

# Lynn Serafinn - Spirit Authors Coach

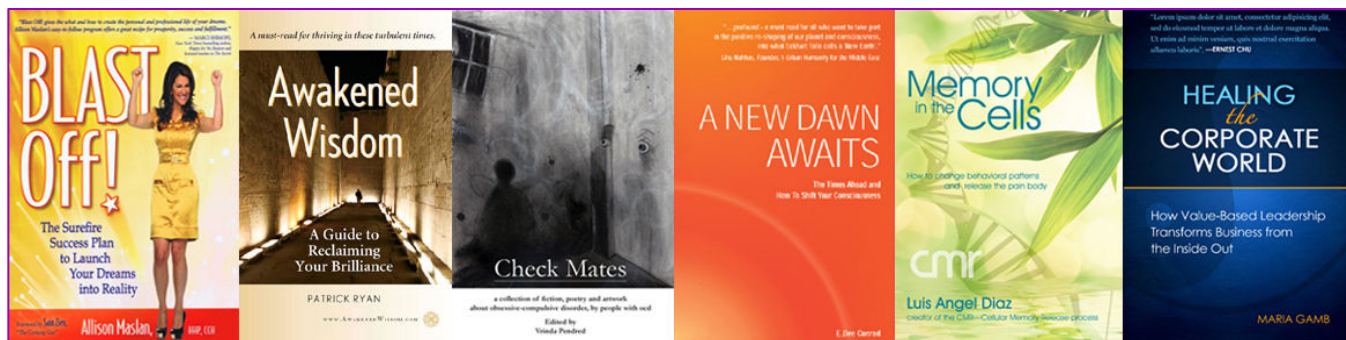
We unlock #1 selling *mind-body-spirit* authors  
through full-service, spirit-based promotional campaigns

## Update - January 2011 Campaign Package Overview Mission Statement Our Team

### Contact:

Send consultation request to Lynn Serafinn  
Via form at <http://spiritauthors.com/contact>  
Twitter: [@LynnSerafinn](https://twitter.com/LynnSerafinn)

### Titles we took to the top in 2010



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\*The 7 Graces of Marketing © Lynn Serafinn 2010. Adapted from the upcoming book *The 7 Graces of Marketing: how to heal humanity and the planet by changing the way we sell* (publisher pending, 2011)

## Amazon Campaign Management from Lynn Serafinn and the Spirit Authors Team

The campaign below is delivered via a fixed per-project fee, rather than by the hour. We ask you book and begin working with us 4-6 months in advance of launch. If you do not need our complete services described below, Lynn can offer strategy sessions at a per-session rate.

### WHAT'S THE PURPOSE OF YOUR BOOK LAUNCH CAMPAIGN PROJECT?

- 1) to optimise your online presence on the Web so you can build upon it long after the book is released
- 2) to establish your platform and/or increase your following
- 3) to expand your business network significantly
- 4) to get your book "birthed" at as high a ranking in as many categories as possible
- 5) to provide you with a foundation for a speaking platform or other business venture, built upon the success of your book launch
- 6) to have FUN and feel wonderful

### LYNN'S MOST RECENT SUCCESSES (highest rankings)

Date	Author	Book	Highest Rank(s)
Jan 2010	Allison Maslan	<i>Blast Off! (went on to be finalist in Ethan Awards)</i>	US/Canada: #1 Entrepreneurship; #3 Self-Help
Apr 2010	Patrick Ryan	<i>Awakened Wisdom</i>	Canada: #1 Spirituality; US: #2 Kindle Spirituality
May 2010	Vrinda Pendred, et. al	<i>Check Mates</i>	#2 Compulsive Behaviour; Canada: #3 Compulsive Behaviour; US: #3 Short Story Anthologies
Sep 2010	E.Deer Conrad	<i>A New Dawn Awaits</i>	US/Canada: #1 Channeling; UK: #4 Channeling
Oct 2010	Luis Angel Diaz	<i>Memory in the Cells</i>	Canada: Overall book rank of #14, TRIPLE #1 Mental/Spiritual Healing, New Age, Occult; US: #105 Overall Books, #3 Mental/Spiritual Healing; #5 New Age; UK: #4 Mental/Spiritual Healing
Oct 2010	Maria Gamb	<i>Healing the Corporate World</i>	US: #6 Leadership

