

**7 PROVEN  
BOOK  
LAUNCH  
SALES\$  
EMAILS**

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# 7 PROVEN BOOK LAUNCH SALES\$ EMAILS

**FACT:** Your email subscribers have no responsibility to buy your books. Instead, it is your responsibility as the author to motivate email subscribers to buy your books.

Email is effective at telling people something important is happening, especially around a book launch. If you have a new book coming out soon, I recommend sending different types of “sales emails” to capture reader interest and motivate purchases.

If you send several sales emails, will some subscribers feel like you're being too promotional? Yes, but let them unsubscribe. You don't want your email list filled with moochers who have no intention of ever buying anything.

You CANNOT survive as an author unless you sell a lot of books. Use the seven scripts in this document to write sales emails that get results.

## 7 Proven Book Launch Sales Emails:

1. **Pre-Launch: Cover Reveal**
2. **Pre-Launch: Content Sneak Peek**
3. **Pre-Launch: Promote Pre-orders**
4. **Launch Day Announcement**
5. **Post Launch Reminder**
6. **Social Influence Testimonial**
7. **Accolade Announcement**

Each email script in this document is optional. Use my text as a guide to follow, but feel free to modify the scripts for your individual use.

**NOTE: These 7 scripts also work well for writing social media posts!**

## Pre-Launch Sales Email #1 – Book Cover Reveal

### **Purpose:**

- **Announce new book is coming**
- **Build early excitement with fans and generate initial feedback**

**Subject Line: My new book cover - tell me what you think**

**Email Body: (Insert front cover image - right justified)**

I've got exciting news! The cover art just arrived for my new book, (INSERT BOOK TITLE). I couldn't keep the excitement to myself, so I wanted to give you a first look before anyone else.

Tell me what you think. I love hearing feedback from valued readers like you before the public sees the cover.

My new book is about (INSERT DESCRIPTION OF MAIN TOPIC) and will be released on (INSERT PUBLICATION DATE).

Thanks for sharing in my excitement. I can't wait to get my new book into your hands or onto your e-reader device. You're going to enjoy it!

Sincerely,

## Pre-Launch Email #2 – Content Sneak Peek

### Purpose:

- Tease readers with a short sample from your book
- Pull your excerpt from the best content
- Ask readers to tell you their favorite quotes

**Subject Line: Free sneak peek from my new book!**

**Email Body: (Link or attach sample as PDF file: 2,000 - 5,000 words)**

I'm excited to tell you that my new book, (INSERT BOOK TITLE), is launching on (INSERT PUBLICATION DATE). But, rather than tell you the book is coming, I wanted to give you a free sneak peek.

The attached excerpt is my gift to you for being a valued email subscriber. The material is from (INSERT CHAPTER TITLE). I'd love to know your favorite quote from this sample. Feel free to send me your feedback.

[LINK TO YOUR BOOK EXCERPT](#) (Link to excerpt as a PDF file or a blog post)

(Optional): If you'd like to pre-order and be the first to get a copy, here are the links to purchase: (INSERT RETAILER LINKS)

Thanks for letting me share my early excitement. I can't wait until my book is ready to launch. Enjoy your sneak peek!

Sincerely,

## Pre-Launch Email #3 – Promote Pre-Orders

### Purpose:

- Start pre-order campaign 4 – 8 weeks before book release date
- Offer enticing incentives
- Create a “fear of missing out” to spur book pre-order sales

**Subject Line: Pre-order (BOOK TITLE) and get these bonuses**

**Email Body: (Insert front cover image - right justified)**

My new book, (INSERT BOOK TITLE), will be launching on (INSERT PUBLICATION DATE). But, if you pre-order now, you can receive these fantastic bonuses for free:

- (DISPLAY PRE-ORDER BONUSES AS A BULLETED LIST)

You can get these special goodies today by pre-ordering a copy from any of these retailers, (INSERT RETAILER LINKS).

Don't miss out! These bonuses will disappear on (INSERT PUBLICATION DATE). Pre-order today, get your goodies, and be the first in line to read, (INSERT BOOK TITLE)!

Sincerely,

## Launch Day Announcement – Sales Email

### Purpose:

- Send out on your book's official launch day
- Share your excitement like a "proud parent"

### Subject Line Options:

**My new book, (INSERT BOOK TITLE), is here!**

**Option 2:** Insert your book's marketing hook into the subject line

Fiction example: A sleepy Texas town. A murdered cop. A thriller you can't put down.

Non-fiction example: An insider's look at America's new president

### Email Body: (Insert front cover image - right justified)

I'm happy to tell you that my new book, (INSERT BOOK TITLE), is available! Today, you can officially purchase a print copy or the e-book to enjoy.

The price is only (INSERT PRICE) and available at these retailers, (INSERT RETAILER LINKS).

I invite you to get a copy and send me your feedback. I always love hearing from readers and subscribers of my newsletter!

Sincerely,

## Post-Launch Reminder – Sales Email

### **Purpose:**

- **Send 3 – 5 days after launch to remind subscribers to purchase**
- **Optional: Include another brief excerpt from your book**

### **Subject Line Options:**

**A free sample from my new book, (BOOK TITLE)**

**Did you hear the news about (BOOK TITLE)?**

### **Email Body: (Insert front cover image - right justified)**

Just a quick reminder that my new book, (INSERT BOOK TITLE), is available! You can purchase a print copy or the e-book at these retailers, (INSERT RETAILER LINKS).

In case you're wondering what's inside, below is a link to an excerpt from (INSERT CHAPTER TITLE). I think you'll enjoy it.

[Link to the book excerpt](#) (Link to sample as PDF file: 2,000 - 5,000 words)

As always, you're welcome to send me your feedback. I love hearing from readers and subscribers of my newsletter!

Sincerely,

## Social Influence Testimonial – Sales Email

### **Purpose:**

- **Send 2 – 3 weeks after launch**
- **Show positive feedback from other readers**
- **Generate social proof that convinces skeptical email subscribers to purchase**

**Subject Line: See what readers are saying about (BOOK TITLE)**

**Email Body: (Insert front cover image - right justified)**

My new book, (INSERT BOOK TITLE), is now available and here's some of the early response:

(INSERT 2 – 3 POSITIVE AMAZON REVIEWS, TESTIMONIALS, OR ENDORSEMENTS FROM LEADERS – MIX & MATCH)

If you've purchased a copy, feel free to write a review or send me your feedback. I love hearing from readers and email subscribers like you!

If you still need a copy, you can purchase from these retailers, (INSERT RETAILER LINKS):

Sincerely,



## Accolade Announcement – Sales Email

### Purpose:

- **Share any accolades received: bestseller, awards, sales milestone**
- **Build upon positive momentum to convince skeptics to purchase**
- **Help your book stand out in a crowded marketplace**

### Subject Line Options:

**(BOOK TITLE) just hit the bestseller list!**

**(BOOK TITLE) just won the XYZ prize!**

### Email Body: (Insert front cover image - right justified)

I am delighted to tell you that my book, (INSERT BOOK TITLE), just (INSERT ACHIEVEMENT)!

I am flattered by this accomplishment. But, it's largely due to the incredible support from readers like you. So, I wanted to personally say THANK YOU!

Please tell your friends that you helped make this exciting achievement possible. And, if you haven't read my book yet, join the party by getting a copy from any of these retailers, (INSERT RETAILER LINKS).

Thank you again for your amazing support!

Sincerely,

**Now you know how to send 7 types of proven sales emails.**

**Feel free to send questions and success stories to:**

**[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 800 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 details about Rob's consulting services for authors, visit: <http://www.RobEagar.com>