

THE NEXT
BESTSELLER
BOOK MARKETING FOR SUCCESS

**Book Launch
Kit**

Dr. Tim Riordan

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Printed in the United States of America

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Twitter: @tim_riordan

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THE NEXT BESTSELLER BOOK MARKETING FOR SUCCESS

Thank you for downloading *The Next Bestseller Book Launch Kit*. I've put this resource together to offer you a sample of some steps I took in launching my book, *The Next Bestseller*. I share this as a sample to be reviewed as you consider steps you'll follow to launch your next book.

This resource will continue to be a work in progress. I'll add additional ideas I have that come from my experience with this book and any additional thoughts or ideas readers share with me. If you have suggestions, send them to me through my website contact page at timriordan.com.

You'll see in this kit the following resources:

- A job description for the Launch Team.
- Correspondence that includes communication for enlistment as well as launch.
- A timeline I followed for the launch.
- A checklist you can follow for your next launch.
- A list of resources you may want to consider.

BOOK LAUNCH
TEAM
DESCRIPTION

Launch Team

Thank you for your willingness to consider being a part of the launch team for my new book, *The Next Bestseller*. This book will be a tremendous help to a lot of authors, and I'm so excited to release it. It was birthed out of my own journey to become a published author and represents some challenges I'm still working to overcome in my own book marketing efforts. Below, you'll find a few keys to what it means to be a part of a launch team.

Why This Book?

Authors typically write books because they have an important message to share. Authors may be good writers, but many of them do not know how to market their books. Because their marketing skills are lacking, the important message of their books has limited influence. I've written this book to help authors be successful at marketing their books and sharing their messages.

What's a Launch Team?

A launch team is a group of volunteers who believe in the message and mission of an author and are willing to donate some time to help the author launch his or her new book.

If you are willing to be a part of the team, please send me an email letting me know of your willingness. I will communicate with the launch team through emails and text messages. I'll be sending updates and reminders throughout the process.

Responsibilities...

Launch team members can serve at various levels in order to help me spread the word about this new book.

Level 1 –

- Assist me during prelaunch by sharing ideas that will help the book to be a success.
- Get a free copy of the book from me and, if possible, read it before launch day. I can email you the book in pdf format. Be prepared to submit a review to Amazon and Goodreads during the first few days of the launch. If you find any mistakes while you're reading, please submit the mistakes to me so I can correct the book before it's released.

- Consider purchasing a digital copy on a discount day (usually for 99 cents) so your review will be designated “verified” by Amazon. I hate asking for you to purchase the book after you have it, but the “verified” status carries a lot of weight. I'll let you know when I'll offer a discount day.

You will need to turn through around 25% of the pages of your book before submitting your review. Amazingly, some retailers know whether or not you've turned through the pages, and they may not think you've read it if you don't take the time to complete this step. If you don't turn the pages, it's possible your review will not be posted.

- For the review, give the book a star rating (1 – 5), come up with a brief title that summarizes your comments, and share a few sentences that include comments about the book's content and what it meant to you or what it could mean to another author.

- Help me spread the word through social media that my new book is coming. I will provide special posts you can use, and you can create additional ones as well.
- Help me get additional reviews. Reviews help sell the book to potential readers as good or better than any other thing we can do.

Level 2 –

- Assist me in promoting the book through your social media channels during the prelaunch days in order to build anticipation.
- Respond to my posts on social media in order to help create interest. Share your honest thoughts with me through social media so people will get a feel for the content of the book.
- Join me in posting promotional pieces during the first week or two of the launch.
- Continue helping me to get additional reviews by simply asking people on my behalf.

Thanks again for being willing to help the message in my newest book be a success. Many authors have important messages, and this book will equip them with how to spread their messages to potential readers. I'm praying that you will experience a special blessing during this launch period.

BOOK LAUNCH TIMELINE

Book Launch Timeline for Prelaunch (Prepublication)

Dates: Include the dates of a one to two-month timeframe ending on the day your book goes live on Amazon or other retailers.

