

**A BOOK IS
NEVER
A BOOK
BOOT CAMP**

MODULE THREE

MARKETING KIT

Walking In Your Destiny Series™

1 Peter 2:9 MSG:

But you are the ones chosen by God, chosen for the high calling of priestly work, chosen to be a holy people, God’s instruments to do his work and speak out for him, tell others of the night and day difference he made for you—from nothing to something, from rejected to accepted.

Review: How was your writing process? What did you notice?

Do you have any questions?

Did you submit the following?

- Your Release Form
- Your Chapter

YOU DID? CONGRATULATIONS YOU ARE A PUBLISHED AUTHOR!

Walking In Your Destiny Series™ *The Hands On Experience - Collaborative Marketing*

One of my FAVORITE ways to market! The other, we will cover tomorrow.

What is collaborative marketing?

Why is it important to work together?

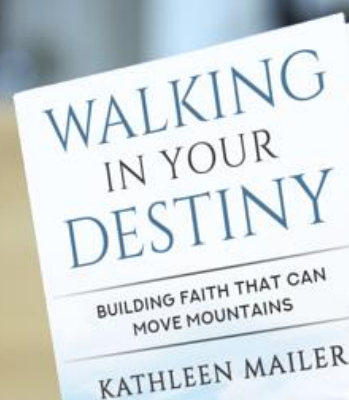
What do you think you can accomplish?

**EXCITED TO SHARE!
THIS IS MY NEW BOOK!**

Walking In Your Destiny, an
annual devotional written in the
**"A Book Is Never A Book"
Boot Camp.**

I was one of the contributors for
the 2018 edition, ***Building Faith
That Can Move Mountains.***

Please order your copies
directly from me and we will ship
you your package right to your
mailbox on our launch date.



**WALKING
IN YOUR
DESTINY**
BUILDING FAITH THAT CAN
MOVE MOUNTAINS
KATHLEEN MAILER

**Official
Launch Date
May 9th**

Walking In Your Destiny Series™

In the Process of Selling This Co-Authored Book

1. Think about the possibilities:

EARNINGS DISCLAIMER: We don't believe in get rich quick programs. We believe in adding hard work, using common sense, developed with morals and values while we serve our community. What we intend to do with all of our training programs is to help you get your message out to the masses and make an impact on the world around you. It is about growing your business and creating a life of significance (whatever that means to you). The law states that we cannot and do not make any guarantees about your personal ability to get the same results we are talking about in our marketing ideas. The examples of real life partners are given with permission of the authors that sent them. We are passing on the information in direct proportion from what they personally told us and have not been verified past that fact. We have taken their word for their success. We can't guarantee that you will get the same results or earn the same money. We are just giving you tools, strategies, ideas and information. The rest is really up to you. Nothing on this page or any of our websites or in any of our live events promise a guarantee of future earnings and the numbers we do use. They are for illustration purposes alone. This is posted because we care for you and want to be totally transparent. *Our Privacy Policy, Earning Disclaimers, and Terms*

A few details to go over:

- You have co-Authored this book with your friends around the room.
- You have created something special for God and His people.
- You have a responsibility to help others and this is one tool that you can use to make an impact on the world around you.

You CAN make money on this book as soon as you leave here today.

**This is the Celebrative Marketing Approach -
Available to you as our Gift.**

How Much Money Can I Make on the PUBLISHER'S PRE-LAUNCH SPECIAL?

