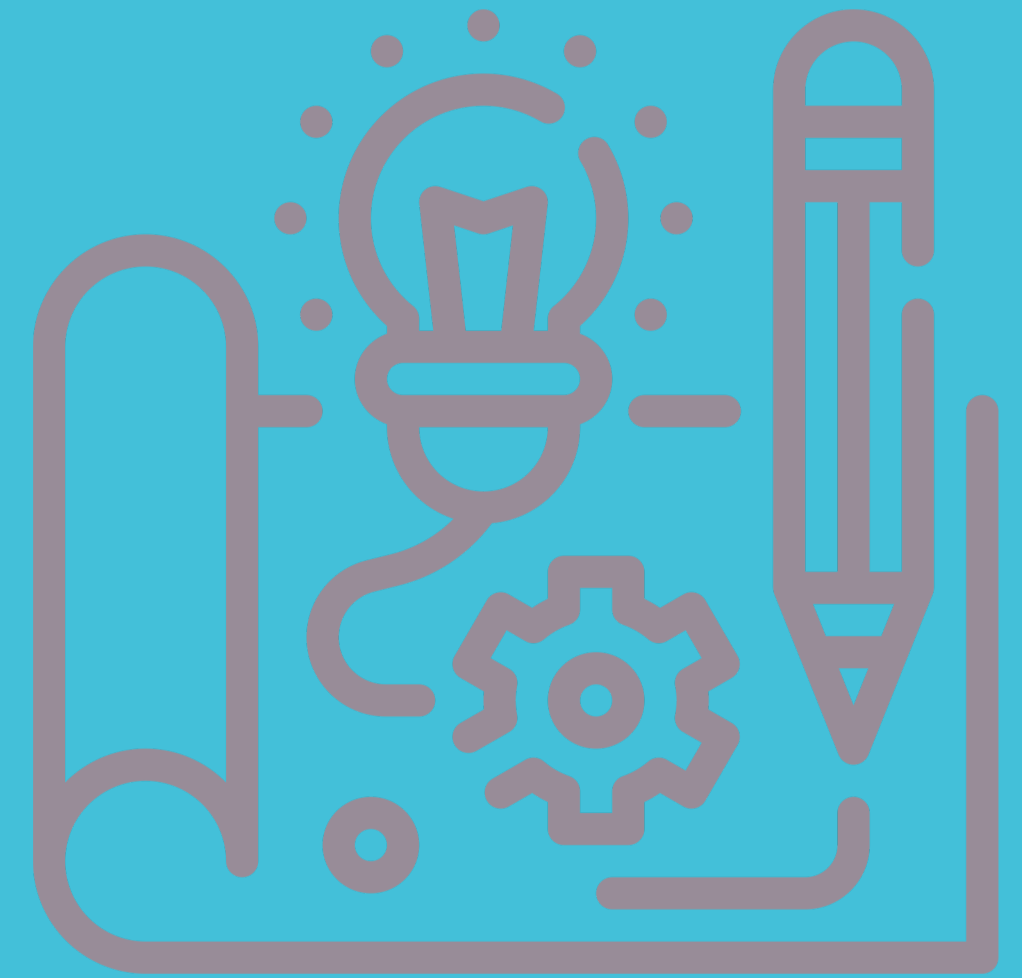


# BOOK LAUNCH BLUEPRINT

AWSA REIGNITE 2022



*Promote God's message through your published work.*

Presented by Christine Trimpe of Trimpe Tech | ©2022 [ChristineTrimpe.com](https://ChristineTrimpe.com)

