



## **Book Launch Team Communication Scripts**

A book launch team is a group of people whom you recruit that agree to join your marketing campaign by completing requested promotional activities. In return, team members receive incentives for participating.

When you are ready to build a book launch team, use the following message scripts to communicate with everyone via email or social media.

**NOTE:** These scripts are intended to be customized to your specific campaign. You will see various places highlighted to insert the details that pertain to your book.

### **List of Communication Scripts:**

1. Join my book launch team
2. Send me a link to a recent Amazon review
3. Welcome: You're on my book launch team
4. Deliver your book manuscript
5. Tell me your favorite part about my new book
6. Exclusive Q&A with the author
7. Pre-order my new book
8. It's launch day!
9. Share this information on social media
10. Launch team conclusion

**Got questions?  
Email me at:**

**[Rob@StartaWildfire.com](mailto:Rob@StartaWildfire.com)**

## Script 1 - Join my book launch team

**NOTE:** You can use the following script as language for an email message, Facebook post, or the text for a landing page on your author website.

### Subject line or headline options:

- Interested in joining my book launch team? Get great perks!
- I'm looking for brave readers to join my launch team
- A personal invitation to join my Book Launch Team

### Message body:

I'm excited to tell you that I'm releasing a new book called **(insert title)** on **(insert publication date)**! But, there's no way that one person like me can get the word out by myself. That's why I'm putting together a book launch team called **(insert clever team name)**.

If you'd like to help me tell other people about **(insert book title)**, I'd love to have you join the team. Here are some of the exciting benefits you'll receive:

- Read a free copy of my book before anyone else
- Get exclusive access to ask me questions
- Feel great knowing that you're helping me *entertain / change* the world
- **(Add any other benefits you want to offer – bonus content, exclusive videos, etc.)**

However, I will be up-front to tell you that work is involved if you join my launch team. I'm looking for people who have the time and desire to spread word of mouth on a frequent basis. Here are some of the activities that are required if you join the team:

- Read my book and tell me your favorite parts or quotes
- Post a review about my book on Amazon or Goodreads
- Share information about my book on your social media pages
- Pre-order my book or buy a copy for a friend

I don't take your support lightly. If you join my launch team, we'll have a lot of fun while we get the word out together. Let me know you'd like to participate by filling out the information below.

Enter name

Enter email address

Enter Facebook or Instagram URL link

Once I receive your information, I'll get back to you shortly with more details.

## Script 2 – Send link to a recent Amazon review

### Subject line or headline options:

- Follow up from (Author name) about my book launch team
- Want to join my Book Launch Team? Here's the next step

### Message body:

Thanks for your interest in joining my book launch team! I'm honored that you want to help tell people about (insert your book title). Here's the next step to make sure we both have a great experience together.

Send me a picture or a link to an Amazon or Goodreads review that you've written for another book in the past. If it was a couple of years ago, that's okay.

If you've never written a customer review before on Amazon, then pick your favorite book or product and write a review today. Then, send me a link or picture of it.

The primary purpose for this request is to make sure you have an Amazon account in good standing. That's because we need to abide by Amazon's guidelines and policies.

All you have to do is reply to this email with a screenshot picture or a link to a review you've posted on Amazon or Goodreads – easy peasy, right?

Once I receive your response, then I'll follow-up with more details about joining my launch team.

Thanks again for your interest. I am truly honored by your desire to support my new book!

Sincerely,

Your name

## Script 3 – Welcome message to new members

### Subject line or headline options:

- Welcome: You're on my book launch team!
- Thanks for joining my Book Launch Team! Here's what's next

### Message body:

Welcome to **(insert clever launch team name)**! It's great to have you onboard, and I appreciate you sending me a picture / link from a recent book review.

Your support of my new book means a lot, and I want to honor your time and energy. So, here are the next steps to take:

1. **Click on this link** to join my private Facebook group. This is how the team will communicate throughout the launch process. Once you gain access to the Facebook group, please introduce yourself and tell everyone why you're excited to be a part of the team. We're going to have our own fun community together!

2. In a short time, I'll provide an advanced reader copy (ARC) of my book for you to read. When you receive the ARC, please dive into the material right away and make a note of the sections and quotes that you like the most. Your feedback in this area will be invaluable to me.

