

Mastermind Program: 12 WEEKS TO BOOK LAUNCH SUCCESS

In this 12 week mastermind, I help you create a plan to successfully launch your book.

We'll cover everything from understanding your target reader and Amazon categories, to securing author endorsements and reviews, and how to build awareness and launch your novel as a new author.

Do any of these sound familiar?

- Excited about your book's launch in second half of 2025 or in 2026?
- But overwhelmed on where to start?
- Confused by the timing of what needs to happen by when?
- Unsure which tactics (or social media) are really worth your time?
- Afraid you'll miss something and won't have a second chance to do it right?

Imagine how it would feel to...

- Be confident you've built the best launch plan for your book
- Not waste money on tactics that aren't proven to work
- Know your plan covers each of awareness, credibility and reasons to act – and is built on the right foundations
- Build your plan supported by other smart authors
- Not depend on only social media
- Launch your book (and author career) with confidence

Building a successful book launch is possible as a new author, even if you don't have a large social media following.

About **Lainey Cameron**

In case we haven't met, I'm an award-winning author, a marketing expert, a digital nomad, and host of the Best of Book Marketing podcast. A recovering tech marketing executive, my first novel, *The Exit Strategy*, won fifteen book awards and became an Amazon #1 bestseller in feminist books.

Before becoming an author, I spent a 25 year career launching new companies and brands from scratch – from successful new billion dollar product lines at HP and IBM, to entire companies in Silicon Valley.

What's common between launching a new big company or author brand is understanding your audience, and getting the basics in place first. The key is to focus on the few tactics known to work amid a morass of potential tasks and vendors, each clamoring for your energy and money.

Originally from Scotland, I'm a straight talker who won't bullshit you. I won't always have all the answers, but I promise that if I don't know, I'll call in my network of author friends to seek their best expertise and together, we'll work it out.

My home base, and favorite place to write, is in San Miguel de Allende, in Mexico.



INTRODUCING
12 WEEKS TO BOOK LAUNCH SUCCESS

Create a plan to successfully launch your book, without a huge social media following



My goal with 12 Weeks to Book Launch Success is to apply my marketing expertise to simplify and take the angst out of the process of launching your first book.

In my own debut year, what drove me crazy was the number of times I heard authors given terrible advice, including from their own publishers.

Authors are often told they “must do” hundreds of things, most of which there is no proof actually work. This includes being told to “post every day on social media”, “learn TikTok”, or even “you must hire a publicist”.

I often see authors over-skew their plan to awareness, the most expensive and least effective part of book marketing (and what a publicist generally focuses on) and end up disappointed with the results.

That’s what led to me developing my Four Part Book Marketing Framework. In the mastermind, we’ll use that framework. We’ll also build our plans together with other authors, so you may actually have some fun!

Lainey's Four Part Book Marketing Framework

My philosophy is that a good book marketing plan has four key parts. In this program we'll focus on building your plan in each of these areas.

1. A Strong Foundation

- Smart decisions on Your Target Reader, Your Brand, Your Amazon Categories, and how to talk about your book to readers and the media

2. Social Proof

- This is all about credibility. Beyond the book description, why should a reader believe they will enjoy your book? (Examples - Reviews, author endorsements, awards)

3. Awareness

- How will the right readers learn about your book? But awareness without social proof is of almost zero value. This is where authors make their biggest mistake - they overskew to this area (and it's the most expensive)

4. Give Readers a Reason to Act

- Even if a reader knows about your book, why should they buy / read it today? This is where pre-sales promotions, pre-order campaigns, limited-time sales, bookstore and other events can help.

By the end of this course, you will...

- ✓ Build a marketing plan to successfully launch your novel
- ✓ Define a manageable list of tactics and an action plan that fits with your book's target reader and your budget
- ✓ Understand and plan the right timing for each of your key activities
- ✓ Receive lots of resources and tip sheets you can use to execute the plan yourself - or to hire help

Curriculum Overview

The program starts on **February 24th, 2025** and will run for **12 weeks until our last class the week of May 12th**. The class is taught entirely online.