### Upcoming launches:

- March 15, 2011: Roy Martina, *Emotional Balance*, Hay House Publishers
- March 20, 2011: Mike O'Mary, et. al., *The Note Project*
- May 3, 2011: Tina Games, *Journaling by the Moonlight*
- May 24, 2011: Kimberly Coats, *Divine Worth*
- June 21, 2011: Lynn Serafinn, *The 7 Graces of Marketing*

## THE SPIRIT AUTHORS CAMPAIGN TEAM - WHAT MAKES US UNIQUE?

The first thing you should know is that EVERY person we will bring into your campaign—from our team of experts to our Joint Venture Partners—is of the mind-body-spirit and holistic mindset. This quality is quite possibly the most important element that makes Spirit Authors Campaigns unique amongst others you might choose. We are ALL spiritual people who value people and the planet first and foremost in our lives, and who understand the principles of spiritual marketing and genuine collaboration. Therefore, we also are more readily able to understand both your value-system AND that of your potential readers. Every one of our campaigns is founded upon Lynn's paradigm:

### OUR MISSION STATEMENT: THE 7 GRACES OF MARKETING\*

- 1. Connection:** An effective campaign is based upon connecting—really connecting—with your readers in the build-up to the launch. When you work with us, be prepared to go on lots of radio shows, conduct lots of virtual interviews and write lots of blogs. The best results also come when YOU are present as much as possible on social networks, rather than having an assistant do everything for you.
- 2. Inspiration:** It is never our job to persuade your readers, only to inspire them. Persuasion disempowers. Inspiration empowers. Our job is to empower both you and your readers.
- 3. Invitation:** As we are committed to empowering others, everything we do is based upon people giving permission: to be partners, to be subscribers, etc. We never bombard our followers with sales letters. We tell them in advance when we are going to contact them, and we stick to our promises.
- 4. Directness:** We say things in plain English and don't sugar-coat them with lofty jargon or fluff. If you hide behind gimmicks and gloss, no one will actually see who you really are. Our job is to get you—the REAL you—SEEN.
- 5. Transparency:** We don't tell people to buy your book because they need it. We ASK them to buy your book because we need THEM. We cannot tell people what they need. We can only inform and inspire them to become curious enough to check it out.
- 6. Abundance:** We make a practice of promoting our partners and our telesummit guests during your launches. You might ask, "Then won't people be tempted to buy their book instead of mine?" The answer is "Not likely." If you are generous with your praise and support of others, people will want to buy your book no matter what because they believe in who you are as a person.
- 7. Collaboration:** The foundation of our campaigns is based upon collaboration from others. This means that we also collaborate with them. Collaboration in business is what keeps the positive energy flowing to create a stronger community.

\*The 7 Graces of Marketing © Lynn Serafinn 2010. Adapted from ideas in the upcoming book *The 7 Graces of Marketing: how to heal humanity and the planet by changing the way we sell* (publisher pending, 2011)

## WHO WILL WORK ON YOUR CAMPAIGN AND WHAT WILL THEY DO?

### About Lynn Serafinn – Campaign Manager (Bedford, England)

Lynn, a bestselling author herself, is a true "global" thinker, with equal amounts of technological expertise (Microsoft UK Innovative Teacher of the Year 2005), creativity, clear communication skills and a seemingly endless amount of energy and passion for deliver inspiring, spirit-based marketing. Surely this combination of qualities is what gave her the ability to mastermind seven top-10 book campaigns, **four of which hit #1**, over the past year alone. Her unique combination of backgrounds in the music industry, spirituality, transformation coaching and educational technologies, provides you with a wide canvas of support and innovation that few others can claim.



### Overview of what the Campaign Manager will do

- Be both the "front man" and the bottom line for all technical operations and human relations, including you, our team and your partners on the campaign.
- Work with you to solidify your message, identify your audience and create a unique character and promotional strategy for your campaign
- Create a timeline and project plan for the campaign
- Conduct a diagnostic assessment of your current online promotional assets
- Work with campaign webmaster to set up infrastructures before campaign starts (linking blogs, social networks, fan pages, RSS, autoresponder, etc), if required
- Create methods to build your platform in early months before launch
- Provide you with training in effective social networking as and when needed (delivered over Skype and supplementary training videos)
- Locate JVPs (Joint Venture Partners) and Telesummit guests by drawing upon both her own widespread network (and your own) or via research when needed
- Work with you to create new professional connections with your partners
- Write all copy for web pages, email blasts, Twitter, etc
- Help you create an online media kit
- Create all instructions, tutorials, etc., for partners and be the "answer man" to queries
- Utilise her library of self-made templates to create unique campaign materials
- Provide and assign an experienced VA to your project and design and coordinate all communications systems they will be delivering for you.
- Provide and assign an expert webmaster to your project, and oversee all operations to do with creating sales pages, events pages, autoresponders, etc.
- If you have your own staff (webmaster, VA, PR), Lynn will liaise with when needed to coordinate aspects of the campaign, such as sending email blasts to your lists, etc.
- Create 3-minute promotional book trailer video, and, when deemed necessary, create a promo trailer for your telesummit page
- Create and co-host your pre-launch telesummit and, if needed, your post-launch activities
- Train/mentor you in Amazon rankings and sales tracking as needed
- Provide you with tracking systems to monitor your sales rankings during the campaign
- Block out 2 days to be "on call" around the clock, oversee rankings during launch, take screenshots of your highest rank(s) and stay up all night with you on Skype to smooth you through the bumps and share your triumphs (get your coffee pot ready)
- Provide "damage control", "crisis response" and "melt down" strategies during launch
- She also "talks you up" on social networks, media, etc