Objective:

The goal of this prelaunch period is four-fold:

- 1) To read the book and prepare to post a review on March 10-14
- 2) To alert as many authors and aspiring authors as possible to the anticipated launch of *The Next Bestseller*.
- 3) To enlist as many people as possible to help spread the word of the future release of *The Next Bestseller*. People can help spread the word by commenting on your social media posts and sharing them.
- 4) To get as many people as possible to preorder the book from Amazon. It's posted now for 99 cents at <https://amzn.to/2TuZ0aJ>. If you don't mind preordering one for 99 cents, your review will be considered verified (though it's best to flip through your digital copy when you receive so Amazon knows you actually read the book). Please send me your mailing address by email because I will be sending you a paperback copy as a gift.

Suggestion:

One good way to spread social media posts is to like, comment, and share my posts. Facebook has certain algorithms that are affected when people comment on posts. The more comments, the more traction. I'll send you the memes and ideas you can consider for posting, but you may want to go to my author page regularly (www.facebook.com/authortimriordan), comment on mine, and share them. You can also follow my Twitter posts @tim_riordan.

Depending on how I've scored regarding the algorithm, you may not see my posts, so you may have to start at my page instead of looking for my posts on your timeline. If you can comment in a way that it will draw comments, you'll get the best results. Instagram will be a great platform for memes and quotes, but I don't have a following there. If you do, that will also be a great outlet for posts. I really appreciate anything you can do to help get the word out. My audience is authors and those who want to be authors.

If you follow the suggestion below, you may feel like you're posting a lot. When you realize that maybe 15%-20% of your friends/followers will see your posts, you realize that it's not that many posts. The 20% who sees one post may not be the same 20% who see the next one. Your personal comments with the memes or posts will add life and connection to each post. Comments like, "I've read my friend's new book, and you'll find it helpful in your writing career" or something similar. Share your thoughts about the book or something you read in the book that helped you in your writing and marketing. I really appreciate your help. I'm confident *The Next Bestseller* will be a success because of your help.

Our group will also benefit greatly from you sharing on *The Next Bestseller* Book Launch group on Facebook. We can all learn from one another on how to make our next launches even better.

Review:

Once the book is live, downloaded a Kindle version for 99¢ (if you plan to purchase it). Even though you've read the book, turn through the pages and write a brief review offering personal comments about what the books meant to you. Sometime during the first week, post your review on Amazon and Goodreads

Social Media Posts for Prelaunch

A Few Thoughts and Reminders on Sharing Social Media Posts:

- You may want to find my posts for the day on Facebook and Twitter and comment, like, share.
- It's best when posting a meme, quote, or graphic on social media that you also include a personal comment and try to draw comments and shares from your followers.
- Share through social media that you've recently received an advanced copy of the book.
- It's best to share more than once a day, if possible.
- People receive a "promotion" best when they also know you share relational posts that have nothing to do with promoting something. It's best to spend time connecting to your friends/followers through other posts.

Posts You Can Use:

- 1) Five Weeks Out – February 4 – 10:
 - February 4 - Share "book_sharing.jpg" meme
 - February 6 – Share "Quote1_prewk5.jpg" quote meme
 - February 9 - Share the "typewriter.jpg" meme
- 2) Four Weeks Out – February 11 – 17:
 - February 11 – Share "animation.mp4" video
 - February 12 – Share "marketing_responsibility.jpg"
 - February 13 – Share "Best day of week (3).mp4" video
 - February 16 – Share "So_youve_written".png
 - "Quote4_prewk4.jpg" quote meme

- 3) Three Weeks Out – February 18 – 24:
 - February 18 – Share “Quote5_prewk3.jpg” quote meme
 - February 19 – Share book trailer video
 - February 20 – Share “Quote6_prewk3.jpg” quote meme
 - February 23 – Share book trailer video

- 4) Two Weeks Out – February 25 – March 2:
 - February 25 – Share “Quote7_prewk2.jpg” quote meme
 - February 26 – Share book promo video
 - February 28 – Share “before_you_start.jpg” meme
 - March 1 – Share “Quote8_prewk2.jpg” quote meme

- 5) One Week Out – March 3 – March 9:
 - March 3 – Share book trailer video
 - March 4 – Share “typewriter_dark.jpg” meme
 - March 6 – Share book promo video
 - March 8 – Share “shelf life.jpg” meme
 - March 9 – Share “Quote11_prewk1.jpg” quote meme

Blog Posts:

If you write a blog and would like to either interview me about the book or post a guest blog, I'd greatly appreciate the opportunity of connecting with your audience. If you can do this, it would probably be best to post the blog on March 8 – 13, if possible.

