

A Book Launch site?



Is it the same as my website?

I want to be a best seller online!



My website sales are too slow.

HELP! I don't know where to begin!



It's a **TOOL!**

Once created, use it
over and over.

I have a website, won't it do?

"I love these guys!"



Your website is your presence online.

It's the BIG PICTURE and is similar to a Business Plan.



Is it hard to do?

Nope!
Get a TEAM!

What's in it for them?



Marketing Exposure

Mailing list

CASH – as Affiliate



4 Key Pages = Book Launch site



4 Key Pages are ...

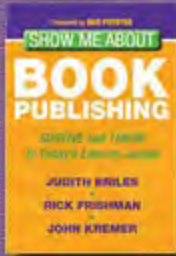
1. Landing page
2. Gift viewing page
3. Form to redeem gifts
4. Gift download page

The Landing Page

6 Key Elements are ...

1. Header
2. Sales Pitch
3. Bonus
4. Gift Temptation
5. Call to Action
6. Testimonials

The landing page is titled "Show Me About BOOK PUBLISHING" and features a purple header with a book cover image on the left and three headshots of people on the right. Below the header, there is a video player showing a person speaking. To the right of the video is a product image of the book "BOOK PUBLISHING" and a text block that reads: "Purchase Show Me About Book Publishing, SURVIVE and THRIVE in Today's Literary Jungle through the end of July and receive 3 amazing gifts from renowned publishing insiders who are endorsing this fascinating new book." Below this is another text block: "As a special thank you, Bob Proseny, Judith Miles and Alex Reamer are offering you exclusive gifts with your purchase." and "By so the best, transform your writing and publishing efforts and benefit from this limited time offer!" A section titled "Preview the Gifts" states "This offer is good through the end of July only!". At the bottom, there is a call to action: "How to buy the book and receive these amazing gifts" followed by a large blue arrow pointing to a two-step process: "Step 1: Buy the Book" and "Step 2: Claim Bonus Gifts". The page ends with the text "Wait! Wait, there's more ...".

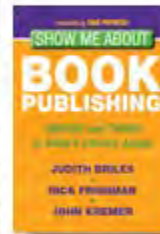


Show Me About **BOOK PUBLISHING**

SURVIVE and THRIVE in Today's Literary Jungle



HEADER



Purchase *Show Me About Book Publishing, SURVIVE and THRIVE in Today's Literary Jungle* through the end of July and receive incredible gifts from renowned publishing leaders who are endorsing this fascinating new book.

As a special thank you, **Rick Frishman**, **Judith Briles** and **John Kremer** are offering you exclusive gifts with your purchase.

Enjoy the book, transform your writing and publishing efforts and benefit from this limited time offer!

[Preview the Gifts](#)

This offer is good through the end of July *Only!*

How to buy the book
and receive these
amazing gifts



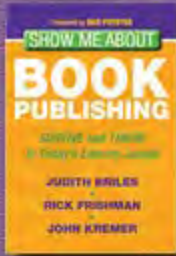
Step 1:
Buy the Book



Step 2:

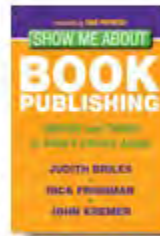
Claim Bonus Gifts

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How to buy the book
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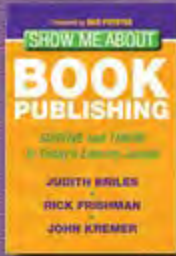


Step 2:

Claim Bonus Gifts

Wait! Wait, there's more ...

BOOK
COVER

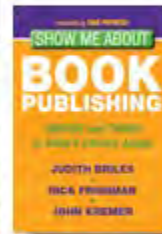


Show Me About **BOOK PUBLISHING**

SURVIVE and THRIVE in Today's Literary Jungle



**BOOK
TITLE**



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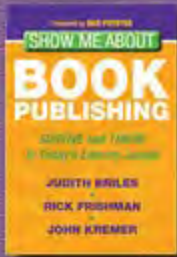
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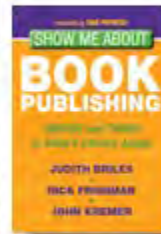


Show Me About BOOK PUBLISHING

SURVIVE and THRIVE in Today's Literary Jungle



AUTHOR(s)



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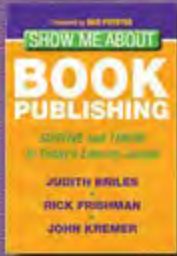


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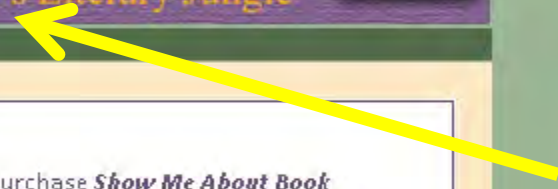
Step 2: [Claim Bonus Gifts](#)

Wait! Wait, there's more ...