By using the marketing plan checklist, you will have everything at your fingertips to make money, doing what you are called to do – and that is to impact the nations. **USE THIS TOOL AS A GUIDE FOR YOUR OWN BOOK LAUNCH....**

Let's go through some details, please keep in mind these are USD:

- The **retail price** of the book is: \$24 – and **on May 9th, 2018** you can purchase these books at **70% OFF** the cover price directly on Amazon.com
- **Your price is:** \$7.20 USD per copy (works out to about \$9.40 CAN) - *Taxes, shipping/handling are not included. For our US GUESTS- Please note there is free PRIME shipping! Canada now has PRIME TOO! Exciting 😊*
- **Prior to launch date:** You will market and sell copies of books using our prepared information package and order forms.
- YOU WILL GATHER your PRE-orders and ship them on the LAUNCH DATE – May 9/18 – ON-LINE- on YOUR HOME COMPUTER through Amazon.com. The publisher will have it set at a very special CO-AUTHOR PRICE (of \$7.20 USD) – so you can purchase and SEND their book package directly to your customer. (It is important to follow details exactly).

IMPORTANT NOTE: Do NOT tell people to go to Amazon.com YET in order to create a successful LAUNCH of the book –**YOU WILL NOT MAKE MONEY ON THE PURCHASE OF THE BOOK** if they go to Amazon.com to buy!

The **only way you can make money** on the PRE-LAUNCH of this book is to **physically sell copies of your book directly to your customers, clients, friends and family.** Social Media will help you get the word out!

The PUBLISHER, Aurora Publishing, makes a small percentage on the sales that day. After this day – all Amazon.com sales are accumulated directly to Aurora Publishing. The date you can announce that we are going to be on Amazon will come Just Before Mother's Day – and you will receive a jpeg to announce that you are on AMAZON as an AUTHOR!

We are announcing this as a **PUBLISHER'S PRE-LAUNCH SPECIAL** – in order to celebrate your success! Let's go through a very rough example of how you can increase your income right away – leveraging this book – as a co-Author.

Let's do the math: (for Canadian authors, your income will be a little less as you are purchasing the books with the exchange rate).

Sales example: (based on before taxes, shipping/handling/duty).

Please remember this is a rough estimate and the prices are subject to change. Prices are currently in USD... as Amazon.com is in USD.

| | | |
|---------------------------------|---------|-------------|
| Retail price: | \$24.00 | |
| PUBLISHERS PRE-LAUNCH PRICE: | | \$20.00 |
| Your one-time wholesale price - | | <u>7.20</u> |
| <hr/> | | |
| YOUR PROFIT \$12.80/copy | | |

- ***If you sell 100 books, your gross income would be \$1,280.00***
- ***If you sell 250 books, your gross income would be \$3,250.00***
- ***If you sell 500 books, your gross income would be \$6,400.00***

WHAT COULD YOU DO WITH AN EXTRA \$6,400.00 USD? WITHIN 1 month of the Boot Camp

Question: How much did you pay for your ticket to Boot Camp?

I will show you even more ways to create income with YOUR book!

Simple Marketing Checklist

Sell OVER 250 Books as a PUBLISHED Co-Author

- Launch date May 9, 2018 – As with every other goal you set, you'll want to mark this date and plan for the success of this launch. Set your personal goal in front of you and set your schedule to focus. That day, set aside time in the morning to get ready to launch.

- Make your 'sell' list – see the memory jogger list - Chapter 26 of your GIFT-How To Write & Publish Your Own Book, From Conception to Book Store in 90 Days! (\$39 VALUE) – **GET YOUR GIFT**

- List at least 10 areas of your contact with people** who might purchase your book in 'bulk'. Here are some examples of places you may go to get you started:
 - Bible Study Groups
 - Churches
 - Christian Business associations
 - Church fundraisers
 - Conferences, women's conferences (for each guest or to sell as back end).
 - Other speakers, trainers that find it inspirational.
 - Your OWN data base.

- Have your OWN event.** You could create your own event. You could handle it like a book signing – and read **your** chapter. Then you could ask people if they would like to purchase. OR – you can create a mini-keynote - giving your audience keys to help them succeed. Then, sell your book at the back end.

- Ask to SPEAK at other people's events:** A great time to put into practice someone helping you pull together a group of people. Read from your chapter and give people meat and potatoes and hope – to move forward in their lives.