If you know of any other way to connect me or this book to authors or prospective authors, I'd be grateful for the help. I'm happy to come speak to any group about this book or any of my books.

Book Launch Timeline for Launch

Dates: I'm considering the launch period to be a four-week period between March 10 – April 7. The earlier days of the Launch period are more crucial than the later ones, though 30 days of focus will give a book a much longer life. I will be sending additional memes and posts you can use if you'd like to continue helping during the launch period, though it's best to find the posts on my Facebook author page and "like," comment, and share. Obviously, each post is up to you as you may have additional ideas to help get the word out.

Posts You Can Use:

1) Week 1 – March 10 - 16:

- March 10 - Share book trailer video
- March 11 – Comment on my blog post on FB/Blog
- March 12 – Share video promo2 video
- March 13 - Share the "itshere.jpg" meme
- March 14 – Share video promo3 video
- March 15 – Join FB discussion on marketing challenges

2) Week 2 – March 17-23:

- March 17 – Share "animation.mp4" video
- March 19 – Share "dream.jpg" meme
- March 20 – Join FB discussion on social media success
- March 21 – Comment/Share links to my blog post on FB
- March 23 – Comment/Share my new blog post

3) Week 3 – March 24-30:

- March 24 – Share "Quote5_wk3.jpg" quote meme
- March 25 – Share book trailer video
- March 27 – Join FB discussion on writing dreams

4) Week 4 – March 31 – April 6:

- March 31 – Join FB discussion on book signings
- April 1 – Comment on my blog post on FB/Blog
- April 3 – Share book trailer video
- April 6 – Join FB discussion on book launches

Throughout the launch, I will have opportunity to do additional promotions through radio, blog tours, conferences, etc. I'll post announcements and pictures along the way, so any help you can give liking and sharing these posts would be most helpful.

The Good, the Better, and the Best

Throughout this launch, I've wanted it to be a learning experience for all of us. Please visit our Facebook Book Launch page to share about your experience in the launch and what you've learned through the process. Help us all see the good and the bad of the launch, so we can benefit for the long term.

BOOK LAUNCH CORRESPONDENCE

Email #1

Dear _____,

I have had a passion to help writers share their messages through writing and publishing books, and you may know that I've written a couple of books to offer as resources to prospective authors. I am so excited to finally release my newest book for authors entitled *The Next Bestseller: How to Market Your Book for Success*.

I learned the hard way that if people are going to be impacted by the message of my books, I had to market them. In a world filled with millions of book options, people will never know I exist unless I follow a strategy that lets the world know of my writing. Through trial and error, I've learned a great deal about promoting books, and I am now ready to share what I've learned with other authors so that they, too, can have success with their books.

I'm writing to ask if you would be willing to help me launch this book during early March. Launching a book is a daunting task and really impossible to do alone. I'm trying to build a small team who would be willing to assist me by helping me get the word out about my book. I considered you because I thought that you might find my book helpful to your writing and that you might find being connected to someone else's launch beneficial.

You can help me with the launch by doing several things:

- Read *The Next Bestseller* and tell me of any errors you may find in it before the release date (March 10, 2020). I'll send you an advance pdf version of the book. It's been edited multiple times, but it's easy to overlook errors.

- Post a review on Amazon and possibly Goodreads during the first week after release. It will also help if you'd be willing to purchase the book on the day I offer it for 99 cents so your review will be considered "verified" by Amazon. If you'd rather not make the purchase, you can still leave a review.
- If possible, help me promote the book through social media during the pre-launch and launch periods.

I've created a description of a book launch team and three different levels of participation options that I'd be happy to send to you for your consideration. If you express interest, I'll forward the description to you right away.

Thanks again for considering being a part of this team. I wish you the best in your writing journey.

Email #2

Dear _____,

Thanks so much for being willing to be a part of the launch team for my new book, “The Next Bestseller: Book Marketing for Success.” It is impossible for me to express my gratitude for your help. I’ve written a few books as resources for authors because I want to help authors successfully share their messages through writing, publishing, and marketing. Your efforts will help authors share their message hopefully around the world.

I’m writing to confirm that you received your pdf version by email from me and to mention a few things regarding the launch.

