

Welcome

In this guide we will show you some simple ways for you to create a pre-launch campaign for your recipe book.

Our clients are regularly able to sell between 30 and 100 copies in just the first few weeks of their launch. This means they get into profit very quickly.

A pre-launch campaign is a quick, and easy way of getting a great return on investment.

You probably have a goldmine of contacts including:

- Current clients
- Previous clients
- Facebook
- Twitter
- Instagram
- Youtube
- LinkedIn

Many of these people want to get in shape or are in the process of getting in shape and are looking for nutritional guidance and healthy recipes (that aren't tasteless and boring).

So why not create a pre-launch sales campaign for your new fitness recipe book and get your book sales off to a flying start!

1.) Create a survey

We recommend you create a survey using a free form builder such as [wufoo](http://www.wufoo.com) (www.wufoo.com) or [jot form](http://www.jotform.com) (www.jotform.com).

A survey serves two purposes. Firstly, you will gather lots of useful data from people about their health and fitness struggles, which you can use at a later date.

e.g. If lots of people say they are confused about supplements, you could offer them a supplement guide (by the way, we offer one of those in our product range!). If they are struggling with certain aspects of their training, you could offer something in your range of services which addresses the problem. So, it's a great way of finding out what your audience needs and targetting your offerings accordingly.

The second purpose of the form is to get an idea of how many people would be interested in buying your recipe book. You could include it as one of the questions on the survey and you could also ask them if they would prefer an ebook at a pre-launch discount price of £6.99* or printed for £8.99* (plus postage), to help you work out what people want.

Make sure you include a field on the form for the person to include their name and at least one contact detail. And its a good idea not to make the form too long, as it may put people off. Around 6-8 questions is plenty.

Examples of questions to include:

- What's the biggest challenge you face right now with your nutrition / fitness / health?
- Are you currently following a diet or nutrition system - if so, which one?
- How would you rate your nutrition knowledge?
- What would make working out and eating correctly for your goals easier for you?
- If there was a recipe book that taught you how to easily make delicious, healthy food that enabled you to lose weight would you be interested?

Once you've created the form, copy and paste the url link to the form on your social media pages, or send a direct message to people with the link. Email the link to any clients, prospects and personal contacts who are interested in Health & Fitness. Include a deadline if you want to speed things along.

Present the link to people in an interesting way to encourage them to fill it in. For example, *"I am developing some exciting new products which can help fix peoples' health and fitness struggles. I'd love you to take part in a short survey to tell me your struggles. Your information will be treated as 100% confidential. Two people chosen at random will receive a fantastic free gift" (e.g. a copy of the recipe book)*

**The prices above are discount guidelines only. You can set your own price. Full priced ebooks usually sell for between £9.00 - £12.00 and printed books sell for between £10.00 - £20.00.*

2.) Email campaign

Send emails about your recipe book to current clients and prospects (and anyone in your address book who you know has an interest in Health & Fitness). Include friends and family too if you wish.

Here's a sample email you could send to prospects and clients.

(attach a taster sample recipe image to the email)

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Hi folks,

I'm about to launch my new "Healthy Kitchen Fitness Foods" (insert name of your book) recipe book.

This will be packed full of easy to make, delicious, healthy recipes that get the thumbs up from me (speaking as a Personal Trainer).

It's these kinds of tasty foods that will enable you lose weight / fat and tone up without feeling deprived or getting bored.

I've attached 1/2/3 (delete as applicable) example recipes from the book which contains 100 delicious and inspiring recipes.

To celebrate the launch of my new book I'm offering you a special pre-launch discount!

You'll be able to get your hard copy / downloadable recipe book for just £XX instead of £XX.

This offer is only open to the first 20 people who reply to this email

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3.) Use Social Media

Here's a sample facebook post...



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(photo post of delicious food or recipe)

I'm about to launch my new "Healthy Kitchen Fitness Foods" (insert name of your book) recipe book.

This will be packed full of easy to make, delicious, healthy recipes that get the thumbs up from me.

It's these kinds of tasty foods that will allow you lose weight / fat / tone up without feeling deprived or getting bored.

I've attached 1/2/3 (delete as applicable) example recipes from the book which will contain 100 recipes.

To celebrate the launch of my new book I'm offering you a special pre-launch discount!

You'll be able to get your hard copy / downloadable recipe book for just £XX instead of £XX.