## **Charly Leetham – Campaign Webmaster (Canberra, Australia)**

With her warm, generous personality and delightful Australian accent, Charly is a webmaster extraordinaire who can "de-geek" her language so even the most die-hard technophobe can understand what she is saying. She is a master at making beautiful web pages that not only look wonderful and in alignment with your own professional brand, but they just plain WORK! Charly is a master at site integration, SEO and style. She has worked closely with Lynn to create air-tight web templates for your launch that will ensure your customers' experience during your campaign is enjoyable, easy and seamless when they come to buy your book or attend your pre-launch activities.



Charly is CEO of "Ask Charly Leetham", a team of highly trained web professionals who work closely with her, under her direction. Your campaign will be assigned one dedicated webmaster for the project, who will meet with you to create a style that reflect the "branding" and feel of your book, create your web pages (there are about 8 of them) and test them thoroughly to ensure they will work without a glitch.

### **Overview of what the Campaign Webmaster will do**

- Work closely with Lynn to ensure team will be working to set timeline/deadlines
- Design and create 8 essential web pages for your campaign, as per Lynn's marketing templates, and your branded image
- Set up all auto-responders for campaign and telesummit using copy Lynn provides
- Create style, banners, etc., that reflect the brand of your book
- Embed all web forms, links, video trailers, etc
- Enter all JVP information and images, doing simple image resizing when needed. This is for up to 40 bonus JVPs. If your campaign has significantly more, the price for page creation will be adjusted accordingly (agreed in advance of course).\*
- Test all their links and report problems to Lynn well in advance of any pages going live
- Ensure your potential customers find your pages enjoyable and easy to follow, so they are more likely to stay on your site and check out your book.

*\*Regarding the number of partners you should have on a campaign, there are some campaigns that have as many as 100 partners on a page. However, we have found that campaigns having such large quantities of JVPs as this tends to work only to the advantage of the person running the campaign, and not much to their partners, as very few customers will check out 100 bonus gifts. The long-term result is unhappy partners who are unlikely to work with that team in the future.*

*We are not out to win the game of short-term numbers. We are here to establish long-term connections for you. 40 happy partners who feel like a vital part of your team will work much harder for you than 100 unhappy partners who feel disconnected and lost in the masses.*

## Our Virtual Assistant Team

Virtual Assistants are a vital part of any Amazon launch. Our Virtual Assistants (VAs) hail from around the planet, and all of them have worked with Lynn in various capacities on her bestseller campaigns.

Typically, two VAs will be assigned to work on your project, depending upon their availability and how many are needed to complete all the "moving parts" you select for your campaign. For instance, one might do the Virtual Blog Tour while another focuses on media or research.

Here are the VAs currently working on our team:

### **Callie Carling – Moonpoppy Enterprises (Wimbledon, England)**

Callie has worked with Lynn on virtually every campaign she has ever done, both as a VA and a partner, so she knows the ropes inside out. She's also Lynn's personal assistant! Apart from being loveable, supportive and totally tuned-in to the mind-body-spirit market, Callie is highly skilled in social networking, calendars/bookings, fast and accurate audio transcription and much more. She is also a trainer, spiritual healer and natural beauty therapist, and an incredible networker who will support your campaign in many more ways than just any old VA can do.



### **Katie Perry – Writers in the Sky (Nashville, Tennessee)**

Katie works exclusively with authors and has worked with Lynn on numerous campaigns including Allison Maslan's *Blast Off!* and E.Deer Conrad's *A New Dawn Awaits*, (both #1 sellers) being responsible for coordinating smooth and seamless Virtual Blog Tours for both, as well as a radio tour for E.Deer. She is well-versed in all social networks, and is fast, thorough and always supports her clients enthusiastically on Twitter.