# *Today's Presentation*

## MAIN TOPICS

- Purpose
- Plans
- Project Resources
- Party

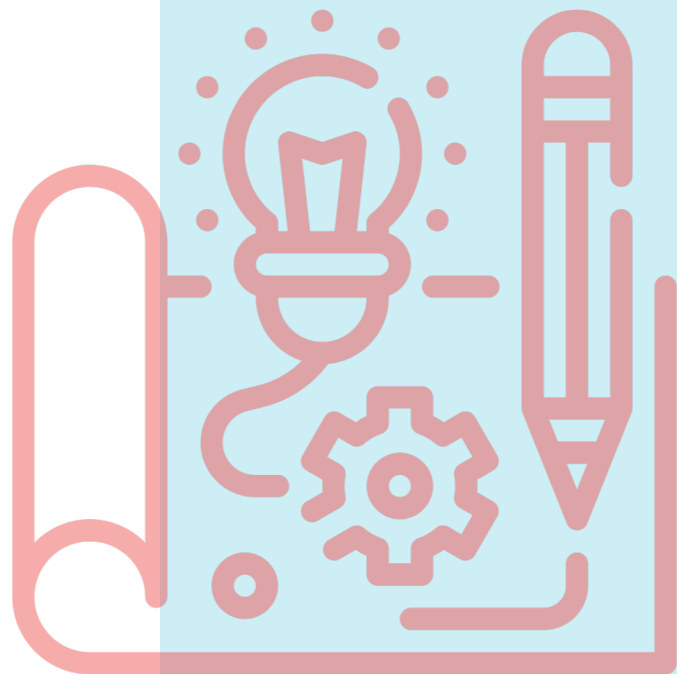


let's

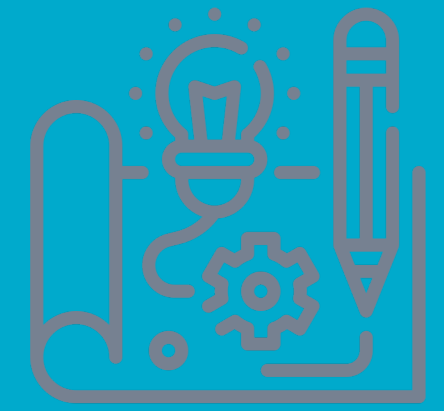
# *Blueprint:*

**A PLAN!**

**Be creative.**

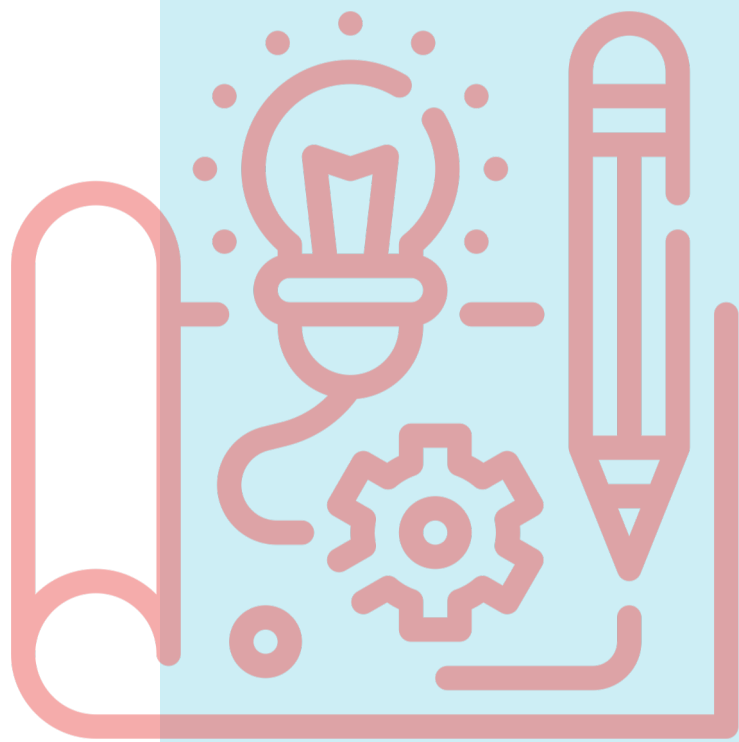


# *Book Launch Blueprint:*



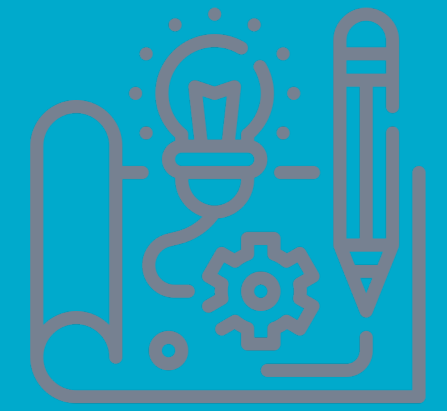
Purpose

# Purpose:



- Called to write the message God desires to share with the world (through your words)!
- Book baby announcement--make it fun!
- Marketing technique aimed to:
  - Get early sales (and inertia)
  - Hit bestseller lists
  - Bring awareness--which leads to sales and publicity

# *Book Launch Blueprint:*



Purpose

Plans

# *Plans*

## **PRE-PLANNING / READY TO GO:**

- ESP
- LP
- SM
- Media Kit
- Amazon Author Central & KDP
  - Tools:
  - Expand
  - Strengthen

# *Plans*

## ■ PRE-PLANNING / READY TO GO:

- ESP (Email Service Provider)
- LP ([Landing Page example](#))
- SM (Social Media)
- Media Kit ([Example](#))
- Amazon Author Central & KDP
  - Tools: Publisher Rocket & CIPA
  - Expand Categories
  - Strengthen Keywords



# Plans

## CATEGORIES ON AMAZON:

### Product details

**ASIN** : BOB6RWPNF9

**Publication date** : August 1, 2022

**Language** : English

**File size** : 8078 KB

**Simultaneous device usage** : Unlimited

**Text-to-Speech** : Not enabled

**Enhanced typesetting** : Not Enabled

**X-Ray** : Not Enabled

**Word Wise** : Not Enabled

**Print length** : 30 pages

**Lending** : Enabled

*no categories*



### Product details

**ASIN** : B085XNMMHV

**Publisher** : Thomas Nelson; 1st edition (November 17, 2020)

**Publication date** : November 17, 2020

**Language** : English

**File size** : 16623 KB

**Simultaneous device usage** : Up to 5 simultaneous devices, per publisher limits

**Text-to-Speech** : Enabled

**Screen Reader** : Supported

**Enhanced typesetting** : Enabled

**X-Ray** : Enabled

**Word Wise** : Enabled

**Print length** : 288 pages

**Lending** : Not Enabled

**Best Sellers Rank**: #16,718 in Kindle Store (See Top 100 in Kindle Store)

#5 in [Christian Families](#)

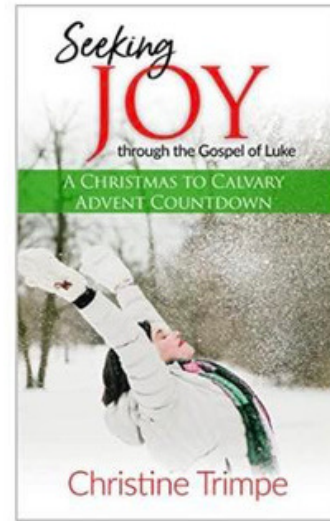
#10 in [Women's Christian Living \(Kindle Store\)](#)

#16 in [Personal Growth & Christianity](#)

**Customer Reviews**: ★★★★★ 19,316 ratings

# Plans

## CATEGORIES ON AMAZON:



Christine Trimpe  
Seeking Joy through the Gospel of Luke: A Christmas to Calvary Advent Countdown

★★★★★ (6)

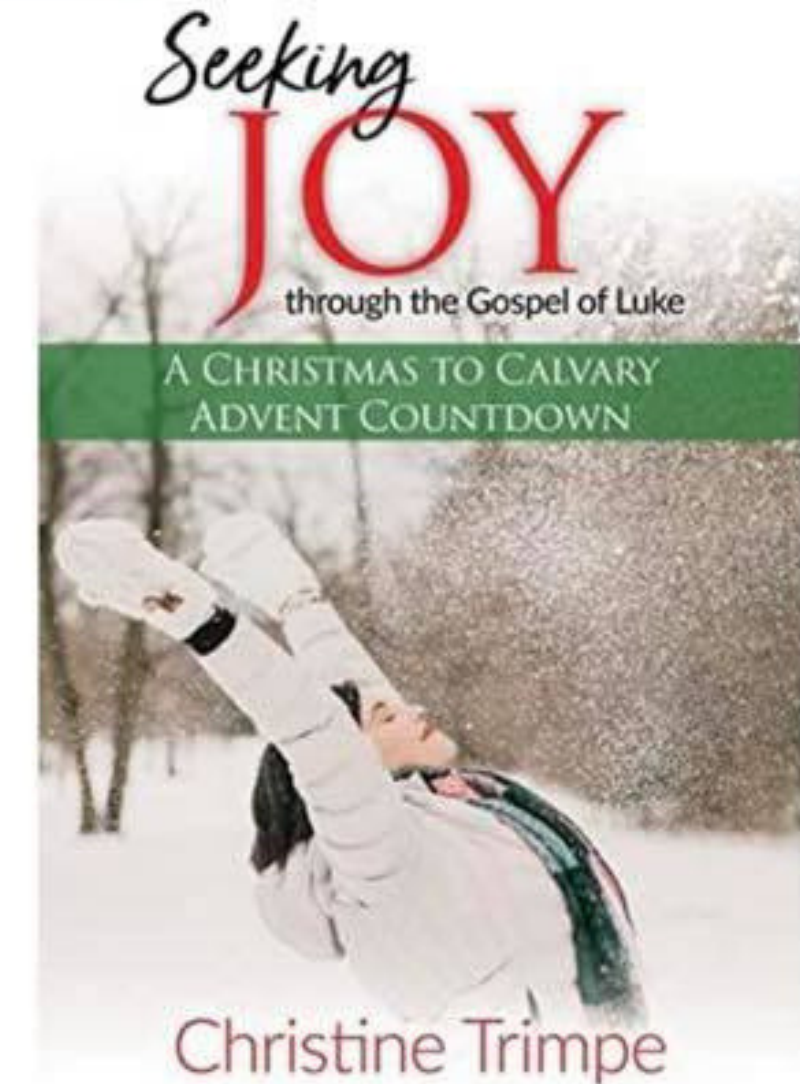
#1 New Release in Christian Devotionals

Christine Trimpe

Seeking Joy through the Gospel of Luke: A Christmas to Calvary Advent Countdown

★★★★★ (18)

