Street Team Email Communication Timeline

- [12 WEEKS PRIOR TO BOOK RELEASE] Street Team Application Invitation sends inside Pre-Order Announcement email blast
- [10 WEEKS PRIOR TO BOOK RELEASE] Street Team Application Invitation sends again inside 2nd Pre-Order Announcement email
- [9 WEEKS PRIOR TO BOOK RELEASE] Official kick-off email along with application acceptance letter & link to the street team social share folder full of resources
- [2 MONTHS PRIOR TO BOOK RELEASE] Email everyone about the bookplates sending in the mail. "Most people have received their advance copy of the book by now..."
- [3 WEEKS PRIOR TO BOOK RELEASE] Email group about posting Goodreads review & mention the 20% discount on consults through [EXPIRATION DATE] as a thank-you
- [BOOK RELEASE DATE] Book launch & request to review on Amazon
- [1 WEEK POST-RELEASE] Email reminding them to post on Amazon if they haven't already
- [2 WEEKS POST-RELEASE] Email asking them to respond (beautifully!) to negative or critical book reviews
- [3 WEEKS POST-RELEASE] Email hinting at the membership site access coming next week & remind them to post reviews, call their local libraries, etc. if they haven't completed their side of the deal yet
- [4 WEEKS POST-RELEASE] Send [MEMBERSHIP SITE] access now that reviews are done

- [8 WEEKS BEFORE LAUNCH] Street Team Application Invitation sends inside Pre-Order Announcement email blast
- [7 WEEKS BEFORE LAUNCH] Last Chance Street Team Application Invitation sends again inside 2nd Pre-Order Announcement email
- [6 WEEKS BEFORE LAUNCH] Official kick-off email along with application acceptance letter & link to the street team social share folder full of resources
- [6 WEEKS BEFORE LAUNCH] Email everyone about the pre-launch products sending in the mail. "Most people have received their advance copy of the book by now..."
- [5 WEEKS BEFORE LAUNCH] Announce Meet and Greet

- [3 WEEKS BEFORE LAUNCH] Email group about posting Goodreads review & mention the 20% discount on consults through [EXPIRATION DATE] as a thank-you
- [BOOK RELEASE DATE] Book launch & request to review on Amazon
- [1 WEEK POST-RELEASE] Email reminding them to post on Amazon if they haven't already
- [2 WEEKS POST-RELEASE] Email asking them to respond (beautifully!) to negative or critical book reviews
- [3 WEEKS POST-RELEASE] Email hinting at the membership site access coming next week & remind them to post reviews, call their local libraries, etc. if they haven't completed their side of the deal yet
- [4 WEEKS POST-RELEASE] Send [MEMBERSHIP SITE] access now that reviews are done