### **Adriana Berbesi (Bogota, Columbia)**

Adriana first worked with Lynn on the campaign for *Memory in the Cells* by Luis Diaz, which reached a triple #1 in Canada and was in the top 5 in US, UK and France. Surely the success of the campaign owed a great deal to her expertise in coordinating Luis's Virtual Blog Tour and Radio Tour, as well as managing all his blog posts, fan pages and social networking accounts to ensure there was a continuous flow of inspiring information to his readers. She excels at maintaining your busy media calendar.



### **Andrew Mondia**

Canadian-Swiss Andrew Mondia is an actor, avid blogger, social networker and great connector with a passion for personal growth. He is also a facilitator for the Passion Test, trained by world-renowned Janet Bray Attwood. He has been both a network partner and a VA at Spirit Authors since its beginning, and was the Virtual Blog Tour coordinator for Vrinda Pendred's *Check Mates* in May 2010. He is thrilled to be on board working with Lynn and connecting with like-minded individuals in the mind-body-spirit genre. When not working on your book project, Andrew actively pursues comical acting roles, which have garnered him some fame (if not also a bit of cheeky notoriety) in the theatrical world.



## Overview of what your Virtual Assistants will do on your campaign

### ▪ **Virtual Blog Tour:**

- Coordinate all the dates and vital information for your Virtual Blog Tour with your partners
- Liaise between you, Lynn and your partners to create the content for the tour
- Format the content into templates Lynn will provide
- Check all links for accuracy
- Deliver content to the tour hosts

### ▪ **Research and Book Radio Appearances:**

- Using our extensive database, locate a wide selection of Internet-based shows on which you might appear
- Contact radio host with your media kit and request bookings
- Coordinate your media bookings with you/your calendar
- Ensure you and media host have all materials you need for the appearances
- Deliver Lynn complete calendar of your appearances so they can be promoted

**THE ABOVE SERVICES are included in the campaign package.** If you wish additional services from our VA team, you may request these from them at their regular hourly rate. Here are a few examples of additional VA services you might consider (these are many more):

- Schedule updates to your social networks via Twaitter, HootSuite, etc.
- Post your blog articles
- Maintain podcasts
- Assemble/send newsletters
- Conduct independent research
- Transcribe audio of your interviews or telesummits
- Post events on social networks
- Maintain your overall diary (clients, meetings, live speaking engagements, etc)

### **TYPICAL CONTACT/COMMUNICATION PATTERNS DURING YOUR CAMPAIGN**

- Lynn typically meets with you and the other team members via Skype for approximately 90 minutes once a week during the initial planning stage.
- Outside of meetings with client, Lynn will be in touch with team members as often as needed via Skype and email. She will keep you updated via email as to the content and outcome of all meetings we have.
- After initial assessment, Lynn will draw up timeline and project plan for the campaign and get it to you within 1 week of our mutually deciding upon the plan.
- Action points are agreed at the end of every meeting; everyone maintains regular email contact in between sessions (sometimes several times a day if we are coming to a deadline).
- Lynn forwards all materials to you for approval before anything goes "live."

- Nearer to launch, you and Lynn might meet via Skype as frequently as 2X a week (basically, whatever is needed).
- The last few days of campaign, especially day before/day of launch the team might be in almost constant communication (Lynn is getting used to staying up till 4am working with west coast clients!)
- Day before launch and day of launch AND the day after the launch, Lynn is "on call" for you. She blocks out those days pretty much 100% for your campaign. We suggest you do too, so we can all respond to the inevitable "damage control" and "melt down" issues that might arise, to create a real-time buzz, and to ensure the campaign runs smoothly.
- After the campaign, you and Lynn will meet for at least one "mop up" session to discuss "completing" the campaign, steps you might take to keep the ball rolling, and whether or not there is anything further we can do for you.

**See a typical campaign timeline on the next page→**

## WHAT'S THE ORDER OF EVENTS FOR A TYPICAL CAMPAIGN?

### **4-6 months before launch:**

- Optimise blog/social networks as needed
- Coordinate blog/RSS integration with social networks
- Design Web pages for campaign (style, branding, etc)
- Set up Amazon profile
- Create online media kit
- Research/Head hunt for JVPs
- Design/decide telesummit structure
- Research appropriate media for appearances
- Possible other: obtain endorsements, editor, layout, self-publisher, etc.