#1 New Release in New Testament Biographies



Christine Trimpe

Paperback  
\$14.99

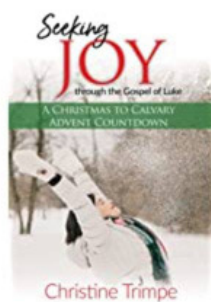
## Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

- Any Department
- Books
- Religion & Spirituality
  - Worship & Devotion
    - Clergy
    - Devotionals
    - Faith
    - Inspirational
    - Meditations
    - Monasticism & Asceticism
    - Prayer
    - Prayerbooks
    - Ritual
    - Sermons

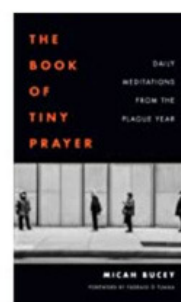
### New Releases in Prayerbooks

#1



Seeking Joy through the Gospel of Luke: A...  
> Christine Trimpe  
★★★★★ 10  
Paperback  
\$14.99 ✓prime

#2



The Book of Tiny Prayer: Daily Meditations...  
> Micah Bucey  
★★★★★ 1  
Paperback  
\$15.95 ✓prime

#3



5 Dangerous Demonic Attacks Against Your...  
> Daniel C. Okpara  
★★★★★ 7  
Kindle Edition  
\$0.99

#4

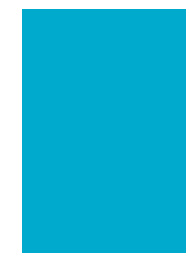


The Book of Tiny Prayer: Daily Meditations...  
> Micah Bucey  
★★★★★ 1  
Kindle Edition  
\$9.99

# Maybe hire a VA?!?



# *Plans*



## **PRE-PLANNING | PICK ONE MAJOR PROJECT:**

- A booming trend: \_\_\_\_\_
- Signings:
  - Bookstore
  - Themed Events

# *Plans*

## ■ PRE-PLANNING | PICK ONE MAJOR PROJECT:

- A booming trend: Facebook Groups
- Signings:
  - Bookstore
  - Themed Events

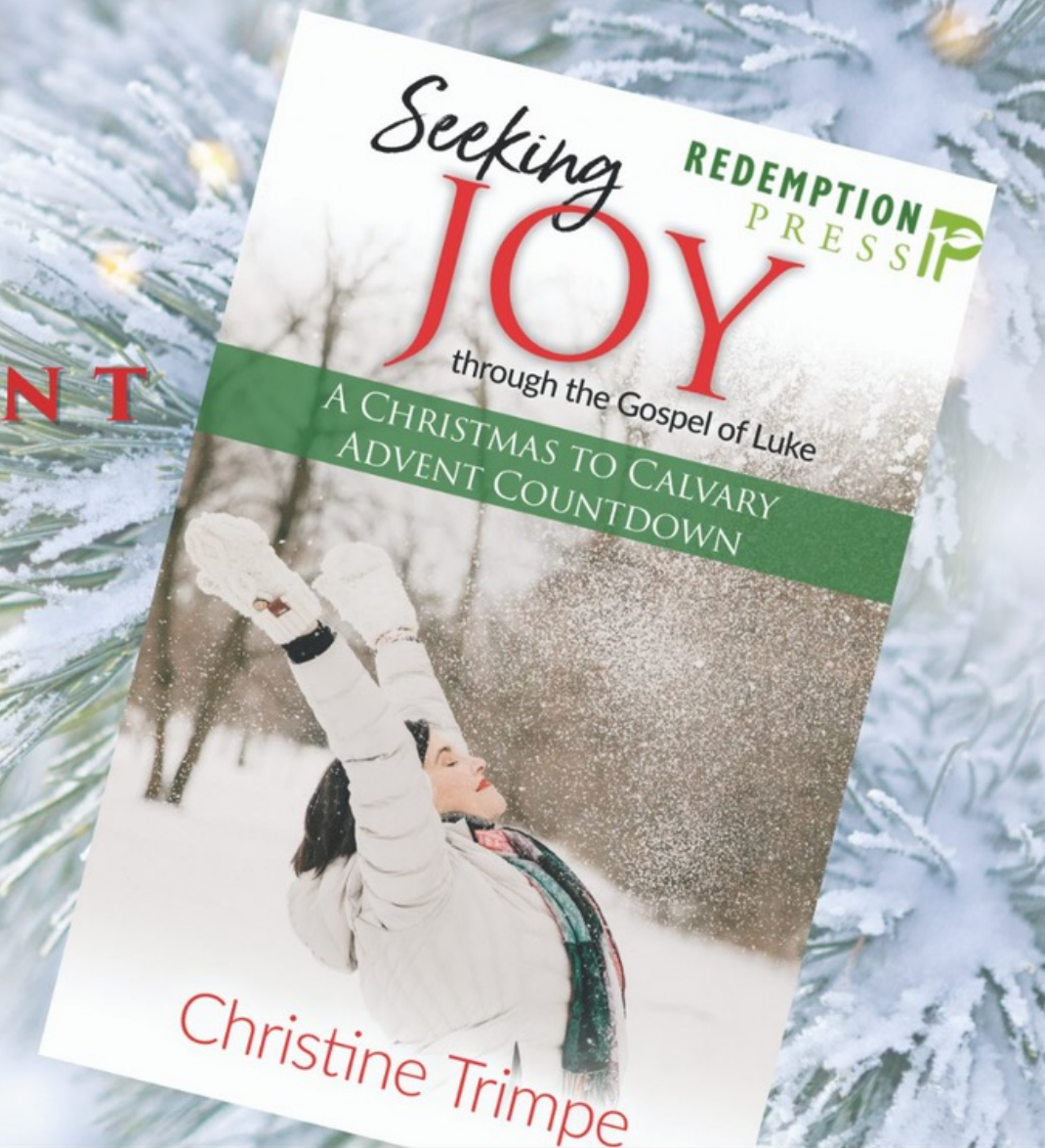
[Facebook Group Example](#)

# FB Group Cover Image

## ★ WEEKLY SCHEDULE: ★

- MONDAY: MEMES
- TUESDAY: FB LIVE 7:30PM ET
- WEDNESDAY: READING ASSIGNMENT
- THURSDAY: RECOMMEND
- FRIDAY: REVIEW
- SATURDAY: RETAILER UPDATE
- SUNDAY: REST!