- Please let me know if you did not receive the pdf of the book. Also, if you happen to find mistakes, please let me know. I know for a fact that, thanks to one of the members of the launch team who has already completed the book, that the version that many of you have has several errors in it. Those are now fixed. It’s amazing that I’m still finding errors after the book has been edited and read thoroughly.
- *The Next Bestseller* is now listed as a preorder on Amazon (<https://amzn.to/2TuZ0aJ>). I’m offering it at a discount for 99 cents now through a few days into the launch. If you don’t mind purchasing it for 99 cents, your review will be considered “verified.” If you’d rather not, I understand. Your review will probably still get posted.
- I’ve chosen to make the first official week of prelaunch February 4-10 (My weeks are starting on Tuesdays). I have some memes and posts I will send you by email in another week that you can use with social media.
- The official launch day is March 10.

- I will be sharing posts through my author page on Facebook. Facebook responds best when people Like, Comment, and Share. If you haven't already, go ahead and "Like" my author page (www.facebook.com/authortimriordan) Hopefully, my posts will show up on your homepage of Facebook. If you don't see them, visit my author page and respond from there.
- I'll be giving updates along the way so you can see some of the results of our efforts, and I'll also be sharing posts, memes, etc. that you can share.

Thanks again for your help.

Email #3

Name,

I'm excited about the official beginning of the prelaunch period for *The Next Bestseller*, and I am so grateful that you are willing to be a part of the Launch Team to help me get the word out. I know that the success of this launch will be in large part because of what this team does, and I can't thank you enough.

One way I want to thank you is to send you a paperback copy of the book when it comes out. Would you mind sending me your mailing address (to triordan8@gmail.com)?

I've created a Launch Team Timeline, and I'm attaching it to this email. As a part of the launch, I've created memes we can all use to promote the book. I'm including a suggestion of how these can be sent out during the prelaunch period, but feel free to use the memes as you see fit. You may have a better idea for social media promotion, and I welcome it. The more personal your posts, the better.

You may also prefer to go to my author page on Facebook and like, comment, and share from there. This actually helps my posts gain more traction. This is true for all of your posts as well. The more people who like, comment, & share, the better.

I hope we can get this message out to as many authors and aspiring authors as possible. My typical followers read my books on Christian living or my novels with few authors in the mix. I plan to work extra hard to get the word out about *The Next Bestseller* to writers, but it will be a challenge.

I've created a Facebook group for us and have invited you to join. I thought it would be a useful way for the group to communicate in regarding to thoughts, questions, comments, suggestions, etc. I want this launch to help all of us be better at book launches.

The official prelaunch begins next week. Here's a list of things we can do for now:

- Read *The Next Bestseller: Book Marketing for Success*. If you discover any mistakes, I'd really appreciate you sending them my way. I've corrected a lot. If you want a copy of the newest version, let me know.
- Preorder a copy of *The Next Bestseller* from Amazon: <https://amzn.to/2TuZ0aJ>. I realize I'm asking you to spend 99¢, and if you'd rather not, I understand. If you actually order it, your review will be considered "verified," which adds weight to your review.
- Prepare a review so you can post it during the first week of launch (3/10 – 3/15 preferably).
- Let me know if you are interested in letting me post a guest blog or do an interview. If your audience is a mix of people (not a lot of authors), I can adjust my comments to fit your typical reader.
- Send me your mailing address so I can send you a paperback copy of the book.
- Let me know when you're ready to launch your book because I would be honored to help you!

You are such a blessing to me. Thanks again for your help and the help we will be providing to authors through *The Next Bestseller*.

Email #4

Hello _____,

Four Weeks until Launch and Counting!

I can't thank you enough for the help you're giving me on my launch. Probably the best way to help is to find what I'm posting on my author page on Facebook and then "Like" it, comment on it, and then "Share" it. When you do those three things with my posts, the Facebook algorithms will be affected by the extra activity on my posts and cause my posts to go out to more people.

If you'd rather not do it that way, you can post the graphics I'm attaching to this email. You may also prefer to use these through Twitter or Instagram, though I have accounts on those platforms as well. Again, you may find it easier to find my posts and retweet or share them. However you do it, I just really appreciate any help you can give me.

I mentioned in a previous email that I'd like to send you a copy of the paperback book. If you haven't sent me your mailing address, could you do so now?

