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THiNKaha®'s "Post Proof Approval" Guidance for Authors

Ok, so the first part of the success of your book is done; it's written and has gone through cover design, copy edit, content layout, and have just given us your approval of the jacket and the laid-out book—Now What???

If you're like a number of authors, you're thinking to yourself, ok, time to sit back and relax.

This is far from reality.

Now's the time to significantly step-up the execution of your book's market awareness plan. This is the detailed set of steps to drive awareness of your book for those that need to see it.

This guide will detail the activities that THiNKaha will do so you don't try to reinvent the wheel and can focus on activities that take advantage of your core competence and expertise. Feel free to run ideas by myself and the team if you have questions or want to try something uniquely different. We're interested in hearing from you.

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Quick List of THiNKaha "Post Proof" Actions

Physical Book

- We continue to push the shopping cart links for your book.
- We add your book to Bowker's books-in-print database and ship a copy to the Library of Congress.
- We add your book to Amazon in the US, Australia, Brazil, Canada, France, Germany, India, Italy, Japan, Mexico, Netherlands, Spain, and the UK.
- We add your book to Ingram and ask Baker & Taylor to pick it up.
- We offer the book to eight distributors in the UK (some of which will pick it up).
- We submit your book to Amazon Inside (this takes 2 weeks to 3 months to complete).
- We make your book available at up to 39,000 bookstores and libraries.

eBook

- We continue to push the shopping cart links for your book.
- We load your book into the Amazon Kindle and run a special campaign for the first 90 days, after that we do the following:
 - We load your book onto NetLibrary which supplies eBooks to 15,000 libraries.
 - We load your book into Content Reserve which supplies eBooks to hundreds of corporate libraries.
 - We load your book onto the iPad.
 - We load your book into Baker and Taylor's Blio, B&N Nook eBook, Kobo and Google Books distribution.
 - For certain books, we load both on Books24x7 and Perussal.

Marketing

- We'll create and distribute a press release.
- We'll send an e-mail to our "friendly bloggers" asking if any would like to review your book.
- We send e-mails to a weekly list of 10,000 interested buyers.
- We send monthly e-mails to 6,000 previous customers.
- We can create coupon codes to give larger discounts on your physical or eBook including a 100% eBook give-away for a short period of time, if appropriate.

Additional Marketing Services

If these are not bundled with your book package, check these additional services:

<https://www.ahathat.com/marketing/>

Amazon Bestseller Campaign

➔ If you want to run an Amazon Bestseller Campaign, we have a great price for you.

Create Short Videos for Your Book

➔ Touch your prospects visually and kinesthetically with video summaries of your book sections.

Turn Your Book Into an Audio book and Have It Played on AHAt that Radio

➔ The audiobook and podcast markets are growing exponentially every year. As a thought leader, you just can't miss this content distribution channel.

What to do with your pre-purchased books

All of our authors that have been successful, have had books on hand to give away while networking as well as sending to prospects, clients, reporters and bloggers. Laura Lowell, author of "42 Rules of Marketing" tripled her income by having a couple hundred envelopes pre-addressed with personalized hand-written notes that she sent to prospects as soon as she was able to include her book. Within 3-4 weeks of her mailing, she picked up 8-9 new clients. Here are some additional ideas for what to do with your inventory of 100-500 books:

- Create a physical mailing campaign where you send books to prospects, clients, reporters and bloggers with a personalized hand-written note.
- Carry with you and give signed copies to prospects and customers.
 - Don't forget the value of a personalized signature in a book.
- Establish relationships with reporters/journalists/bloggers and send them copies.
- Offer to give away one or more signed copies at networking events you're participating in.
- When you're asked to speak at events, push to have the sponsor purchase a copy of the book for everyone in attendance. Even better, have the sponsor order a custom version of the book where page one contains a message from the sponsor.
- If you find strong evangelists of your message, offer to send them 10-20 books to share with their clients/prospects.
- Download a free eBook version of "42 Rules for Driving Success with Books" by entering coupon code "author" at check out. Web site: <http://happyabout.com/42rules/books-drive-success.php> to find many other ideas of how to use your book to drive success for your business.

Help with Sending Books to Reporters

THiNKaha will send books to 25 reporters if you adhere to the following procedure:

- Send an e-mail to presscopy@happyabout.info with a professionally written note in Word (at any other press material you think is relevant) that will be printed off and shipped along with the book.

Incremental Marketing Services to Help Drive Your Business

Here are some additional marketing areas that you should be spending your energy. These marketing services that are being offered by our trusted partners:

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| • Marketing Outreach to Update Your Social Media and Website, Setup a Weekly Mailing List to Gain 1,000 Subscribers, Market Your Podcast and Give You 10,000 Downloads, Support a Campaign Targeting 100 Prospects. | \$27,400.00 |
| • LinkedIn Outreach & Growth Designed to Setup 10-15 Qualified Calendar Appointments per Month. | \$25,000.00 |
| • 10-City Tour. | \$10,000.00 |
| • Book You on 50 Podcasts. | \$10,000.00 |
| • Business Coaching for Public Speakers Designed for you to Make \$150-200k/year in Speaker. | \$10,000.00 |
| • Book You on 12 Targeted High-End Podcasts. | \$ 4,750.00 |
| • Mastermind Setup. | \$ 3,000.00 |
| • Training for a Podcast Pitch Assistant to Book You on Podcasts. | \$ 2,300.00 |