Each week, I'll teach a new live workshop and share suggested action items (homework) via email. If you miss a live workshop, it's not a problem as all the recordings will be posted within 1 business day.

We will also have weekly live coaching sessions. This is a chance to get your questions answered and review your work as you build your book launch plan.

I also supplement the weekly live workshops with recorded sessions which go deeper on some topics, including guest experts.

All of the slides are downloadable and the video recordings from the class will be available to you for at least a year after we finish.

All sessions are recorded and posted within 24 hours if you cannot make it live.

Here's the tentative schedule:

Week 1: Mapping out your Launch Plan

- Lainey's Four Part Book Marketing Framework
- Create your Launch Plan Outline
- How to Think about Budgeting

Week 2: Part 1 Foundations - Your Target Reader

- Create a profile of your target reader
- Understand the emotions in your reader promise of value

Week 3: Part 1 Foundations - Your Amazon Categories & Keywords

- Understand the importance and impact of Amazon categories and keywords
- How to choose the right categories and keywords for your book
- Choose your Amazon Categories & Keywords

Week 4: Catch-Up Week

- Opportunity to catch up on assignments and watch recorded deep dives
- Ask for support or feedback in online community

Week 5: Part 1 Foundations - Your Author Brand

- Define your brand (what you stand for) as an author
- Develop your color scheme & brand kit

Recorded Deep Dives:

- Cover Design tips

Week 6: Part 1 Foundations - Your Newsletter

- Why you need an author newsletter or Substack
- How to get started, or improve your newsletter

Recorded Deep Dives:

- Canva Tutorial
- Website
- Social Media

Week 7 : Catch-Up Week

- Opportunity to watch the recorded deep dives and catch up on assignments
- Ask for support or feedback in online community

Week 8: Part 2: Building Social Proof

- Asking for Author Endorsements (including on BookBub)
- Leveraging Influencers
- Book Awards

Week 9: Part 2: Building Social Proof / Awareness

- How to get Reviews
- Awareness activities overview

Recorded Deep Dive:

- How to pitch and get on podcasts

Week 10: Part 3: Awareness

- Options to Build Awareness of your Book with Readers
- Should I invest in a publicist?
- Press & Media
- Building Community & Author Collaborations
- Influencers & Giveaways
- TikTok & Social Media
- Appearing on Podcasts

Recorded Deep Dive:

- Building Your PR Plan & Pitch with Lilian Sue (publicist)

Week 11: Part 4: Reasons to Act

- Pre-Sales Promos
- Events
- Book Sales & Promos (including BookBub)
- Think Outside the (Book Store) Box

Week 12: Putting Your Plan Into Action

- Finish your consolidated launch plan
- How to Judge Incoming Opportunities & Avoid Scammers
- Beyond the Launch Date

- Your Mindset for Success

Guest Expert Deep dives:



Building Your PR Plan: Pitch & List with Lilian Sue

Lilian is in the storytelling and relationship building business.

As a PR coach and publicist, she helps creative entrepreneurs and brands just like you to gain the confidence to share your story.

With her coaching and her upcoming book, *The Powerful Publicity Prescription*, she guides authors through how to develop a strong and healthy mindset for PR success, and launch a PR campaign, step by step.

With real world examples and case studies, you'll learn how to tailor actionable tips to build each building block for a successful campaign to fit your specific project and goals!



Media Training Tips for Authors with Christine Gunderson

Christine successfully took the 12 Weeks class in early 2024. Since then her debut novel became an Amazon bestseller with over 22,000 great reviews, and I invited her back to teach!

A picture is worth a thousand words and today's authors live in an on-camera world. Learn TV anchor techniques to look and sound professional while delivering a compelling message about your book and author brand.

Christine Gunderson is a former television anchor, Capitol Hill press secretary, and media trainer with twenty years of experience on both sides of the camera.

She's helped senators, CEO's, cabinet secretaries, and candidates prepare for television, print, and radio interviews, as well as debates, press conferences, and congressional hearings. Her novel *Friends with Secrets* debuted with Lake Union in July of 2024.

The result

A plan to successfully launch your book, a new set of author friends to support you on the way, and a confident start to your author career.