Show Me About **BOOK PUBLISHING**

SURVIVE and THRIVE in Today's Literary Jungle



TAG



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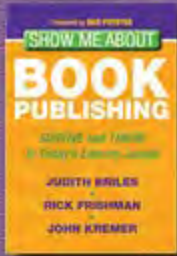


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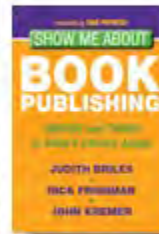
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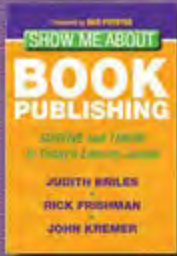
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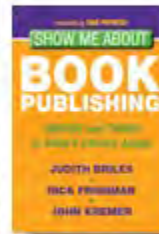
Wait! Wait, there's more ...

**Video &
Sales
Pitch**



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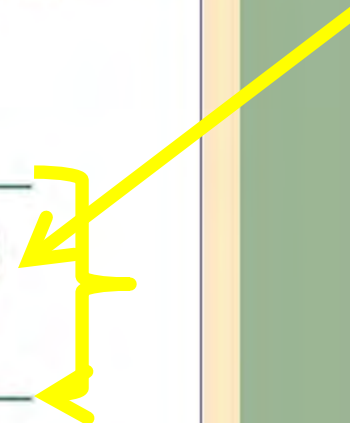
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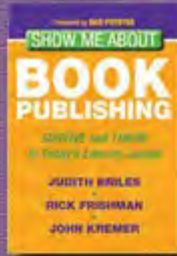


Step 2: [Claim Bonus Gifts](#)

Wait! Wait, there's more ...

CALL TO ACTION



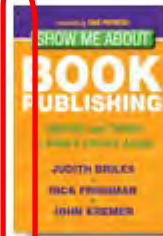


Show Me About **BOOK PUBLISHING**

SURVIVE and THRIVE in Today's Literary Jungle



1



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2

[Preview the Gifts](#)

This offer is good through the end of July *Only!*

3

How to buy the book
and receive these
amazing gifts



Step 1:
Buy the Book



Step 2:

Claim Bonus Gifts

4

Wait! Wait, there's more ...

Do you have a
BONUS?

Make them drool!

Wait! Wait, there's more ...

When you submit your email to confirm that you have bought *Show Me About Book Publishing*, you'll be entered into a drawing where three lucky people will win one of the **special prizes** listed below!

3 Lucky People!

The Prizes are:



[Preview the Gifts](#)

This offer is good through the end of July *Only!*



From John Kremer:

A Book Marketing Magic: How to Sell Your Book Like a Pro multi-media program Value of \$127



From Judith Briles:

Book Shepherding Consultation
Up to 2 hours
Value of \$500



From Rick Frishman:

Registration for Author 101 University
in New York May 22-23
Value of \$497



***Gimme!
Gimme!***

What is the problem your book is the solution to?

[Preview the Gifts](#)

This offer is good through the end of July Only!

Publishing is morphing on a daily basis ...

If you are a new author, you've got publishing questions. Plenty of them. If you are an already published author, you should have publishing questions. Plenty of them. ***Show Me About Book Publishing*** has the answers.

The traditional ways and whys of publishing are broken. Fewer deals, lesser advances, more work, reduced royalties and not a lot of fun. ***Show Me About Book Publishing*** is all about the new, new way that savvy authors create their book, control its destiny and are financially successful.

In ***Show Me About Book Publishing***, sought after publishing consultants, veteran authors and independent publishers Judith Briles, Rick Frishman and John Kremer reveal the whys, how-tos and don'ts in today's authoring and publishing worlds. They will show you how to:

- Publish Smart
 - Create the Right Team for Your Book
 - Craft a Platform and a Following
 - Follow a Timeline that Keeps You on Target
 - Understand the Dollars and Sense of Publishing
 - Avoid Costly Mistakes
 - Pre-Sell Your Book
 - Design Covers that WOW
 - Sell Foreign Rights
- How to Create and Launch Your Book with Pizzazz, Passion and Panache**

Should you Traditionally Publish, Self-Publish, Pay-to-Publish, ePublish ... which is right for you and your book? ***Show Me About Book Publishing*** has the answers to your publishing questions that you have and those you didn't know existed.

What have people said?

Buyers like
reassurance.

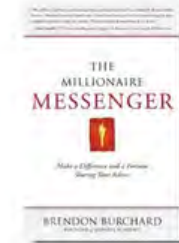
3rd party
endorsements
are **GOLD!**

People are Talking ...



Rick Frishman is my go-to guy for book publicity and marketing. I trust him deeply and he's earned his reputation as an expert, a creative confidante, and the best book publicist in the nation.