If you have any questions, you're always welcome to post something in the Facebook group. Or, you can contact me with questions at this email address:

**Insert your email address or your launch team manager's email**

I'll see you on the other side when you get access to the private Facebook group. Talk again soon!

Sincerely,

**Your name**

## Script 4 – Deliver your book manuscript

### Subject line or headline options:

- Urgent: Advanced reader copy of (Insert book title) from (Author Name)
- Here's your advanced reader copy of (Insert book title)

### Message body:

Hello wonderful launch team members!

We've come to the moment you've all been waiting for...you get to read my new book before anyone else. Attached is a PDF file of (Insert book title).

[Click here to download](#)

Please download the file and start reading my material. (Do not share with anyone else.) In exchange for giving you my new book for free, here are the first steps to take as part of my launch team:

1. Make a note of your Top 3 favorite parts and quotes within my book, tell me why it's your favorite, and then send me your list by (enter deadline date).
2. Post a review about my book on Goodreads.com at any time.
3. Start preparing to write a brief Amazon review by (enter launch date).

If you have any questions or trouble accessing your advanced reader copy, feel free to contact me. Otherwise, stay connected via our private Facebook group for more details and updates.

Thank you immensely!

Your name

## Script 5 – Tell Me Your Favorite Parts

### Subject line or headline options:

- Tell me your favorite parts of (Insert book title)
- What did you like the most about (Insert book title)?

### Message body:

Hello launch team!

I assume you've had a chance to read most, if not all, of my new book manuscript. Not only do I value your support, I also value your feedback.

Please let me know your Top 3 favorite quotes or paragraphs within (insert book title). Your comments allow me to understand how my book resonates with readers the most.

Send me your Top 3 Favs within the next 48 hours. You can post them in our private Facebook group, or email them to me at (insert email address).

Thanks again for joining the team and get ready for an exciting launch!

Your name

## Script 6 – Exclusive Q&A with the Author

### Subject line or headline options:

- Exclusive Q&A chat with (Insert your name) – (Insert date)
- I'm answering your questions about (Insert book title)

### Message body:

Hello launch team!

Now that you've received my new book and had a chance to read it, I'm sure you might have some questions. For instance, you might wonder how I came up with my ideas, how I conducted research, or even how I found the time to write. I'd love to answer those questions and more.

On (insert date and time), I'm going to conduct a private Q&A session for the whole team. This is your chance to ask me anything and get deeper insights into (insert book title). Here is the link to join the Q&A:

(Insert link to webinar, teleconference, or Facebook Live video)  
(Insert date and time)

Please join me for a lively conversation. If you can't make the Q&A session, I'll provide a recording afterward so that you can hear what we discussed.

Thank you for supporting the launch of (insert book title). I'll talk with you on (insert date of Q&A)!

Your name

## Script 7 – Pre-Order My Book

### Subject line or headline options:

- Share **(Insert book title)** with a friend
- Get a great deal on **(Insert book title)**

### Message body:

Hello launch team!

The release of **(insert book title)** is getting close! I can't wait for the world to see it.

Thank you for reading an early copy and giving me your feedback. However, pre-ordering my new book would be extremely helpful to build early sales momentum for the launch.

Since you already have a digital copy of my book, consider pre-ordering a physical copy for yourself. Or, you can pre-order a copy as a gift for a friend.

The price is only **(insert book price)**, and you can purchase at these links:

**(Insert link to your book on Amazon.com)**

**(Insert link to your book on B&N.com)**

**(Insert link to your book on Indiebound.org)**

Supporting my work financially enables me to keep writing more books in the future. I do not take your generosity lightly.

Get ready for an exciting launch on **(insert book launch date)**!

**Your name**

## Script 8 – Launch Day and Amazon Reviews

### Subject line or headline options:

- Today is the day! **(Insert book title)** is here
- **(Insert book title)** has launched – share your thoughts on Amazon

### Message body:

Hello launch team!