Course Experience

Onboarding & Goal Setting

Right when you join, you'll go through an onboarding and orientation process (self-paced) so you can understand the logistics of how the class works, and I can learn more about your starting point, your goals, and any other info that will help me personalize your experience.

This is also a chance for you to reflect on your own goals for the program.

Kickoff Call

We'll have an informal call on Monday February 24th at 3pm ET. This is a chance to get to know your peers in this cohort and ask any questions. (It's casual and will be recorded, so no worries if you can't join live.)

Weekly Live Group Coaching Calls

There will be prompts in the curriculum to submit specific assignments for feedback, and this is your chance to get your work reviewed or seek advice.

You can also submit any questions, big or small, on anything you'd like.

The weekly live classes are on Tuesdays at 7pm ET.

The weekly coaching sessions will be either Monday at 3pm EST or Friday at 4pm ET (I ask in the application form which works best for you).

Community

We'll also have a student community on Facebook where you can start discussions, celebrate wins, and share feedback with each other..

Feedback from Lainey

If you can't come to a live call, or if you need support in between calls, you can always email me - at 12weeks@laineycameron.com

Bonus Live Workshops

During the 12 weeks, we'll also have at least one live Practice Your Pitch workshop - a hands-on opportunity to develop and practice your short pitch for your book. This is a piece you will use in conversations with podcasters, media, even in elevators 😊

Save your Spot today:

4-MONTH PAYMENT PLAN

\$275/mo

ONE-TIME PAYMENT

\$1,000

[Apply to Join](#)

If you'd like to join, the next step is an easy application form.

Once you're accepted into the program, I'll send you a payment link.

Optional Upgrade

I'm also offering a premium version which adds two 30-45 minute one-on-one consultation sessions with me. We can work on your Amazon categories, your brand, your author newsletter, your launch plan - whatever would most help! (This program is \$1,350 or 4 payments of \$375). These sessions can be used up to 6 months after the program ends.

But this add-on is totally optional - we will have lots of time in group coaching and I'm dedicated to your individual success!

100% Satisfaction Guarantee

I'm an author myself, and I'm invested in your success. It's important that any author who places their trust in me finds the program valuable.

If you're not completely satisfied with the program, I will return your fee up to 30 days after we start, no justification needed.

In feedback forms, every student so far said they would recommend the program to other authors 😊

Plus, unlock these bonuses

I wanted to include a few extra bonuses to show my commitment to helping students succeed:

Bonus #1: Special Live Workshop - Practice Your Pitch

A live session to help you, hands-on, practice your short pitch for your book. This is a piece you will use in conversations with podcasters, media, even in elevators 😊

Bonus #2: Templates for PR and podcast pitching

Fill in the blanks templates that can be used to send pitches to publications.

Bonus #3: Lists of Book Review services

A list, with details and links, of services where you can pay a small amount to put your book in front of readers and build reviews.

This is a great fit for you if...

Cohort authors will meet the following requirements:

- You are planning a book launch in second half of 2025 or in 2026
- Your book is in the women's fiction, memoir, domestic suspense or adjacent genres
- You can invest 3-5 hours per week to build your book launch plan
- You are either a new author, or not yet entirely confident in which marketing tactics will help your book succeed

What Past Students Say



12 Weeks to Book Launch Success was a resounding success for me.

I needed a process with accurate details in order to set myself up for success when marketing my self-published debut novel. This instructor is hands-on and provides individual and group feedback that has been invaluable.

I was initially concerned about the cost, but I was happy to see that it could be broken into payments. Now that the course is at completion, I can tell you that this course is worth every penny.

R.S. Hampton forthcoming domestic suspense author



As an indie author with a debut coming out, I was overwhelmed by the process. I was afraid of how much I didn't know, but even more terrified by those things I didn't know I didn't know.

Lainey broke it all down into manageable, actionable pieces, while also honoring the fact that we're all different, and what works for one writer may not work for another. Her course provides a variety of resources and a roadmap that enables authors to find the path that's right for them.

Ann Goltz, 2024 debut author of Virtuous Women



I'd heard so many marketing and PR tips over the years that I wasn't sure what to do with them or what to make of them all.