Brendan Burchard, author of *The Millionaire Messenger*



Rick Frishman is one of the most well-connected people I know. He understands every aspect of author promotion and is able to deliver exactly what the individual project requires. His strategic thinking skills, his deep understanding of what really delivers, and his collaborative and positive personal style make Rick and his team a perfect choice for publishers and authors alike. Highly recommended.

Cindy Ratzlaff, President of Red Carpet Strategies and Social Media Academy for Women



When we run across people who are very serious about marketing their books and are teachable/coachable there is only one person for them to see. Judith Briles has gifts, experiences and knowledge of the book publishing/marketing is second to none. She can save her clients time, money and frustrations, but even more significant is the final product will be so different than what was brought her. She is amazing. We are raving fans of her.

Dave Block and Victoria Munro, Co-Founders of Make-it-fly.com



Another *call to action!*



John Kremer is Staggering. No one tells the author these things — not the publisher, not the writer's rep. Just John Kremer.

John Robert Marlow, screenwriter and author of *Nano*



[Preview the Gifts](#)

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How to buy the book
and receive these
amazing gifts



Step 1:
Buy the Book



Step 2:

Claim Bonus Gifts

Gift Viewing Page

SURVIVE and THRIVE in Today's Literary Jungle

Bonus—created for the Author ...
Buy *Show Me About Book Publishing* on Amazon.com or BN.com in either paper or eBook form on through the end of July and get:

-  **A \$100 Gift Certificate good for huge discounts on artwork for the year 2011** by Cartoonist, Shannon Parish ... save hundreds of \$\$\$ in 2011!
-  **A free copy of *Beyond the Bookstore* by Brian Jud + 1/2 hour consultation** with Brian... value \$150
-  **Peggy McColl Interviews Elle Newmark on How She Secured a 7 Figure Book Deal** for her First Novel.
Listen as New York Times Best Selling Author Peggy McColl interviews her client Elle Newmark on the exact steps she took to secure a 7 figure book deal with a major publisher for her first novel. You'll be totally inspired when you hear what Elle did!
-  **A free copy of *Poynter's Secret List of Promotion Contacts* ... Priceless value**
-  **A free copy of *Literary, Subsidiary Rights, and Foreign Rights Agents***, a mini-guide includes more than 1,425 literary agents, including 325+ agents that sell foreign rights, 400 that have sold a first novel, and another 50 or so that handle subsidiary

Include ...

1. Graphic
2. Description
3. Value

Gift Preview

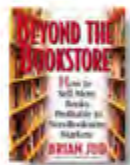
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Peggy McColl Interviews Elle Newmark on How She Secured a 7 Figure Book Deal for her First Novel.

Listen as New York Times Best Selling Author Peggy McColl interviews her client Elle Newmark on the exact steps she took to secure a 7 figure book deal with a major publisher for her first novel. You'll be totally inspired when you hear what Elle did!



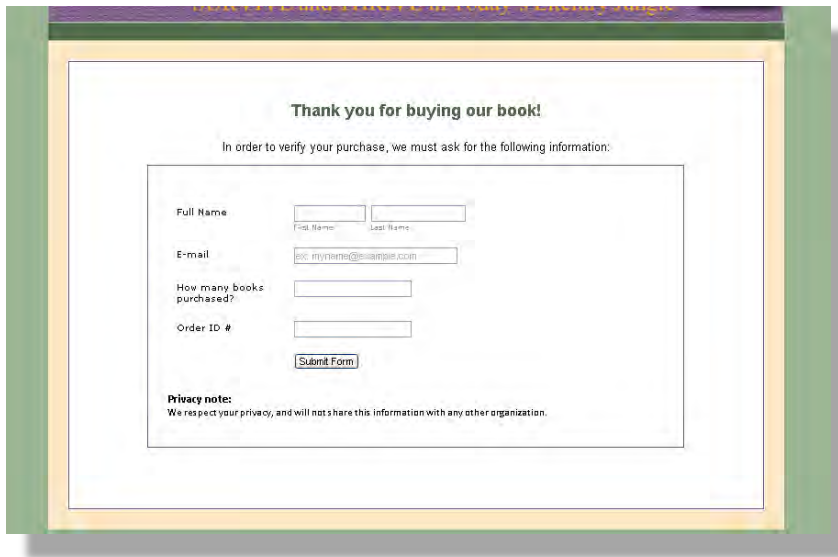
A free copy of Poynter's Secret List of Promotion Contacts ... Priceless value



A free copy of *Literary, Subsidiary Rights, and Foreign Rights Agents*, a mini-guide includes more than 1,425 literary agents, including 325+ agents that sell foreign rights, 400 that have sold a first novel, and another 50 or so that handle subsidiary

Form Page

Keep it SIMPLE ...