This offer is only open to the first 20 people who inbox me or click the link

You also have the chance of bagging a FREE COPY simply by tagging people into this post (one winner will be chosen at random and announced on dd/mm/yy). Boost the post so as many people as possible see it

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More ideas:

- Create a post and run a competition. If this post hits XX shares, we'll be giving away free copies of our new Healthy Kitchen Fitness Foods recipe book to X people who like, share and write their favourite food in the comments. **Boost the post** to get more interest
- Create a video of yourself creating one of the recipes, and upload it directly to Facebook (note: Facebook likes it when you upload directly rather than post a link from YouTube). Videos get a lot of engagement on facebook and are a great way of building up trust with people. Also include the written recipe in the post and the calories and macros to add extra value. Include some enticing copy, e.g. "This (name of recipe) is just one of 100 recipes which feature in my new recipe book (insert name). To celebrate the launch of my new book I'm offering you a special pre-launch discount! You'll be able to get your hard copy / downloadable recipe book for just £XX instead of £XX. This offer is only open to the first 20 people who respond. Include a clear call to action.

Boost the post to get more interest or turn the video into a **facebook ad**.

Don't be afraid to big up your book. You could either tell people it's a book you've created yourself, or you've commissioned a nutrition company and you've personally approved each recipe.

Here are some ideas for Twitter posts:



(Post a photo of a delicious recipe)

Pre-launching my new Healthy Kitchen Fitness recipe book. Save £7 and get yours for just £10. Only 20 copies available. DM me for info

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(Post a photo of a delicious recipe)

A delicious recipe from my new Healthy Kitchen Fitness recipe book. First 20 orders receive £7 discount. DM me for info

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(Post a photo of a delicious recipe)

Pre-launching my new Healthy Kitchen Fitness recipe book. For a chance for a FREE COPY retweet and tell us what your favourite food is.

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(Post a photo of a delicious recipe)

Loving this delicious pizza recipe from my Healthy Kitchen Fitness recipe book. First 20 orders receive £7 discount. DM me for info

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(Post a photo of a delicious recipe)

Hooray! A chance to win a copy of my new Healthy Kitchen Fitness recipe book. Retweet before midnight to enter our prize draw.

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Here are some ideas for Instagram posts:



(Post a photo of a delicious recipe)

(Add recipe ingredients and method plus calories and macros)

My new #healthykitchen #recipebook is here! I can't wait to share these recipes with you.

First 20 orders receive £7 discount. DM me to order

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Calling all foodie lovers! We are now ready to launch our healthy kitchen fitness food recipe book.

Pre-order discount available for the recipe book are now available to the first 20 sign-ups.

Get your copy for just £10 (normal price £17). DM me to order

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(Post a photo of a delicious recipe)

(Add recipe ingredients and method plus calories and macros)

Calling all foodie lovers! Try this delicious recipe from my new healthy kitchen fitness food recipe book.

For 99 more delicious, healthy recipes just like this, order now and get yours for just £10. (sve £7). Limited offer.

DM me to order

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This delicious healthy veg pizza tastes soooo good! The recipe is featured in our healthy kitchen fitness

food recipe book. Try the recipe below! Grab our pre-launch offer and save £7. Yours for just £10. Limited offer.

DM me to order (follow with pizza recipe ingredients and method)

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4.) Remind

People often need to see a message several times before they take action. Maybe they got distracted the first time round and forgot about your email / tweet / survey / facebook post.

- Repost your facebook posts
- Retweet your tweets
- Extend your facebook ad campaign or boost post again
- Email / post / message people to remind them about the survey
- Send a second email campaign out to your list

If you included a deadline or limit (e.g. maximum number of places available) then emphasise that time is running out / only XX number of spaces remaining.

5.) Collecting payment

It's important to start collecting the names of any people who are interested in your recipe book and collect payments from people, even while your pre-launch campaign is running. Leave it until the end of your campaign and you run the risk of losing sales.

A quick way to collect payments from people is to log in to your paypal business account (if you don't have one, you can set one up quickly and for free). Go to Request Money, then copy and paste the email addresses of all the people who would like to buy your book (separate each email address with a comma). Type in the amount in your currency, then select Goods.

Remember, if you are offering your book at two different price points (e.g. printed price and ebook price), you'll need to send a separate money request for each.

We hope you've found these ideas useful and are ready to create a buzz about your new recipe book.

If you would like to share any other ways you've pre-launched your recipe book,
please email: naomi@fitprorecipes.co.uk - we'd love to hear from you!

You can run your pre-launch campaign over a few days or weeks - it's totally up to you.