### **3 months before launch:**

- Create Facebook fan page drive
- Create list building activities for FB, Twitter, LI, etc.
- Create "Giveaway" campaign
- JVP confirmation
- Establish affiliate programme materials (if applicable)
- Research/Head hunt guests for telesummit
- Send out requests to media hosts
- Others as needed

### **2 months before launch:**

- Web pages for campaign completed with JVP info
- All autoresponder campaigns configured
- All copy made, including JVP info pack
- JV bonus campaign starts
- Videos created/uploaded
- Radio/Video/Podcast tour begins

### **1 month before launch:**

- Twitter and FB campaign starts
- Virtual Blog Tour starts (2 weeks before launch)
- Twitter, FB (or other) contest starts
- Radio/Video/Podcast tour in full swing
- First email blast goes out from JVPs

### **1 week before launch**

- Telesummit or other online event(s)
- Virtual Blog Tour continues
- Twitter and FB campaign focuses on JVPs
- Twitter, FB (or other) contest concludes
- Radio/Video/Podcast tour in full swing
- Telesummit follow up to all attendees

### **1 day before launch**

- 2nd email blast to all JVP lists
- Purchase page set to go live at midnight
- Launch reminder set for just after midnight
- JVPs alerted to be on the lookout for announcements
- Team is ready for the "melt down" (believe me; it happens)
- Tracking team is ready to go
- Announce contest winner, if applicable

### **Day of launch:**

- Launch day article to your list (and ours)
- We watch Amazon rankings like a hawk
- Screen shots of top ranking
- Create the "buzz" on Twitter
- Be ready to respond to dozens of emails asking for more info
- Prepare to stay up all night (seriously... be sure you have the next day off)
- Send "melt down" and motivator emails if needed

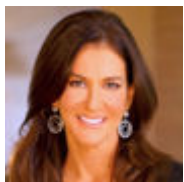
### **Day after launch:**

- Send "mop up" email to lists with screenshots
- Celebrate together
- Try to get some sleep!

### **1 week after launch:**

- Change over all pages
- Thank partners
- Have "mop up" session with Lynn

## WHAT OUR CLIENTS SAY



"I was truly blessed when I found Lynn Serafinn, best selling author of [\*\*Garden of the Soul\*\*](#), on [Twitter](#). I contacted Lynn and asked if she would coach me on how she landed her book on the Amazon best seller list. And even more blessed when she said, "Yes!" I have worked closely with Lynn over the past several months to prepare for the launch of my book, [\*\*Blast Off! The Surefire Success Plan To Launch Your Dreams Into Reality\*\*](#), which reached **NUMBER 1** in US and Canada due to Lynn's leading the way on my internet marketing campaign. I could not have done it without her! Lynn is a cross between techno-wizard, (she knows the ins and outs of social media), writer extraordinaire, champion networker and graceful conductor. Oh, and she has a heart of gold and really had a sincere desire to make my campaign successful. If you have a chance to work with Lynn in her business, Spirit Authors, you will be blessed as well. I highly recommend Lynn as a coach, and her one-of-a-kind success system, Spirit Authors."

**Allison Maslan, author of #1 seller *Blast Off! Your Surefire Success Plan to Launch Your Dreams into Reality***

[Blast Off Coaching and Speaking, San Diego, CA](#)

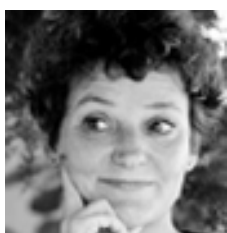


"I have known Lynn for a few years now. She has managed a book launch campaign for my book [\*\*Awakened Wisdom: A Guide to Reclaiming Your Brilliance\*\*](#) (which reached #1 bestseller in Spirituality) and I have also been a guest on some of her other campaigns. Bottom line - Lynn gets the job done!

She is brilliant at managing the thousands of details and she works with seemingly endless energy. She applies herself 100% to the project and she can be relied upon to get results."

**Patrick Ryan, #1 selling author of *Awakened Wisdom: a guide to reclaiming your brilliance***

[Awakened Wisdom Experiences](#)



"Lynn has provided such insightful guidance on publishing and promoting my new book [\*\*A New Dawn Awaits\*\*](#). Whenever I get off the phone with her I feel energized and confident that I can conquer the world! The exercises Lynn gave me helped me identify and eliminate my fears, helped me to get rid of my apprehension and intimidation about blogging and publishing my book... it gave me the confidence that I can do it, too - I can be successful!"