What used to be chaos in my head is now more orderly and actionable. Her class put it all in perspective and helped me create an organized launch plan.

Sheila Athens, author of smart Southern women's fiction. Neena Lee is Seeing Things - indie published, January 2024



Lainey's class is one of the best things I did before my book launch. The course helped me think about my personal brand, my inspiration and my media pitches.

Sitting down each week and forcing myself to think through how to market my book and myself were critical in landing some important media placements. The pitch and bits I prepared in your class are what I use ALL the time when I talk about my book.

*Grishma Shah, Author of
Anagram Destiny*



Whether you publish traditionally or self-publish, this course will help you lay out the best course of action for your book.

Lainey is a fantastic teacher with so much enthusiasm. You really get the sense she cares about each one of her students and does a great job answering everyone's individual questions.

*Christine Ouendag, author of the
upcoming novel, Madame LeGrand's Oyster Bar*



Definitely worth the money...and I am the Queen of Cheap!

Definitely recommend to other writers wanting to set mindful goals--and stay sane!--during the rollercoaster ride of launching a book.

I'd say you were the biggest value of the program, Lainey --your excellent balance of warmth and professionalism, your ability to speak the truth with kindness. The best thing ever was how YOU reached out to ME when I was having difficulty with determining "my story."

Thank you for all that. You are clearly not just in it for the money.

*Jan Heidrich-Rice, debut
author of Secrets of the Blue Moon*

FAQ

Do I have to be in a certain publishing model (like self-published) to get value from this program?

I designed the program to help you develop a solid launch plan, whether you're with a small, mid to large, hybrid publisher, or indie (self-publishing) your work.

The timeframes of when certain activities need to happen will differ by publishing model, and we'll account for that. Also, some media opportunities and book store options are only available to larger publisher books. On the other hand, indie authors have distinct advantages in having more flexibility, especially on pricing and creating reasons for the reader to act now. We'll build a plan that works with your book's publishing advantages and constraints.

Do I need a huge social media following to succeed with launching my book?

No. In the program, we're going to look at a range of marketing tactics, including how you can leverage influencers or even other authors to help extend your reach.

Many authors waste a lot of time developing new social media platforms, learning reels or TikTok, right before launch because they were told this is essential. But social media is generally best as a long term community building approach.

We'll talk about how social media can be part of your plan, but the launch plan we build will not depend on your current social media following.

Won't my publisher do the book marketing for me?

I wish! Unfortunately, most publishers today (even the largest ones) expect the author to contribute to marketing their books. If you're lucky your publisher may have an in-house publicist to help with driving awareness (if so you'll want to work to get their attention).

But few publishers will execute a complete plan on your behalf. This program will actually help you get a handle on the different activities and techniques that are possible, the difference between PR and reader engagement, and give you ideas of questions and requests to make on your publisher marketing team.

I'll also help you assess whether the opportunities they put in front of you (for example if you're with a hybrid publisher who offers paid marketing) are worth the investment.

Do you have a refund policy?

Yes, I have a 100% Satisfaction Guarantee. If you're not completely satisfied with the program, I will return your fee up to 30 days after we start, no justification needed.

You can request a full refund via email to 12weeks@laineycameron.com up to 30 days after class starts.

Why don't you accept all genres?

Short answer: It's not you, it's me! It's hugely important to me to provide practical insights and recommendations to those in the program.

Women's Fiction and related, memoir, domestic suspense, are the genres with which I'm most familiar, which means I have more knowledge, industry connections, and author friends to call in for advice if I don't know an answer. In Sci-fi for example, I'd be less familiar with the vendors who could help you, or the recommended publications or podcasts to target.

Saying that, I've had folks in the class who were super happy who write thrillers, mystery, even young adult and often their audiences are adjacent to women's fiction (and did you know that women read 80%+ of all fiction? Mind blowing :)

Do I need to know my publishing date to join the program?

You'll see I specified an ideal timeframe above for your book launch. This is because the program is designed to be practical - with the end result being a real book launch plan (or at least the knowledge to help you pull one together in the coming months).