Here's a reminder of a few things you can do to help me get the word out and get the greatest visibility on this launch.

- If you haven't preordered the digital book and don't mind doing so, click the following link and go to Amazon to place your order: <https://amzn.to/2TuZ0aJ>. This will give your interview a "verified" status. When you get the book on your digital device on 3/10, flip through at least 25% of the book before posting your review.

- Go to my Facebook author page (<https://www.facebook.com/authortimriordan/>) and make sure that you've "Liked" my page. If you could "Like, Comment and Share" whatever I post about the book, that will be helpful. I'm not posting book promos every day, but I'm trying to post several times a week.
- If you'd rather not post through my Facebook page, use the attached graphics for your postings this week through your social media. If you post on your own, here's a link you'll need to add to send people to my book: <https://amzn.to/2TuZ0aJ>
- Finish reading my book and share with me any mistakes you find. I may have already corrected them, but it's possible I've missed them. It doesn't hurt my feelings at all. I'm grateful for your corrections, constructive criticism, etc. And then, prepare a review to be posted during the first few days of launch.
- If you have any other ways you can help me promote my book, I'd be grateful if you'd share it with me (guest post on your blog, a radio interview, speak to a group about writing & marketing - or any other topic, etc).
- Share with our Facebook group any ideas your having about either my launch or your future launches. We can all discuss it and try to learn even more through our experience together.

Thank you so much for your help! I believe my launch will be a success because of your help and support.

Email #5

I'd like to thank you for the help you've given me so far in promoting the prelaunch of *The Next Bestseller: Book Marketing for Success*. I know we are all busy people, so I'm not taking your sacrifice and support lightly. I'm very grateful!

We are now down to only two weeks before the official launch. Hard to believe. If you have any corrections or suggestions, please send them as soon as possible.

I will be sending you a paperback copy of my book once it comes out. I've received some of your addresses, but I've not received one from everyone. If you haven't sent it to me, please email me or Facebook message me as soon as you can.

I have found a great resource for a video book trailer on Fiverr. I'll get that out soon. Let me know what you think. I'll pass along the particular artist in case you're interested in using him in the future.

Some of you have told me that you've finished reading the book. Thank you. You won't be able to post your review until after 3/10, but I appreciate you getting it together. Here's a few thoughts on the review:

- If you want your review to have a "verified purchase" tag, you'll need to purchase the book. If you preorder the digital version now, it's 99¢. I'll be raising the price about 6 days after the launch. If you'd rather not purchase it, I understand. You can still leave a review. Just find the book on Amazon and/or Goodreads. On Amazon, just click "Write a Customer Review" down near the section showing the star rating.

- If you need some help on how to write/leave a review, you can check out the suggestions at wikihow.com/Leave-a-Review-on-Amazon.
- I just read the top three reviews on my book on Proverbs ([Wisdom Speaks: Life Lessons for Proverbs](#)). Their all three examples of a good review.
- If you've never visited Goodreads.com, it's a great resource for readers. A review there on my book would be helpful. You can use the same one on Amazon and Goodreads, if you'd like.
- You can also share your review on social media and maybe include a link to the book. Here's a shortened one that's tied to my Amazon associate account: <https://amzn.to/2TuZ0aJ>. You may want to create your own associate account and promote it with your url. You actually get a small payment for any books purchased at the end of each month. Let me know if you need more information on how to set up your Amazon Associate account.

Thanks again for all you're doing. You are a real blessing to me.

Email #6

It's hard to believe that within a day we move from the prelaunch phase into the official launch season of "The Next Bestseller." I know you have been reading my book, suggesting changes, helping to promote the preorder of the book, and getting ready to leave a review. I am so grateful for your help. Thanks to a lot of help, the version that will be going out tomorrow has seen quite a few changes and corrections.

Tomorrow is the big day! The digital book will go live! I had to release the paperback a few days ago so I could order copies and have them arrive on time for a conference where I'll be speaking on March 21. Here's a few ways you can help as I make the launch tomorrow:

- Place your preorder today for the 99¢ digital version (if you haven't already done so). If you'd rather just say you "received a free copy of the book in exchange for your honest review," so you don't have to make the purchase, that's fine. If you do make the purchase, your review will state "verified," and you won't have to give the disclaimer. The ebook will remain at 99¢ through this week.
- Prepare your review and post it any time after Tuesday. If you purchase the ebook, please turn through about 25% of the pages. I'm not sure if it's true or not, but someone told me that Amazon knows whether or not a person has read the book and could reject your review thinking you didn't read it.
- Continue to watch for my Facebook posts. Please "Like," comment, and share my posts. Your comment could be something useful you've read in the book.

