



Launch Team Application

The commitment is for four weeks. Two weeks to read the book (at your leisure) and prepare the review then another two weeks to do a social media blitz.

With gratitude, Seralynn Lewis and the **Cassie's Secrets** Launch Team!

Application Process Closes on Saturday, August 5, 2020.

Complete all the questions.

How and when did you first hear about **Cassie's Secrets**?

Tell us why you'd be an invaluable member of the Book Launch Team?

Be as detailed as you'd like – this is the question we'll be most interested in.

Please link to your blog and/or social media page(s)

If you don't have a blog or formal "business" pages, no worries, link to whatever best represents the platforms you'll be using to share updates about the book launch.

Is there anything else you'd like to add?

Check one button to acknowledge that by submitting your answers above you've read and understand that this would be a volunteer role for a limited time, in exchange for the specified items listed on page one of the Application.

- Yes, I totally understand. Count me in!
- Not this time. Maybe next time.
- No, I don't get it. I'll pass.

Your Full Name: _____

Your Facebook Name: _____

Your Email Address: _____

Be on the lookout for an email from us!



Launch Team Application

Return Application to info@seralynnlewis.com by **August 5, 2020** when the application process closes.



Launch Team Application Requirements and Application

Hello, there! So glad you are interested in being a part of the **Cassie's Secrets** Launch Team.

I have an extensive marketing and promotion plan in place for the book's launch and I'm totally excited about it! I hope you will be, too!

Launch Team members are by INVITATION-ONLY to ensure only those who are *fully-committed* to help before and during launch week, and thereafter have the opportunity to do so.

As the author and leader of the **Cassie's Secrets** Launch Team, I have a responsibility to the members of my launch team. My responsibility is to make sure you have all the tools and resources you need to do your part and to provide incentives for your fabulous help.

You will get...

- An advance electronic copy of the book (including the cover art) for you to read. This copy is yours and yours alone and I respectfully request that you not share it with family and friends. This is, after all, a business.
- Membership to a Private Facebook Group dedicated to **Cassie's Secrets** launch to communicate with you everything that will happen during the launch period.
- Exclusive access to the online Launch Party held on the Private Facebook Group on the Launch Date.
- An autographed paperback copy mailed directly to you after the launch is over and you provided an Amazon and other book reviews.
- Exclusive advance access to read the two short stories associated with **Cassie's Secrets**.

If you decide to help out, then you'll have responsibilities as well. The question of Who, What, Where, When, How and Why will all be spelled out in the Launch Team Action List which includes:

- Buy the book at a discounted price on Amazon.
- Reading the book and preparing a short (2-3 sentence) honest review and posting it on Amazon and other optional sites.
- Checking in periodically in the FaceBook Group to see what's going on and offer opinions.
- Posting, commenting, and sharing to your social media from the launch date to two weeks after the actual Launch of the book, and beyond, if you like. (That would be terrific!)

I want to be certain you're 100% committed. That's where this form comes in. Be sure to get your application in as soon as possible. There are a limited number of members accepted and the application process closes on **August 5, 2020**.

I will carefully review all submissions. If you made the cut, you'll receive an email invite. The commitment is for four weeks. Two weeks to read the book (at your leisure) and prepare the review then another two weeks to do a social media blitz.

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