I can't believe the big day is finally here! **(Insert book title)** officially launched today. If you haven't purchased an extra copy for yourself or a friend, you can do so using these links:

**(Insert link to your book on Amazon.com)**  
**(Insert link to your book on B&N.com)**  
**(Insert link to your book on Indiebound.org)**

Now is the time when your support could make a huge difference. Please go to Amazon and post a short review about my book.

**NOTE: You do not have to purchase my book on Amazon in order to leave a review. You just need to have an Amazon account in good standing.**

If you purchase my book on Amazon before writing a review, then your comments will be tagged as a "verified purchase."

If you haven't purchased a copy, then you can post a review on Amazon and state that you received a free copy from the author in exchange for writing a review.

Please post a review on Amazon today. When readers see their peers talking about a book, it reduces skepticism and increases the desire to purchase.

Thanks again for being on my launch team and posting an Amazon review. If you have any questions, feel free to email me at: **(insert email address)**

**Your name**

## Script 9 – Share This Info on Social Media

**NOTE:** This message should be sent several times to your launch team using different the options listed below. The more you keep you team abreast of good news, the more they will provide promotional support.

### Subject line or headline options:

- Please share this exciting info about **(Insert book title)**
- Exciting news about **(Insert book title)**

### Message body:

Hello launch team!

Thank you for the support you've provided over the past several weeks. I can't believe that I have such wonderful readers. Each day, you make me smile!

Now that **(insert your book title)** is available, we can turn our focus to spreading word of mouth. If you haven't posted a review on Amazon yet, please do so today.

### Option 1:

However, I know you have friends, family, and co-workers who would be interested in reading my book. To make things easy, I've pre-created several pictures, quotes, and videos about **(insert your book title)** that you can share on your social media pages.

Go to this website link to access all of the free tools: **(insert website page address)**

### Option 2:

I'm excited to tell you that **(insert leader's name)** just gave my book a great endorsement. Please post these glowing remarks on your social media pages to let other people see what is being said about **(insert your book title)**.

### Option 3:

I've got great news! I'm going to appear as a guest on **(insert name of podcast, TV, or radio program)** on **(insert date and time)**. Please post this information on your social media pages and encourage your friends to listen. It will be a great way for them to learn about **(insert your book title)**.

**(In case the interview is already available)** Here is a link to the recording of my interview, **(insert website link)**. Please share this link with your followers on social media.

Thanks again for supporting the launch of **(insert your book title)**. I am honored by all of your support.

## Script 10 – Launch Team Conclusion

**Note:** If your team continues to exhibit high activity, don't shut it down. Let it keep running. However, if the activity reaches a natural conclusion, then you can send this message of gratitude.

### Subject line or headline options:

- A special message of gratitude from (Insert your name)
- A huge thank you from (Insert your name)

### Message body:

Hello launch team!

I'm happy to say the past several **weeks / months** have been a great experience. I am truly honored by all of the time and energy you gave to support the release of (insert your book title).

There is no way that these incredible results would have happened without you:

(List positive highlights, such as copies sold, total Amazon reviews, social media shares, new endorsements, awards, etc.)

You gave my book the early momentum it needed to reach a bigger audience. Thank you from the bottom of my heart!

Optional – I'll be offering another exclusive Q&A session on this date to conclude our time with another lively conversation. Please join me.

All good things must come to an end, so I'm letting you know that the official launch period has now concluded. However, you are still welcome to continue promoting (insert your book title) on social media and personal word of mouth.

Knowing that readers like you exist is what makes being an author such a joy! Thank you for participating on my launch team. And, you'll be the first to know when I prepare to publish another book.

Sincerely,

Your name

**Got questions about using these  
Launch Team Communication Scripts?**

**Email me at:**

**[Rob@StartaWildfire.com](mailto:Rob@StartaWildfire.com)**

**About Rob Eagar**

Rob Eagar is one of the most accomplished book marketing experts in America. He's personally coached over 600 authors, consulted with top publishing houses, and helped clients hit the *New York Times* bestseller list three different ways, including new fiction, new non-fiction, and backlist non-fiction. He even helped a book become a *New York Times* bestseller after 23 years in print!

For free resources and more details about his consulting services, visit:

**[www.RobEagar.com](http://www.RobEagar.com)**