**ACTIVE DATES: 10/25-12/7/21**



# *Plans*

## ■ PRE-PLANNING | PREPARE YOUR TEAM:

- Avoid my biggest mistake: **Get a team MANAGER**
- Screen team members for commitment
  - GET THEIR EMAIL ADDRESS
  - Make them answer questions to join team
  - Be clear on their role/commitment
  - Keep them motivated

# Team Screening Qs:

Question 1

Please provide your email for updates (by adding your email you agree to receive email updates regarding the book from Christine):

Write your answer...

Edit

Delete

Question 2

How do you know the author Christine Trimpe?

Write your answer...

Edit

Delete

Question 3

Please confirm your commitment to READ, RECOMMEND, and REVIEW.

Yes, I'm overjoyed to help share the good news of great joy!

Sorry, I can't commit at this time.

Edit

Delete



# *Plans*

## **PUBLISH DAY! TIMEFRAME:**

- Begin at least ONE week before pub date
- Continue promoting 3–5 weeks after pub date

## **PUBLISH DAY! PUBLICITY:**

- Work with media outlets on the timing of your interview release dates
- Secure these interviews far in advance! HOW?

# *Pitch Letter Components!*

Don't Wait



- First--do your research!
- Second--listen to the host(s) and episodes!
- Craft an audience-focused letter to the host(s), NOT a *me-centered* letter. Hire an experienced marketing coach if necessary.
  - Paragraph 1: Prove you know the platform's passion and something you appreciated in a recent episode.
  - Pitch your book with the ways it will benefit their audience.
  - Provide contact info, media kit

For  
podcasts,  
check out:  
[ListenNotes.com](https://listennotes.com)

# JOY

## LISTEN NOTES

- ▶ EPISODES
- 📌 **PODCASTS**
- 📁 CURATED LISTS
- 📁 PLAYLISTS
- 🎙️ INTERVIEWS

10,000 results (0.011 seconds)

Filters ▼ Relevance

### Full of Joy **LS 50** · TOP 0.5%



By **Francesca Boerman**

67 episodes · Sep, 2019

Filter Exclude | Podcasts RSS Link Email

SAVE

SHARE

a week ago – ...Welcome to the Full of **Joy** podcast! My name is Francesca Boerman, I'm a **joy** & self development influencer and your host of the Full of **Joy** Podcast!...

Mental Health Relationships Society & Culture Health & Fitness Arts Fashion & Beauty

Update frequency: every 20 days Average audio length: 30 minutes

### The ReidOut with Joy Reid **LS 63** · TOP 0.1%



By **Joy Reid, MSNBC**

316 episodes · Jul, 2020

Filter Exclude | Podcasts RSS Link Email

SAVE

SHARE

12 hours ago – ...**Joy** Reid conducts one-on-one conversations with politicians and newsmakers while addressing provocative political issues both inside and outside of the beltway....

News

Update frequency: daily Average audio length: 43 minutes

### SHARE



# CHRISTMAS

- ▶ EPISODES
- 📌 **PODCASTS**
- 📁 CURATED LISTS
- 📁 PLAYLISTS
- 🎙️ INTERVIEWS

1,368 results (0.06 seconds)

Filters ▼ Relevance

### Christmas Past **LS 55** · TOP 0.5%



By **Brian Earl**

181 episodes · Nov, 2016

Filter Exclude | Podcasts RSS Link Email

SAVE

SHARE

8 months ago – ...**Christmas** Past brings you year-round **Christmas** history, forgotten **Christmas** fiction, roundtables, interviews, and most of all, **Christmas** cheer....

Society & Culture History

Update frequency: daily Average audio length: 19 minutes

### Christmas Stories **LS 42** · TOP 1.5%



By **Focus on the Family**

36 episodes · Nov, 2017

Filter Exclude | Podcasts RSS Link Email

SAVE

SHARE

8 months ago – ...Celebrate the most wonderful time of the year with this bingeable **Christmas** podcast from Focus on the Family....

Religion & Spirituality Christianity Kids & Family

Update frequency: every 39 days Average audio length: 25 minutes

# Target Global Rank in Top 10% of Podcasts

× Close



Download image

Put this image on your website to promote the show - [Get embed code ▼](#)

**What is Listen Score?** Listen Score (LS) is a metric that shows the estimated popularity of this podcast compared to **other rss-based public podcasts** in the world on a scale from 0 to 100. The higher, the more popular. Calculated from 1st and 3rd party data. Updated monthly.

**What is Global Rank?** This podcast is one of the top 1% most popular shows out of **2,903,891 podcasts** globally, ranked by Listen Score (the estimated popularity score).

**Pro Tips:** Use [Podcast API to fetch JSON](#) or [Batch export to CSV files](#).

Updated: 2022-7-31

[About Listen Score →](#)

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**What is Listen Score?** Listen Score (LS) is a metric that shows the estimated popularity of this podcast compared to **other rss-based public podcasts** in the world on a scale from 0 to 100. The higher, the more popular. Calculated from 1st and 3rd party data. Updated monthly.

**What is Global Rank?** This podcast is one of the top 5% most popular shows out of **2,903,891 podcasts** globally, ranked by Listen Score (the estimated popularity score).

**Pro Tips:** Use [Podcast API to fetch JSON](#) or [Batch export to CSV files](#).

Updated: 2022-7-31


[About Listen Score →](#)

# *Influencers!*

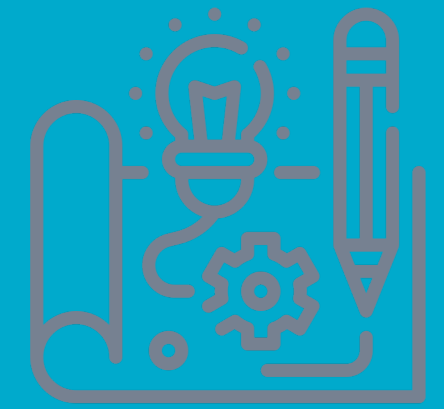
- Send a complimentary copy of your book
  - Include personal note and small gifts
- Target influencers in your niche/genre

# *Plans*

## ■ **POST LAUNCH:**

- Follow up with team on REVIEWS 
- Review sales analytics for areas of improvement
- Send thank-you notes:
  - Team Lead
  - Party Planners
  - Extra-Mile

# *Book Launch Blueprint:*



Purpose

Plans

Project  
Resources


# Handy Tools!

- Amazon Author Central ([author.amazon.com](https://author.amazon.com))
- Amazon KDP ([kdp.amazon.com](https://kdp.amazon.com))
- CIPA for Indie published projects \$90/year (<https://cipa.podia.com/a/bpne2>)
- Publisher Rocket \$97/one-time purchase (<https://christinetrimpe--rocket.thrivecart.com/publisher-rocket/>)
- Book Funnel (<https://bookfunnel.com>) Pricing (see slide)
- ListenNotes for podcast rankings (<https://listennotes.com>) See slides for examples.



