Dear Friends,

The long awaited time has finally arrived!!

First, please know how incredibly grateful I am that you are HERE right now with me. Regardless of the ways in which you’re able to help promote the launch on the day-of and in the coming weeks, I feel SO blessed to have you in my corner.

Can you believe we’ve been in cahoots for about 6 months?! Time sure does fly, eh?! Thank you SO much. For everything.

Okay, onto the good stuff... ;)

Below I have each of the initial steps we’ll take together on LAUNCH DAY.

After launch day I’ll be following up with you more frequently about daily and weekly pushes to specific people or communities online, should you wish to participate. But your only “true” commitment (or initial agreement) was to write a review on Amazon so don’t feel like you have to help promote the book beyond that.

**PRIORITY #1: WRITE AN AMAZON REVIEW **on** April 23rd**

This is the **biggest** and most important step in anything and everything we do together.

{{ Again, please wait until April 23rd to leave your review. }}

Here’s why:

Based on the research I’ve done to learn about book sales and rankings, the most valued action was to attempt to collect as many Amazon.com reviews as humanly possible on **ONE single day.** Amazon will see the flood of activity and automatically make a listing more searchable and increase its ranking, because it will be perceived as popular.

Things to know before you submit your review on Amazon:

- If you haven’t finished reading the book, that’s okay. I encourage you to still leave a review of your opinion on the book thus-far.
  - I believe you can go back and edit, if you see fit.
• You are welcome to disclose that you were given a free, early copy/review copy of the book (there should be an option somewhere to do so, if you wish)
• Please be honest with your rating and do *not* feel pressured to write a positive or 5-star review. Simply adding your voice and your review will achieve the goal we’re aiming for. I promise: no hard feelings if you don’t love the book. ;)
• Please use THIS page of Amazon, to leave your review: http://amzn.to/1GUkno3 (there is also a separate page for the Kindle version but we’d like to concentrate our efforts on the paper back page)

How-to submit your review on Amazon:

1. You must have ordered and paid for something off of Amazon in the past, in order to leave a review (on ANY product—it doesn’t have to be OF the product you wish to review)
2. Go to the product detail page for the item on Amazon.com: http://amzn.to/1GUkno3
3. Click Write a customer review in the Customer Reviews section.
4. Click Submit.

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**PRIORITY #2: SOCIAL MEDIA SUPPORT**

For those of you who have social media accounts (it’s okay if they are personal ones—no need to worry about having formal business accounts) and feel so inclined, here are some pre-written sample posts.

In order to save time, feel free to copy and paste them and/or re-work them to best fit your “voice” and personality.

**NOTE: Here is your link to a folder containing images and memes that you’re welcome to share along with these posts (or separately - whatever you’d like)... I’ll be adding more to this folder in the coming days:**

https://www.dropbox.com/sh/qfdnex7ybir5ala/AAD1h5iWq_NYKtt8AG9__E2Ea?dl=0

**Facebook Sample Posts:**

My friend Kristin wrote a book! And it’s officially out in the world as of today!! If you enjoy REAL life stories about adventure, following your dreams, travel, and inspiration definitely get your hands on a copy of... Will Travel for Vegan Food: A Young Woman’s Solo Van-Dwelling Mission to Break Free, Find Food, & Make Love http://amzn.to/1GUkno3
If you enjoy books like "Wild" and "Eat, Pray, Love" I think you’re going to LOVE this one by my friend, Kristin. It’s a true story about the 18 months she spent living in a van and off of donations, traveling through 48 states!! http://amzn.to/1GUkno3

I’m absolutely in love with this memoir by Kristin Lajeunesse! Talk about inspiration and following your dreams!! http://amzn.to/1GUkno3

Instagram Sample Posts:

When sharing a link to something via an Instagram post, it’s best practice to put the link in the description of your profile (rather than in the post itself) because it will then be "click-able" and take the viewer directly to the webpage (vs. linking to it in the post itself where someone would have to manually type in the URL). Please let me know if you have questions about this. :)

My friend Kristin wrote a book and it’s officially out in the world as of today!! If you enjoy REAL life stories about adventure, following your dreams, travel, and inspiration definitely get your hands on a copy of... Will Travel for Vegan Food: A Young Woman’s Solo Van-Dwelling Mission to Break Free, Find Food, & Make Love {link in profile} #wtfthebook #willtravelforveganfood #book #memoir #travel #nomad #adventure #amazon #booklaunch #bookrelease #vegansofig #veganswhowrite #travelmemoir #roadtrip #nomad #vandwelling

