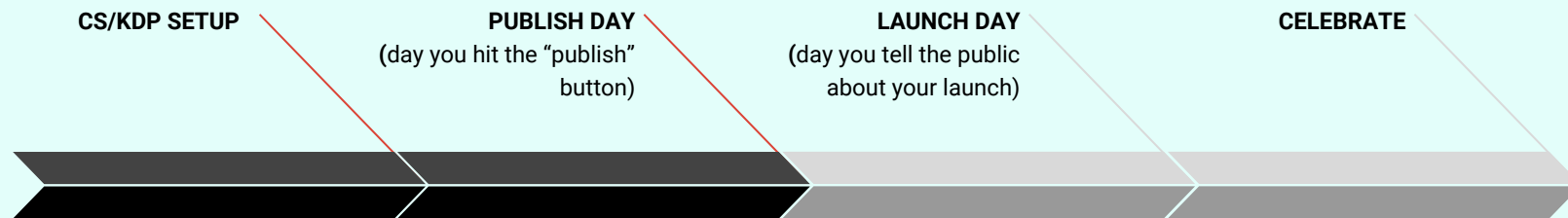


BOOK LAUNCH SEQUENCE



CS/KDP SETUP

PUBLISH DAY
(day you hit the "publish" button)

LAUNCH DAY
(day you tell the public about your launch)

CELEBRATE

CREATIVE MODE

- o Write book
- o Edit book
- o Illustrate book
- o Format book

PRE-LAUNCH MODE

- o Wait for print proof
- o Form launch team (LT)
- o Send copy to LT
- o Send review guide to LT

SECRET MODE

- o Up to 14 days
- o Set up Amazon Author Profile
- o Set up \$0.99 or free promos for launch day
- o Set up promos for Post-Launch period
- o LT downloads book directly from Amazon
- o LT places reviews

POST-LAUNCH MODE

- o Let public know about your book
- o Run promos on Launch Day
- o Run promos during Post-Launch period
- o Set regular price