# Amazon Author Central

amazon author central


ENGLISH ▾ HELP  CHRISTINE TRIMPE ▾

HOME PROFILE BOOKS REPORTS + MARKETING

**New to Author Central: Amazon Ads in more marketplaces** ✕

Promote your books with Amazon Ads in the US, UK, Germany, France, Spain, and Italy. You set your campaign budget and only pay when a shopper clicks your ad.

[Go to Reports and Marketing](#)



## Hello, Christine!

[Edit Profile](#)

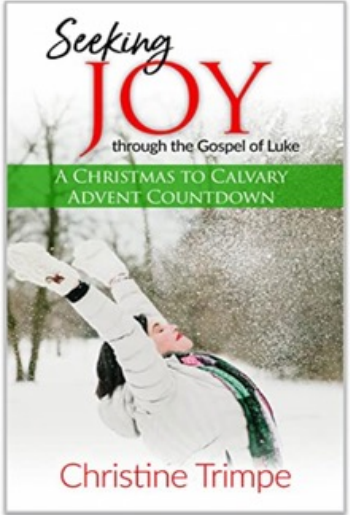
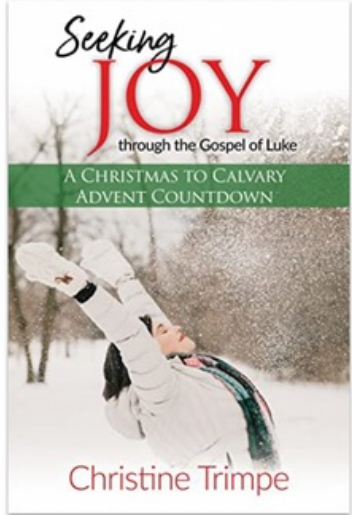
### Books

Add, review, and manage the books listed on your Amazon Author page.

[VIEW ALL BOOKS](#)

[VIEW SALES RANK](#)

[VIEW CUSTOMER REVIEWS](#)



### Welcome to Amazon Author Central!

On behalf of all of us at Amazon Author Central, we're glad you're here, and we hope you enjoy your experience.

[LEARN MORE](#)

### Author Page

See how your Author Page looks for readers in different countries.

On Amazon.com ▾

[GO ↗](#)

### Tell us what you think

Please help us continue to improve the Amazon Author Central experience by taking a few minutes to fill out this online survey.

# Amazon KDP

The screenshot shows the Amazon KDP dashboard. At the top, there's a navigation bar with 'kindle direct publishing' and links for 'Bookshelf', 'Reports', 'Community', and 'Marketing'. Below this is a header 'Create. Manage. Publish.' with a sub-header 'Publish a new title by clicking Create. Or manage your existing titles from your books below.' There are two main action cards: one for creating a new title or series with a '+ Create' button, and another for managing Kindle Vella stories with a 'Visit Kindle Vella' button. Below these is a 'Your Books' section with sorting and filtering options. A search bar is also present. The main content area shows a book titled 'Seeking Joy through the Gospel of L...' by Christine Trimpe. It is a Kindle eBook, priced at \$9.99 USD, and is currently 'LIVE'. The book was submitted on November 8, 2021, with ASIN: B09L9W4566. There are buttons for 'Promote and Advertise' and a menu icon. Below the book details, there are options to '+ Create paperback', '+ Create hardcover', 'Link existing paperback', and 'Link existing hardcover'. A link 'Why offer multiple formats?' is also visible.

- Bookshelf
- Self-published command center
- Categories
- Royalties
- Sales Rankings
- Support
- Etc.!

# Important! Book Categories can be expanded!



Course: Improve Your Book's Amazon Rank by Expanding Categories & Strengthening Keywords

3/5 completed

## Take-Action Workshop Video

WorkshopCategoryKeywordEdited.mp4

## Take-Action Workshop Handouts

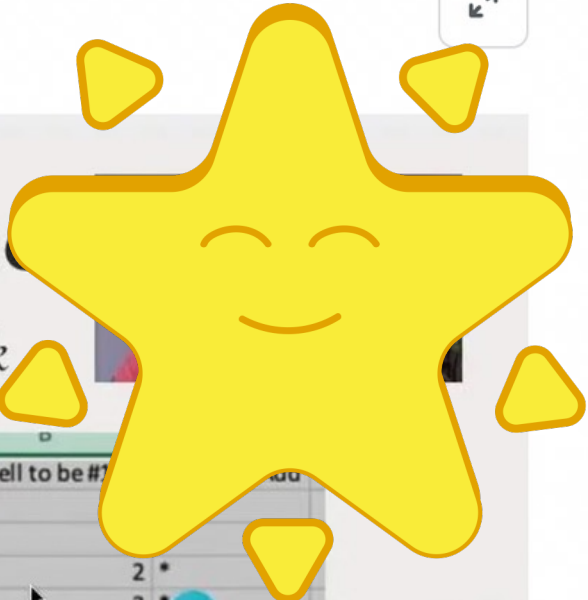
- Excel Spreadsheet Template for Catego...
- CIPA Promotional Flyer.pdf
- AmazonAccountsChangingCategoriesPDF.pdf
- TakeActionWkshopHandoutCategories[PDF...

Products / Course / Section / Lesson

WorkshopCategoryKeywordEdited.mp4

## Create an Excel Spreadsheet

Insert Categories that Apply to Your book



Bad Dogs: A Black Cadet in Dixie by Rev. Ken Gordon	# to sell to be #1
<b>Print Book Categories</b>	
Books>Politics & Social Sciences>Sociology>Race Relations>General	2 *
Books>Literature & Fiction>History & Criticism>Regional & Cultural>African	3 *
Books>Literature & Fiction>Dramas & Plays>Regional & Cultural>African (Current Category)	8 *
Books>Literature & Fiction>Dramas & Plays>United States>African American (Current Category)	17 *
Books>Literature & Fiction>African American>Mystery, Thriller & Suspense	18 *
Books>Literature & Fiction>United States>African American>Mystery, Thriller & Suspense	19
Books>Literature & Fiction>Black & African American>Christian	58 *
Books>Literature & Fiction>Black & African American>Mystery, Thriller & Suspense	74 *
Books>Literature & Fiction>Genre Fiction>Historical Fiction>African American	75 *
Books>Literature & Fiction>Black & African American>Historical	76
Books>Literature & Fiction>Action & Adventure>Mens Adventure	106
Books>Literature & Fiction>Action & Adventure>Mystery, Thriller and Suspense>Mystery	115
Books>Politics & Social Sciences>Sociology>Race Relations>Discrimination & Racism	116
Books>Literature & Fiction>African American	123
Books>Literature & Fiction>Black & African American	171
Books>Biographies & Memiors>Cultural & Regional>Black & African American	285
Books>Literature & Fiction>Action & Adventure>Mystery, Thriller and Suspense	294
Books>Biographies & Memiors>Ethnic & National > African American & Black	
Total 18	Add 2 more

go from 3 to 10!!!!