→ link to put in your profile description: http://amzn.to/1GUkno3

If you enjoy books like "Wild" and "Eat, Pray, Love" I think you’re going to LOVE this one by my friend, Kristin. It’s a true story about the 18 months she spent living in a van and off of donations, traveling through 48 states!! #wtfthebook #willtravelforveganfood #book #memoir #travel #nomad #adventure #amazon #booklaunch #bookrelease #vegansofig #veganswhowrite #travelmemoir #roadtrip #nomad #vandwelling

→ link to put in your profile description: http://amzn.to/1GUkno3

I’m absolutely in love with this memoir by Kristin Lajeunesse! Talk about inspiration and following your dreams!! #wtfthebook #willtravelforveganfood #book #memoir #travel #nomad #adventure #amazon #booklaunch #bookrelease #vegansofig #veganswhowrite #travelmemoir #roadtrip #nomad #vandwelling

→ link to put in your profile description: http://amzn.to/1GUkno3

Twitter Sample Posts:

@wtfveganfood 's memoir is FINALLY here: http://ow.ly/LILPz #wtfthebook #travel #adventure #amazon #bookrelease @amazon
My friend @wtfveganfood's true story about the 18 months she lived in a van, is now on @amazon http://ow.ly/LILPz #wtfthebook

Today is the BEST day! @wtfveganfood's book is FINALLY on @amazon http://ow.ly/LILPz #wtfthebook #travel #adventure #nomad

Once again, here is the folder containing images and memes: https://www.dropbox.com/sh/qfdnex7ybir5ala/AAD1h5iWq_NYKtt8AG9__E2Ea?dl=0


BONUS: HOW TO MAKE MONEY ON THE LAUNCH

If you’re on my standard “Will Travel for Vegan Food” email newsletter list (ie, the non-launch-team-specific one) then you would have received an email on 4/16 detailing out what affiliate marketing is and how you can take advantage of that to make a few dollars on this book launch.

In case you missed it, here’s that info:

Have you heard of "affiliate marketing?"

Here's the formal definition: "...marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts."

One of the most well-known businesses to use affiliate marketing is Amazon.com. Anyone can sign up to be an Amazon affiliate (you don't have to own a business or anything).

Here's how it works:

1. Follow THESE steps to sign up for their affiliate program.
2. You will then be given access to a special affiliate area of their website.
3. When you login to your affiliate account you can search product names and ISBN numbers in order to find a product you'd like to share publicly.
4. Then, whenever you share a link to a product or service from the Amazon website, be sure to use your special affiliate link.
5. If someone clicks on your special affiliate link and purchases *anything* on Amazon (by way of your link)—be it the product you sent them to or something else—you get up to 10% of each sale.
6. Once a month Amazon automatically deposits your earnings into your bank account.

Believe it or not some people make a lucrative living being Amazon.com affiliates. It's a whole thing. And it's totally legit! Even though it might sound strange if this is new to you, it's actually quite safe, popular, and a great way to make some cash in a "passive" way (as
"they" say). It's just not something people typically talk about outside of certain types of businesses.

Anyway, the reason I wanted to share this with you is because if you're planning to share my book with friends or family you can actually make money at the same time!

I realize it might sound confusing or complicated so definitely no pressure. But if you're interested, you can learn more about it here:

https://affiliate-program.amazon.com/

Signing up for an affiliate account takes just a few minutes. Once it's up and running you can start using your special affiliate links whenever you'd like.

Definitely feel free to utilize your affiliate program when sending people to my book on Amazon (starting April 23rd).

Going forward, here are some other ways you can use your new affiliate status with Amazon:

1. If you have a blog and mention certain products on a regular basis, you can link to those products on Amazon, in case your readership chooses to buy said products.
2. If someone asks you for book, product, or food recommendations (of things that can be found on Amazon) send them suggestions using your special affiliate link.
3. If there is one popular product you LOVE you could even go so far as to create what's known as a "niche" website. It would talk specifically about that product or compliments to that product and push people to affiliate programs related to the product.

With that in mind, there are other companies who have affiliate programs. Next time you're planning to write about something you love do a Google search for "[name of product] + affiliate program." The programs are usually free to sign up for... grab a few and keep them in your back pocket for some passive income streams. :)