Thank you for buying our book!

In order to verify your purchase, we must ask for the following information:

Full Name:
First Name Last Name

E-mail:
ex: myname@sample.com

How many books purchased?

Order ID #

Privacy note:
We respect your privacy, and will not share this information with any other organization.

1. Name
2. Email
3. Books bought
4. Payment I.D.#

Get their information

Thank you for buying our book!

In order to verify your purchase, we must ask for the following information:

Full Name

First Name

Last Name

E-mail

ex: myname@example.com

How many books
purchased?

Order ID #

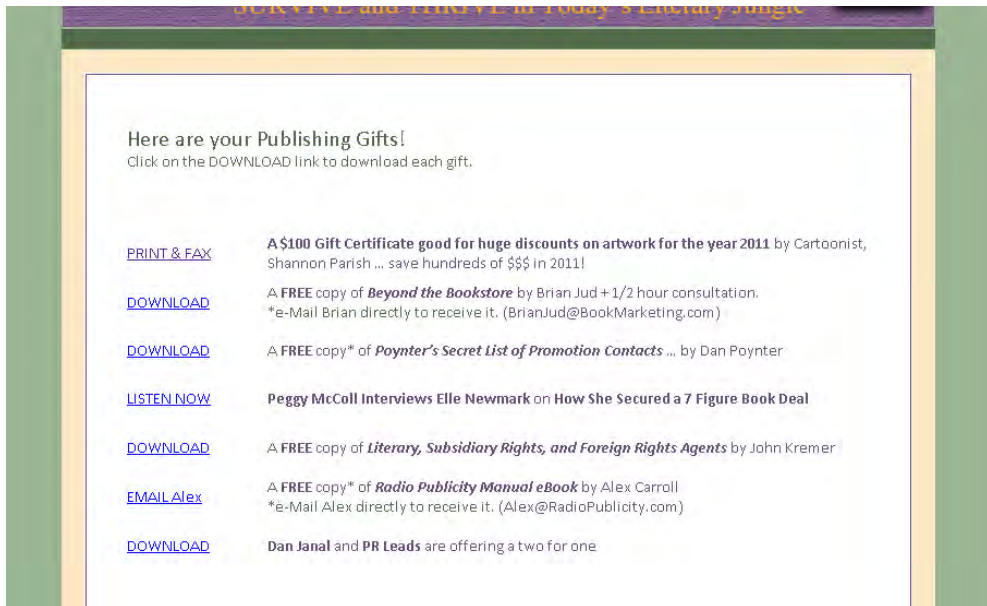
Submit Form

Privacy note:

We respect your privacy, and will not share this information with any other organization.

Gift Pick-up Page

Keep it SIMPLE ...



Here are your Publishing Gifts!
Click on the DOWNLOAD link to download each gift.

PRINT & FAX	A \$100 Gift Certificate good for huge discounts on artwork for the year 2011 by Cartoonist, Shannon Parish ... save hundreds of \$\$\$ in 2011!
DOWNLOAD	A FREE copy of <i>Beyond the Bookstore</i> by Brian Jud + 1/2 hour consultation. *e-Mail Brian directly to receive it. (BrianJud@BookMarketing.com)
DOWNLOAD	A FREE copy* of <i>Poynter's Secret List of Promotion Contacts</i> ... by Dan Poynter
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DOWNLOAD	A FREE copy of <i>Literary, Subsidiary Rights, and Foreign Rights Agents</i> by John Kremer
EMAIL Alex	A FREE copy* of <i>Radio Publicity Manual eBook</i> by Alex Carroll *e-Mail Alex directly to receive it. (Alex@RadioPublicity.com)
DOWNLOAD	Dan Janal and PR Leads are offering a two for one

1. Instructions
2. Description
3. Link

Gift Pickup

SURVIVE and THRIVE in Today's Literary Jungle

Here are your Publishing Gifts!

Click on the **DOWNLOAD** link to download each gift.

[PRINT & FAX](#)

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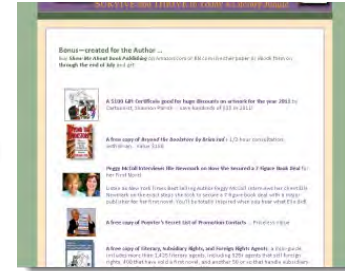
[DOWNLOAD](#)

Dan Janal and **PR Leads** are offering a two for one

Here's the formula ...



Landing page



Gifts (=TEAM)



In Addition, You Get ...

- Strategic Alliances
- Higher Amazon, B&N ranking
- Motivated Customer Database
- Tool for future campaigns

“Show Me About Book Publishing” website used by permission

Book Launch site created by
Shannon Parish,
www.BookLaunchSites.com

Cartoons by
Shannon Parish,
www.ShannonParish.com

