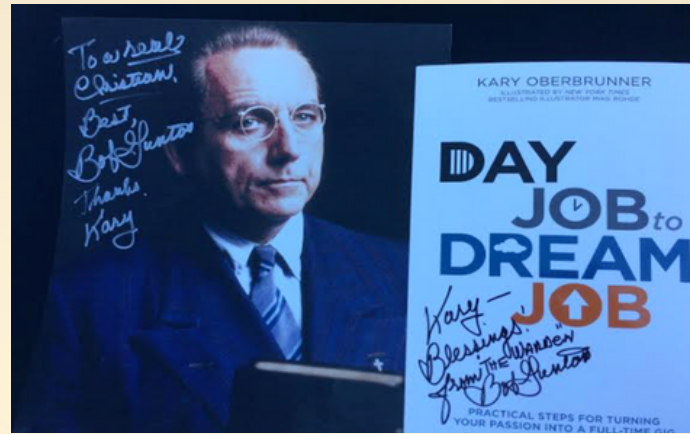


# THIS FRAMEWORK HELPED ME DO THREE THINGS:

1. Set a world record for the largest livestream book release party



## 2. Partner with Hollywood celebrities to launch my book through an international media campaign



Bob Gunton, Warden Norton from *The Shawshank Redemption*

## 3. Launch a book and earn six figures in six weeks

Net Income by Product

Actions ▾ New Search Edit Criteria/Columns... Save... Print...

1-1 of 1 50 per page

| Product description   | Total amt   |
|---|-------------|
| Elixir Project Experience - \$497.00 - Become unhackable in work and life | \$49,964.00 |

$$\text{\$49K} + \text{\$68K} = \text{\$117K}$$

Net Income by Product

Actions ▾ New Search Edit Criteria/Columns... Save... Print...

1-2 of 2 50 per page

| Product description  | Total amt   |
|--|-------------|
| \$397.00 - Join us at ISC16 where we show you how to become unhackable. Meal Plan: Standard Meal Plan (SKU:Standard) | \$48,207.00 |
| \$417.00 - Join us at ISC16 where we show you how to become unhackable. Meal Plan: Standard Meal Plan (SKU:Standard) | \$20,356.00 |



It doesn't matter if you're self-published or traditionally published or if your book is fiction or non-fiction. **My framework even works if you need to republish one of your older books.** I look forward to helping you market your book the right way. On the live training, you'll see what I mean.

**On my upcoming training, I will literally help you "fill in the blanks." If you want to make sure we've saved your seat, please register [here](#). It's FREE, but space is limited.**

## 1. PRE-LAUNCH PHASE

### 1. Build a Killer Launch Team



- The ideal \_\_\_\_ and \_\_\_\_\_ for starting your launch team
- How to attract winners and givers, not losers and takers
- The secret to creating \_\_\_\_\_ and loyal followers
- The 3 things your launch team must do on launch day

### 2. Borrow Other People's Platforms



- How to get booked on TV, radio, and podcasts
- Why \_\_\_\_\_ or \_\_\_\_\_ a platform is doomed to fail
- Why "big fish" won't partner and how to change it
- The secret to getting \_\_\_\_\_ to stages and promoted

### 3. Leverage Book Trailers to Increase Impact



- How to create powerful \_\_\_\_\_ for next to nothing
- Why a bad book trailer will hurt you and your brand
- 3 ways to leverage your \_\_\_\_\_ to grow your influence
- Why a good trailer will keep selling for years to come

### 4. Create Social Shareables that Spread



- How to get your message shared on social media
- Why fans and friends must be \_\_\_\_\_ effectively
- How to set your shareables up for success
- The #1 mistake people make with their book and \_\_\_\_\_

## 2. LAUNCH PHASE

### 1. Host an Unforgettable Launch Party



- Why events like book parties create energy and sales
- How to do a launch party on any \_\_\_\_\_
- The essential element of all successful launch parties
- The one \_\_\_\_\_ that will propel or pulverize your party

### 2. Make a Digital Press Kit that the Media Loves

#### Sample Interview Questions

**Sound like a pro, even if you haven't read the book yet.**



1. In 60 seconds, what is Elixir Project about?
2. You took a number of risks with this book. Why young adult fiction?
3. Tell us about the main character Sienna. And why did you write the book from a female's perspective?
4. In the book you talk about humans getting hacked. Is Elixir Project a type of metaphor for where our world is headed?
5. What's the cost for people getting their ideas and dreams hacked?
6. The book reveals the path to Unhackability...built around Idea, Focus, and Flow. Tell us more.

