



SERVE YOUR CLIENTS SUCCESS

HOW TO RUN A SUCCESSFUL PRE-LAUNCH CAMPAIGN



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What is a pre-launch campaign?



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In this guide we will show you some simple ways for you to create a pre-launch campaign for your recipe book. A pre-launch campaign is a quick and easy way of getting a great return on investment.

Our personal trainer clients are regularly able to sell between 30 and 100 copies of their own branded recipe book, in just the first few weeks of their launch. This means they soon cover their investment in a big recipe book and get into profit very quickly.

Get started now...

Step 1

Get in touch with your contacts and tell them that you have a recipe book launching soon. e.g. *'100 healthy kitchen fitness foods.'*

Now, you probably have a goldmine of contacts including:

- Current clients / Previous clients
- Prospects
- Social media fans (Facebook, Instagram, YouTube, Linked In... etc)

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.

Make sure you include a payment link in all of your pre-launch messages.

See **Collecting Payment** section for more info.

Recommended:

Use some teaser recipes or a mini 'teaser' recipe book* to help generate interest and encourage sales.

(*More info on page 3)



Step 2

Continue promoting your book right up until the official book launch date, in order to get as many sales as possible.

Step 3

Order your big recipe book from us using the money from the sales to help cover the investment. We can turnaround the ebook in 2-4 business days. If you are also promoting hard copies, turnaround is 9-12 business days (using our recommended printer).

Step 4

Once your recipe book design is complete, you can email the ebooks / post printed copies out to your customers.

Step 5

Consider other ways that you can sell even more copies of your recipe book following the pre-launch phase. e.g. Christmas gifts, New Year healthy kickstart, at the end of a seminar / presentation etc.

Using a 'teaser' recipe book in your pre-launch campaign



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A great way to help boost sales of your big recipe book is to share some 'teaser' recipes in your pre-launch materials.

With your own fully branded 21 recipe book, you can give people a taste of the quality of your big recipe book.

Here's what's included in the 21 Recipe Book...

21 healthy recipes

- A mixture of drinks, snacks / treats, breakfasts, lunches and dinners
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures

Available in a range of protocols

- Choose from any of the following: Every Day Fat Loss, Paleo / primal, Low carb, High protein, Vegetarian, and Vegan

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge
- Recipe images (jpegs) can also be provided on request, which you can use in your sales and marketing

£12.00 GBP

(email naomi@fitprorecipes.co.uk for pricing in USD or AUD)

BUY NOW



Ways to promote your recipe book launch:

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 and Fitness). Include friends and family too if you wish.

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

(attach a few taster sample recipe images to the email)

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Announcing: My First Ever Recipe Book Launch!

Hi (first name),

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 fat and tone up without feeling deprived or getting bored.

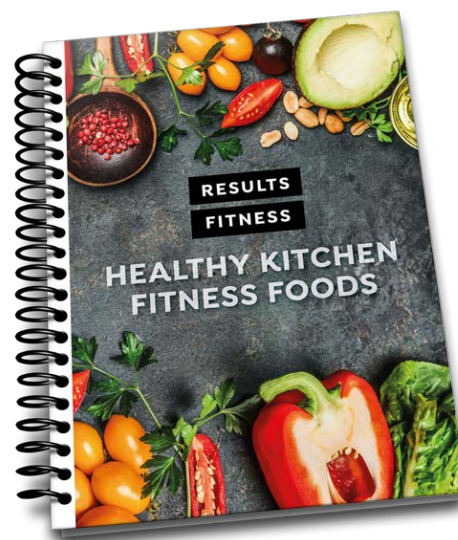
I've attached 1/2/3 (*delete as applicable*) example recipes from the book which contains **100 delicious and inspiring recipes**.

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 £9.99 instead of £16.99.

This offer is only open to the first 20 people who order.

>> **Order now** <<



SOCIAL MEDIA

Here's a sample facebook post...



(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 *(delete as applicable)* 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 *(delete as applicable)* for just £XX instead of £XX.

This offer is only open to the first 20 people who order.

>> Secure your recipe book discount here <<

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.

SOCIAL MEDIA (cont'd)

Some more ideas for social media...

>> 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 post 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 prefers it when you upload directly rather than post a link from YouTube). Videos can get a lot of engagement on facebook and are a great way of building up trust with people.

Include the written recipe in the post and the calories and macros to add extra value. Include some enticing copy, e.g.

This (*insert name of recipe*) is just one of 100 recipes which feature in my new **Healthy Kitchen Fitness Foods**. 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 (*delete as applicable*) for just £XX instead of £XX.

This offer is only available 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.

SOCIAL MEDIA (cont'd)

Here are some ideas for Twitter posts:

(Post a photo of a delicious recipe)

Pre-launching my new Healthy Kitchen Fitness recipe book. Get your copy for just £9.99 (normally £16.99) Only 20 copies available. DM me for info

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(Post a photo of a delicious recipe)

Here's 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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SOCIAL MEDIA (cont'd)

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 one of the recipes on instagram and announce that your new recipe book is now available).

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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Remind your audience

People will generally 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 / 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 launch.

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. Increase the frequency of the reminders in the last few days of the launch period.

Collecting payment

It's important to collect payments from people while your pre-launch campaign is running. Leave it until the end of your campaign and you run the risk of losing interest.

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 (ebook and printed copies), 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!



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