CIPA for Indie published projects \$90/year

(<https://cipa.podia.com/a/bpne2>)

WORTH IT

# Important! Book Categories can be expanded!

	A
1	<b>AMAZON KINDLE REQUESTS for ASIN: B09L9W4566 Seeking Joy through the Gospel of Luke by Christine Trimpe</b>
2	
3	<b>ADD to KINDLE Categories:</b>
4	B09L9W4566, Kindle Store > Kindle eBooks>Religion & Spirituality > Spirituality > Prayerbooks
5	B09L9W4566, Kindle Store > Kindle eBooks > Religion & Spirituality > Spirituality > Devotionals
6	B09L9W4566, Kindle Store > Kindle eBooks > Religion & Spirituality > Spirituality > Devotionals
7	B09L9W4566, Kindle Store > Kindle eBooks > Religion & Spirituality > Spirituality > Inspirational > Prayer
8	B09L9W4566, Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Christian Living > Devotionals
9	B09L9W4566, Kindle Store > Kindle eBooks > Children's eBooks > Holidays & Celebrations > Christmas
10	B09L9W4566, Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Christian Living > Holidays
11	B09L9W4566, Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Christian Living > Holidays > Christmas
12	
13	<b>REMOVE from KINDLE Categories:</b>
14	B09L9W4566, Books > Christian Books & Bibles > Bible Study & Reference > Bible Study > New Testament > Jesus, the Gospels & Acts
15	B09L9W4566, Books > Christian Books & Bibles > Bible Study & Reference > Meditations > New Testament
16	
17	
18	<b>AMAZON.COM paperback REQUESTS for ISBN: 1646454332 Seeking Joy through the Gospel of Luke by Christine Trimpe</b>
19	
20	<b>ADD to Amazon.COM PAPERBACK Categories:</b>
21	1646454332, amazon.com, paperbacks, Books > Christian Books & Bibles > Bible Study & Reference > Meditations > New Testament
22	1646454332, amazon.com, paperbacks, Books > Christian Books & Bibles > Christian Living > Holidays
23	
24	<b>ADD to Amazon.COM PAPERBACK Categories:</b>
25	1646454332, amazon.com, paperbacks- Books/Subjects/Religion & Spirituality/General(12504)
26	1646454332, amazon.com, paperbacks- Books/Subjects/Christian Books & Bibles/Christian Living/Inspirational(7259416011)

CIPA for Indie published projects \$90/year  
(<https://cipa.podia.com/a/bpne2>)

# Important! Book Categories can be expanded!

AMAZON.CA REQUESTS for ISBN: 1646454332 Seeking Joy through the Gospel of Luke by Christine Trimpe
<b>ADD to Amazon.CA PAPERBACK Categories:</b>
1646454332, amazon.ca, paperbacks, Books > Christian Books & Bibles > Bible Study & Reference > Meditations > New Testament
1646454332, amazon.ca, paperbacks, Books > Christian Books & Bibles > Christian Living > Holidays
1646454332, amazon.ca, paperbacks, Books > Christian Books & Bibles > Christian Living > Holidays > Christmas
1646454332, amazon.ca, paperbacks, Books > Christian Books & Bibles > Worship & Devotion > Prayerbooks
1646454332, amazon.ca, paperbacks, Books > Christian Books & Bibles > Bible Study & Reference > Bible Study > New Testament > Jesus, the Gospels & Acts
1646454332, amazon.ca, paperbacks, Books > Christian Books & Bibles > Protestantism > Inspirational
1646454332, amazon.ca, paperbacks, Books > Religion & Spirituality > Worship & Devotion > Prayerbooks
1646454332, amazon.ca, paperbacks, Books > Christian Books & Bibles > Christian Living > Devotionals
1646454332, amazon.ca, paperbacks, Books > Christian Books & Bibles > Christian Living > Faith
1646454332, amazon.ca, paperbacks, - Books/Subjects/Christian Books & Bibles/Biographies/New Testament(12151)
<b>REMOVE from Amazon.CA PAPERBACK Categories:</b>
Books > Christian Books & Bibles > Christian Living > Women's Issues
Books > Religion & Spirituality > Worship & Devotion > Devotionals
<b>REQUESTS for ISBN: 1646454332 Seeking Joy through the Gospel of Luke by Christine Trimpe</b>
<b>ADD to Amazon.CO.UK PAPERBACK Categories:</b>
1646454332, amazon.co.uk, paperbacks, Books > Christian Books & Bibles > Bible Study & Reference > Meditations > New Testament
1646454332, amazon.co.uk, paperbacks, Books > Christian Books & Bibles > Christian Living > Holidays
1646454332, amazon.co.uk, paperbacks, Books > Christian Books & Bibles > Christian Living > Holidays > Christmas
1646454332, amazon.co.uk, paperbacks, Books > Christian Books & Bibles > Worship & Devotion > Prayerbooks
1646454332, amazon.co.uk, paperbacks, Books > Christian Books & Bibles > Bible Study & Reference > Bible Study > New Testament > Jesus, the Gospels & Acts
1646454332, amazon.co.uk, paperbacks, Books > Christian Books & Bibles > Protestantism > Inspirational
1646454332, amazon.co.uk, paperbacks, Books > Religion & Spirituality > Worship & Devotion > Prayerbooks
1646454332, amazon.co.uk, paperbacks, Books > Christian Books & Bibles > Christian Living > Devotionals
1646454332, amazon.co.uk, paperbacks, Books > Religion & Spirituality > Worship & Devotion > Devotionals
1646454332, amazon.co.uk, paperbacks, - Books/Subjects/Christian Books & Bibles/Biographies/New Testament(12151)

CIPA for Indie published projects \$90/year  
(<https://cipa.podia.com/a/bpne2>)