[NOTE: And E.Deer was indeed successful. Since she wrote this, she went on to hire Lynn as her campaign manager, and her book became the #1 Channelling book in US and Canada.]

**E.Deer Conrad, #1 selling author of *A New Dawn Awaits: the times ahead and how to shift your consciousness***

<http://edeconrad.com>



"I first published my book [\*Memory in the Cells\*](#) in Spanish in 2007, and started working on the English translation right away. Around the same time, I came across Lynn's work, when I joined her "Garden of the Soul" social network on Ning. I followed her book launches, knowing that in few years I would also have to launch my own book. So by the time I was getting ready to launch my own self-published English edition of [\*Memory in the Cells\*](#), I had already developed trust in Lynn's work. Then, when I called Lynn and we began to plan my own campaign, her knowledge and expertise in the field surpassed my expectations.

It was easy for me to work with Lynn. No complications. And in only 4 months my book became a #1 best seller both the US and Canada (actually it hit #1 in three categories in Canada), as well as #4 in the UK. We even hit #15 in France (we were all surprised!).

Lynn delivers what she promises and even more than that. I was amazed at her ability to create and produce results. I highly recommend her work to any author who wants their book known worldwide!"

**Luis Angel Diaz, author of TRIPLE #1 bestseller *Memory in the Cells: how to change behavioural patterns and release the pain body***

<http://memoryinthecells.com>

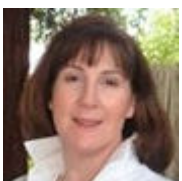


"I have networked with Lynn for more than a year and each project has been successfully implemented. She is a great person to work with as a joint venture partner because she really knows how to use social marketing in a way that gets powerful results.

Recently I worked as a JVP and also a VA with Lynn Serafinn on an Amazon book launch for Allison Maslan's [\*Blast Off! The Surefire Success Plan To Launch Your Dreams Into Reality\*](#). Lynn provided terrific insight, ideas, and proven methods for making the project a huge success. Plus, Lynn is a super enlightened being to know as a dear friend. I highly recommend her."

**Yvonne Perry, Writers in the Sky**

[Writers in the Sky](#)



"I've known Lynn for a few years now, and recently had the opportunity to join her in the book launch campaign for Patrick Ryan's *Awakened Wisdom: A Guide To Reclaiming Your Brilliance*.

Lynn is amazing! She makes it all seem easy and effortless, and I'm sure there are voluminous amounts of work necessary behind the scenes to bring all of the book launch elements into being. And, Lynn makes it incredibly easy to join in the fun! She provides the marketing copy, pre-written tweets, blog posts, as well as setting up a network for launch participants. All you have to do is plug yourself in!

Building relationships through networking and marketing should be fun and enjoyable! If it's not, I suggest you try working with Lynn. It will open your eyes to new possibilities!"

**Paula Tarrant, Spiritual Life Coach and Transformation Expert**

[Inspired Women Word](#)

## IMPORTANT CONSIDERATIONS BEFORE YOU CONTACT US

- Please remember to book your campaign with us NO LESS than 4 months in advance.
- If you have no online platform established, you will need to consider contacting us as much as 6 months in advance, so we have time to build up your following.
- Most launches are set on either a Tuesday or a Wednesday, and you telesummit will run the week before your launch. When considering a date, be mindful of bank holidays, school-term breaks, etc.
- When setting a date, be mindful also of your personal commitments, and the launch will require your care and attention to make it successful.
- **We do not schedule launches from December 15 to January 15, or during the month of August.**

## SOME CLOSING WORDS FROM LYNN

### What I assume...

- I assume my role will be the "campaign creator" and "campaign manager".
- I assume I will be publicly visible in your campaign, not just behind the scenes.
- I assume this will be a fun, transformative and ecstatic experience.

### What I assure...

- I assure you I will be generous with my time, my knowledge and my professional resources, including my network of partners.
- I assure you I will also be promoting you avidly to my own lists and social networks.
- I assure you I will stand behind you 100%. I do not take on clients I do not feel I can represent with my whole heart.
- I assure you I will host you on my own radio show *if given enough notice*.
- I assure you I will do a great job of hosting and presenting you at live online events.
- I assure you we will be friends for a very long time after your campaign is over.

### Contact

Send consultation request to Lynn Serafinn

Via form at <http://spiritauthors.com/contact>

Twitter: [@LynnSerafinn](https://twitter.com/LynnSerafinn)