- GET THE DOWNLOADABLE PDF and SOCIAL MEDIA JPEGs on our website:
www.christianauthorsgetpaid.com/walking-in-your-destiny-devotional.html

- Phone calls and emails:** Don't underestimate the power of phoning someone and telling them your story, which is... I AM A PUBLISHED AUTHOR, and I could use your help!

- ❑ Be sure to **ASK THEM PERSONALLY** if you can send them an information package (provided for you – **PDF VERSION** and hard copy in your notes). It is **AGAINST THE LAW** to send unsolicited emails and packages. Unless, of course they are family and they know you OR have given you permission to send things (on your email list for example).
- ❑ Simply call them and ask if you can send a package. **(SEE PACKAGE NOW)**
- ❑ Tell them you will give them a call (within 48 hours) at a specific date and time to see if they have any questions and/or to place an order if they would like. **(SEE ORDER FORM NOW)**
- ❑ You will have your **SQUARE** to take credit card **ORDERS** (*see article - It's Good to Be Square- at the end of this document.*) **HAND OUT –**
- ❑ **Social Media platform: Facebook is VERY important.**
 - If you are on any other platforms that is great. But let's all connect on FB.
 - If you have your phone or tablets... let's do it now.
 - 1) KathleenAndDanMailer- FB profile
 - 2) ChristianAuthorsGetPaid- FB profile.
 - 3) Instagram: KathleenANDDanMailer
 - 4) Twitter: KathleenAndDan
- ❑ **Connect now, one at time - with one another.**

NOTE: ChristianAuthorsGetPaid – FB PAGE - will have jpegs and posts for you to simply 'share' and use for your platforms too. This will make the process easier. We **WANT** to promote you so the more you 'connect' the more we can let people know who you are.
- ❑ **Blog about it and other forms of media –**
 - We will announce on Twitter, Facebook and IG when we have an author's story profiled in the news, blogs, and radio. There may be some radio interviews we will individually ask you to participate in for you to gain some expert status.
 - Good time to source out your **OWN** blogs – and get some media.

LAUNCH DAY SUCCESS

Checklist

- On May 9th- 2017 bring your favorite beverage – and all of your order forms complete with contact information to your desk. - **ON MAY 8th- at 7:00PM MST– we will meet on ZOOM – to go over this list of details.** (By the way – in order for us to focus on YOU getting to be a #1 Best Selling Author please keep us in your prayers)... **YOU MUST PUT ALL OF YOUR ORDERS THROUGH ON THIS DAY ONLY.**

- CONNECT ON FACEBOOK and link CAGP - and announce – IT’S LAUNCH DAY! I am shipping out all of my PRE-ORDERS for our NEW BOOK right now! Thank you for your kindness everyone!

- Go to: www.Amazon.com - to start to place your order.
 - **NOT Amazon.ca - ONLY Amazon.com.**
 - USA – there is a PRIME MEMBERSHIP that will allow you to have FREE SHIPPING (please look into this). CANADA now how this too, please check for FREE TRIAL - but don’t start your free trial until one week before event.

- Type in search:** Books – Walking In Your Destiny, Building Faith That Can Move Mountains – our book will come up!
 - You may notice our LAST issues of Walking In Your Destiny Devotionals available too: *Moving Through the Fear; Living in His Increase; Abiding in Revival.* We will have a **SPECIAL PRICE** for this day only. Get them for yourself OR for your friends as an ‘added bonus’ if you like! Smiles. **SHOW THE BOOKS**

- Place an order now** – for your first customer.
 - **PLEASE BE SURE YOU SEND IT TO THEM ‘AS A GIFT’** - that way they will not receive any ‘receipts’. You purchased the book at \$7.20 and sold it to them at \$20.00/book. This is your special print and ship company for one day only – we don’t want them to see that special price and question their cost. 😊

- After you send that** – go back and do the next one until ALL of your orders are done.
- CONNECT ON FACEBOOK at CAGP** – and let us know when you are all done.