- If you haven't already sent me your address by email (triordan8@gmail.com), please do so. I plan to send you a copy of the paperback version soon.
- If you want to make additional social media posts on your own, that will be very helpful.
- If you blog and would be willing to let me share a guest post, or if you'd like to interview me for your post, I'd be grateful.

Much of the success will be because of your help, so I am extremely grateful.

Email #7

I can't believe we've finally made it to launch day! Thank you for all you've done to help the prelaunch period set up great success for launch week.

My hope is to help writers be effective at sharing their messages around the world. You have been a big part of that dream.

Here's a few things you can do this week to help:

- Post a review in the next few days on Amazon and Goodreads. If you haven't downloaded the book yet and plan to, it will be 99¢ through Friday.
- Continue to "like," comment, and share the posts you see on my author page. You can post on your own, but I think it's best to use my page as a springboard.
- Join in with me on the FB discussions on various marketing topics. I will be doing this on my author page, not the book launch page.
- Share comments with our launch team on the book launch FB page about the launch experience.
- Share with the group on the FB launch page something about your current project and how we can be of help to you.
- If you haven't sent me your address, please do that as soon as possible. I'll be getting paperback copies soon and would like to send you one.

Thanks again for being a part of this launch team. I'm convinced that we speak of life, careers, or writing, we are only as good as the team around us. Thank you for your help.

BOOK LAUNCH RESOURCES

Email/Internet Promotional Services

My goal during launch week is to see “The Next Bestseller” move into the bestseller status. This will be a challenge in that I do not have access to a massive email list of authors, but hopefully the services I use will connect to enough interested writers/authors. These services will send out thousands of emails to people who like to read books. Here’s the list I used:

- 1) Prelaunch – I ran several targeted click-ads on Facebook.
- 2) Prelaunch – A couple of days before launch, I began a promotion through a service on Fiverr and click-ads on Amazon.
- 3) Launch Day 1:
 - Book Gorilla/Kindle Nation Daily
 - Book Reader Magazine
- 4) Launch Day 2:
 - Just Kindle Books
 - Discount Book Man
- 5) Launch Day 3:
 - Ereader News Today
 - Bargain Booksy
- 6) Launch Day 4:
 - Book Runes

Books/Resources You May Find Helpful

I recommend we all continue to grow in our knowledge and experience in marketing. Here's a list of resources I've found helpful (not listed in any particular order). If you have any you'd like to add to the list, please send them my way.

- [Christian Book Academy](#) – Shelley Hitz
- [Christian Indie Publishing Association](#):
- [Edie Melson and The Write Conversation](#)
- [The Author's Guide Box Set](#) – Rob Eagar
- [How to Sell Books by the Truckload on Amazon](#) – Penny Sansevieri
- [Book Launch Blueprint](#) – Tim Grahl
- [Your First 1000 Copies](#) – Tim Grahl
- [Capture, Convert, Captivate](#) – Lise Cartwright
- [Your Guide to Marketing Christian Books](#) – Sarah Bolme
- [The Bestselling Author](#) – Amy Collins, Daniel Hall, John Rhodes
- [Email Marketing Demystified](#) – Matthew Paulson
- [Video Marketing Rules: How to Win in a World Gone Video!](#) – Lou Bortone
- [Platform: Get Noticed in a Noisy World](#) – Michael Hyatt
- [The Snowball Book Launch](#) – Ray Brehm
- [How to Get Honest Reviews](#) – Shelley Hitz & Heather Hart
- [How I Sold 80,000 Books](#) – Alinka Rutkows
- [How to Market a Book](#) – Joanna Penn
- [Indie Author Book Marketing Success: Proven 5-Star Marketing Techniques from Successful Authors and Marketing Experts](#) – Shelley Hitz and Heather Hart
- [Write and Grow Rich](#) – Alinka Rutkowska, et. al