- Why media doesn't want to \_\_\_\_\_ or \_\_\_\_\_ your book
- How to make your book relevant to current events
- The 3 essential components of \_\_\_\_\_ that work
- How to get booked using our "ladder up" system



### 3. Create a Powerful Marketing Plan



- A step-by-step template for customizing your \_\_\_\_\_
- Without an effective plan, you're planning to fail
- How to initiate sustainable \_\_\_\_\_ for your book
- How to get your book seen and heard year after year

### 4. Get a Bigger Stage in 30 Days



- How to exchange your fears for opportunities
- Why \_\_\_\_\_ is key to leveraging media exposure
- Why you need to penetrate the market and the noise
- How to increase your \_\_\_\_\_ naturally and effectively

# 3. POST-LAUNCH PHASE

## 1. Turn your Book into a 6-Figure Business



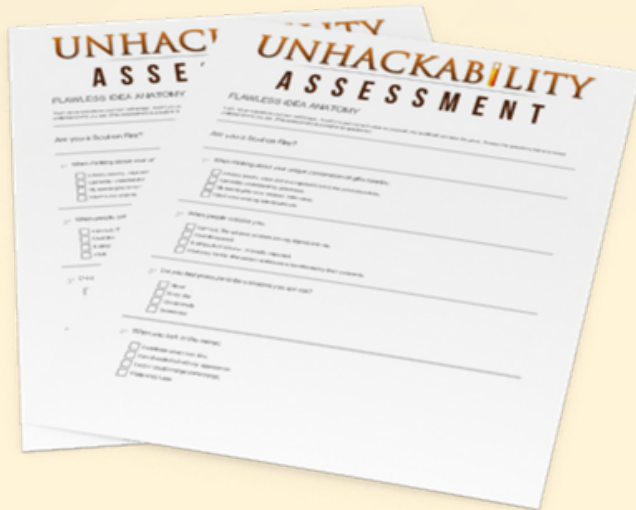
- How to turn your book into 18 Streams of Income
- Why part-time \_\_\_\_\_ will never yield full-time benefits
- How to turn readers into committed clients
- Why related \_\_\_\_\_ and \_\_\_\_\_ sell more books

## 2. Maximize Book Back Ads



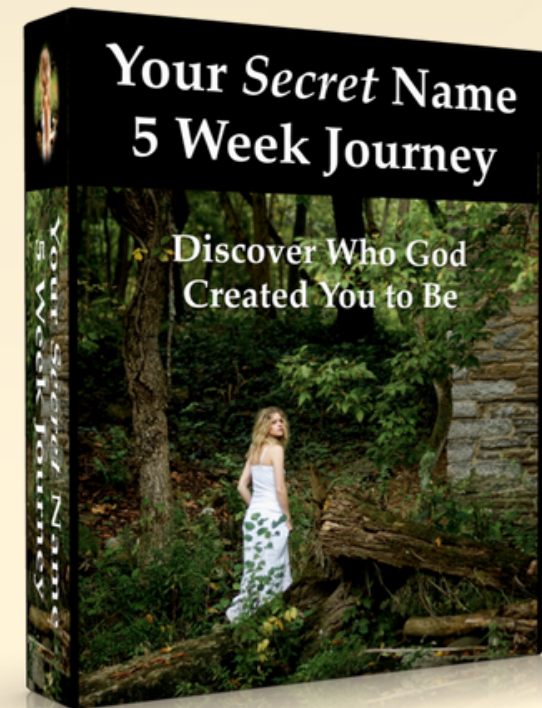
- How to turn blank pages into bank statements
- Why readers want \_\_\_\_\_ that take them deeper
- Why most authors fall short and never go pro
- How to write authentically and yet with a \_\_\_\_\_ in mind

### 3. Create Relevant Lead Magnets



- Why some lead magnets work and others fail
- How to move people from \_\_\_\_ to \_\_\_\_ to \_\_\_\_
- Why certain assessments and surveys go viral
- How to ensure you don't come off as \_\_\_\_\_

### 4. Produce Life-Changing Products and Services



- What every product and service needs to succeed
- How to create a loyal \_\_\_\_ centered around your book
- How to price yourself in the marketplace
- What the most profitable authors do after \_\_\_\_ \_\_\_\_



ON THIS FREE LIVE TRAINING,  
I WILL HELP YOU FILL IN THE BLANKS—LITERALLY.

Join me and learn how to give your book the marketing firepower it deserves.

HOW TO LAUNCH  
YOUR BOOK  
AND EARN  
**6 FIGURES**  
*in*  
**6 WEEKS**

*Save your seat now:*

**Yes! I want this!**