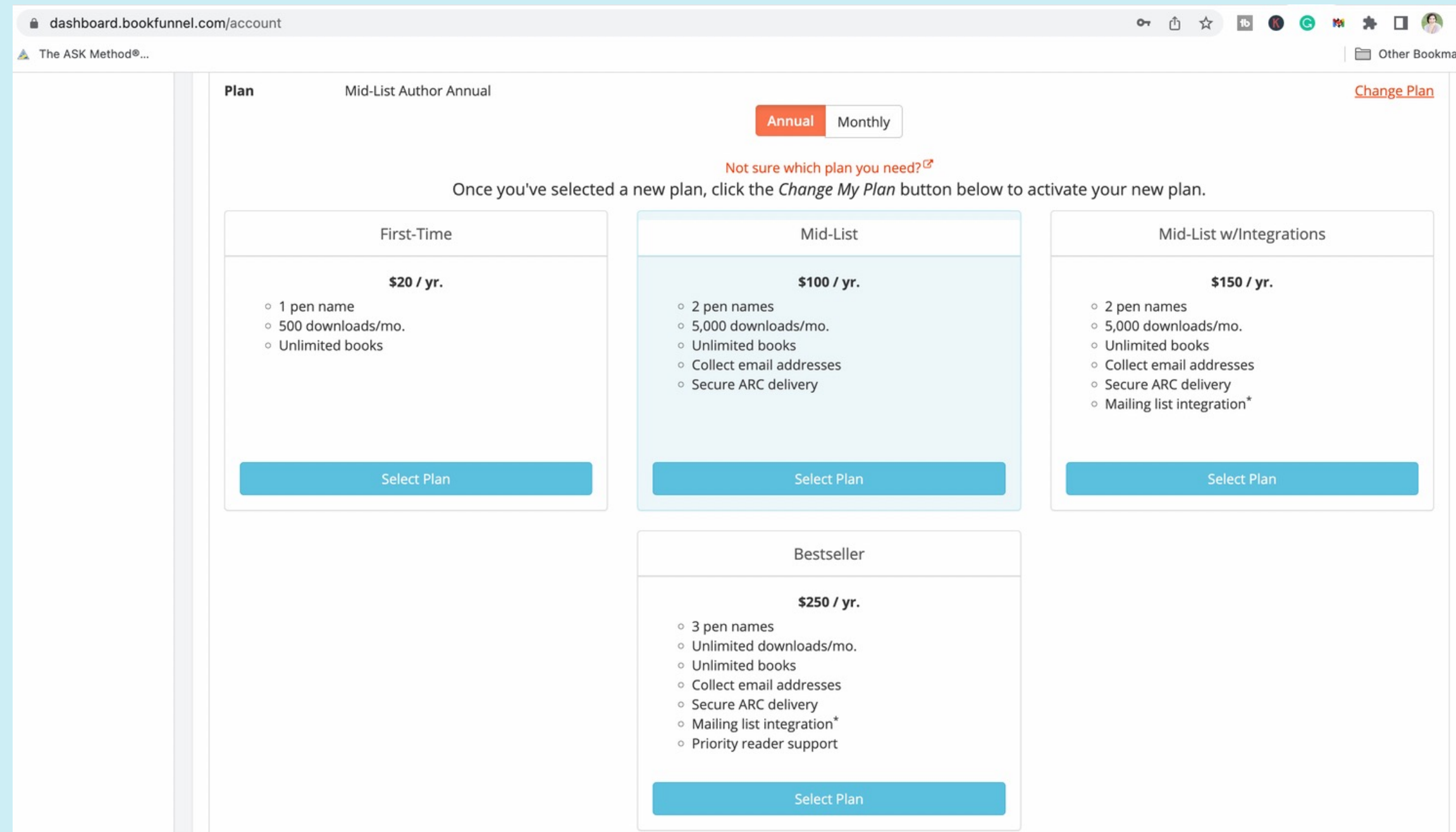
# Publisher Rocket (one time fee)!

The image displays two screenshots of the Publisher Rocket software interface. The top screenshot shows a 'Category Search' window with a search bar and filter options (All, Books, Kindle, Audible). Below the search bar is a table with a 'Category' column and a 'Check it out' button for each category. The categories listed are: Reference, Relationships, Parenting & Personal Development, Religion & Spirituality, Romance, Science & Engineering, Science & Math, and Science Fiction & Fantasy. The 'Relationships, Parenting & Personal Development' and 'Religion & Spirituality' categories are circled in red. The bottom screenshot shows the main dashboard of the software, featuring a navigation menu with 'Home', 'Keyword Search', 'Competition Analyzer', 'Category Search', 'AMS Keyword Search', and 'Tutorials'. Below the menu are five icons representing these features: Keyword Search, Competition Analyzer, Category Search, AMS Keyword Search, and Tutorials. The dashboard also includes a footer with 'Version 2.0.60' and links for 'Support', 'User Agreement', and 'Privacy Policy'.

Publisher Rocket \$97/one-time purchase

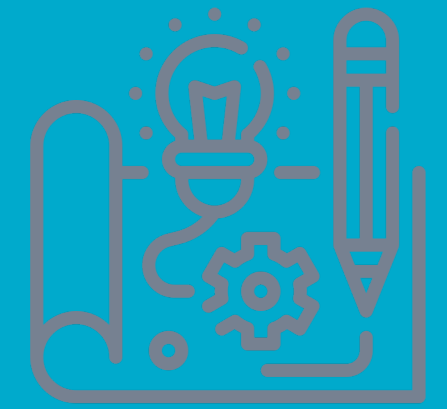
(<https://christinetrimpe--rocket.thrivecart.com/publisher-rocket/>)

# Control your book ARCs with a service like Book Funnels!



Book Funnel (<https://bookfunnel.com>)

# *Book Launch Blueprint:*



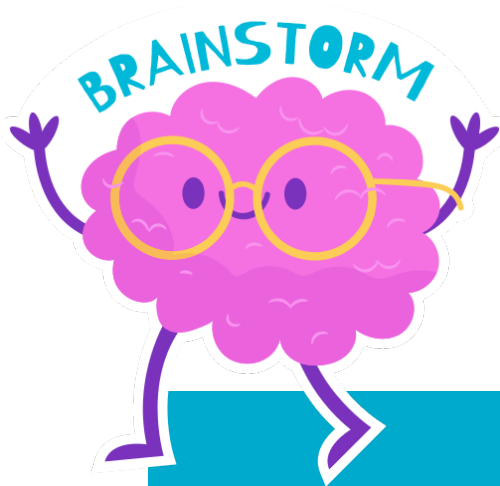
Purpose

Plans

Project  
Resources

Party





# "PARTY!!!!"

# Make it fun!

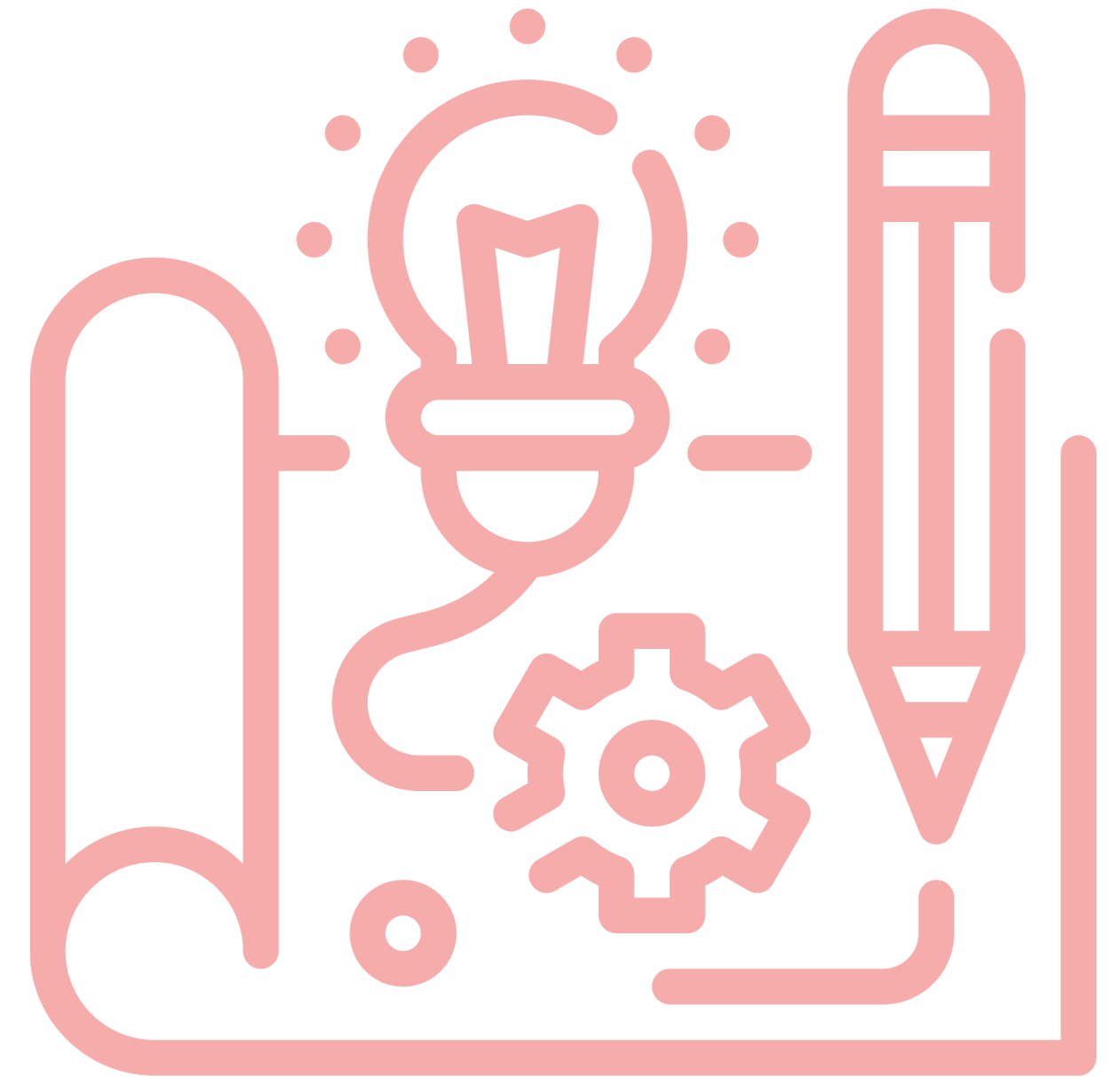


# FOR THE SLIDES, VISIT:

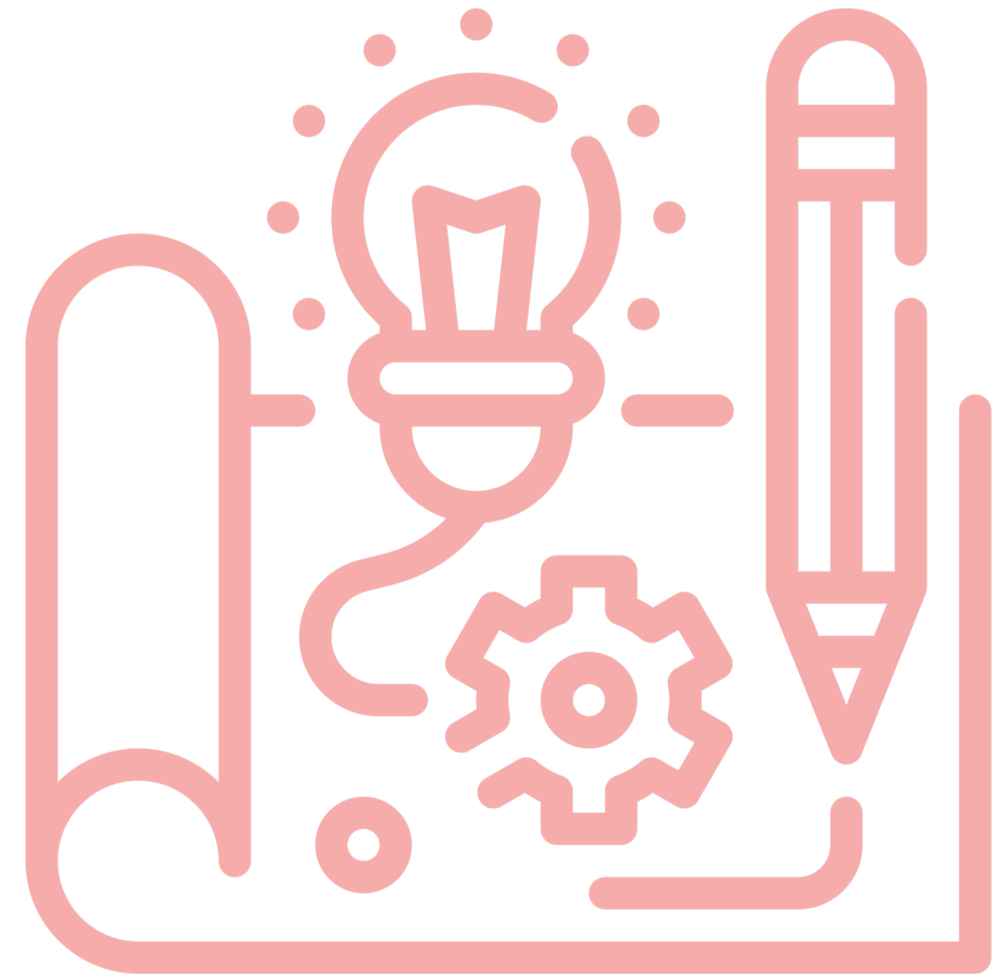
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QUESTIONS?

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