Honestly, I find that students without a launch date aren't as motivated to put in the work and actually benefit from the program. If you're seeking general book marketing knowledge, you'll find the program helpful, but you might benefit more by waiting until you have a set launch date in mind.

Do I need to be a first time author to get value?

I originally designed this program thinking it would be most useful for debut authors starting their career. However, in previous rounds, I've had authors participate who had previously published novels and felt they had more to learn (several felt that they didn't do the best job on their prior launches).

I've also had authors participate who are traditionally published but left the marketing work in the past to their publisher (assuming they would do everything). Each of those two last categories of authors told me they found the program valuable and were glad they joined.

If you're previously published, I'm happy for you to join the program, but I'd encourage you to scan the detailed curriculum. Are these topics with which you already feel comfortable and knowledgeable? If so, you may not get as much value from the program.

How long do I keep access to the course materials?

You'll have access to the portal with all the materials for at least a year after our sessions end. And as long as I continue to offer the program, you will have access to not just the materials created in this founders edition, but to new versions. If, for any reason, I step back from offering the class, I will put the materials somewhere so that you can access them.

Will this course teach me everything I need (A to Z) to self-publish my book?

No. There's an entire logistics and formatting side to publishing your own work, including making decisions on broad versus narrow distribution and whether to start out in Kindle Unlimited or not. You'll also want to develop a level of expertise (or get help) on the formatting side of self publishing, but that is not where this program is focused.

If you're looking for help on the logistics of self publishing I'd recommend these resources:

- a) Mark Dawson's [Self Publishing LaunchPad](#) & Facebook community (formerly called SPF 101)
- b) Paulette Stout's [Indie author coaching](#) (she can help with the logistics of correctly setting up your book in Amazon, with Ingram etc)
- c) 20 Books to 50K [Facebook community](#) (It's a lot to wade through but this is one of the best sources in my opinion for real life Indie publishing advice).
- d) For help and questions, [Women's Fiction Writers Association](#) has a private (for members only) WFWA Indie sub group within their Facebook Community

Should I do this program instead of hiring a publicist?

In general, a publicist will focus on the branding and awareness part of a book launch (book publicity). And the big pro is they will do much of the work in that area for you (identifying publications and opportunities, developing and making the pitches).

However, publicity / awareness should only be part of your book launch plan. I recommend placing equal or more emphasis on two other parts of the book marketing framework - building credibility (reviews, endorsements, awards etc) and giving readers a reason to act.

I'm a fan of several publicists, and am happy to share my recommendations. Unfortunately, for many authors, publicists are out of reach, budget wise. You should generally plan to budget \$8,000 to \$20,000 for a several month plan with a good book publicist.

In comparison, this 12 week program will help you build a complete launch plan, but it won't execute it for you. You'll still need to execute the key parts, or hire help if that's a better fit for you.

Will this course teach me Facebook or Amazon ads?

I'm afraid this is more than we can cover in the 12 weeks. Depending on your publishing model, advertising can be a key element of your ongoing plan after you launch. Facebook ads can also be a good way to build newsletter subscribers

If you're looking for a deep dive specifically on advertising here are some alternate resources I'd recommend.

- a) Bryan Cohen's Free Amazon Ads Challenge - and subsequent in-depth course (start with joining the [Facebook Group](#))
- b) Mark Dawson's [Advertising for Authors](#) course
- c) Free - Amazon Ads for Authors: [Step-by-Step Guide](#) on Jane Friedman's blog.

A quick note that both of the first two classes make a point, early on, that an advertising investment will be more valuable and have a higher chance of breaking even if a) you have a portfolio, not just one book b) that portfolio is indie published (netting you a higher percentage of your book sale price).

Can I get in touch if I still have questions?

Absolutely! You can email me anytime at 12weeks@laineycameron.com

Pricing & Next Steps

To recap, **12 Weeks to Book Launch Success** is a new 3-month program where I'll help new authors create a complete plan to successfully launch your book.

When you join, you'll unlock...

- ✓ Live weekly workshops (and recordings)
- ✓ Ongoing access to the curriculum, including future updates

- ✔ Live weekly group coaching - a chance to your questions answered!
- ✔ Templates, resources and lists that take the guesswork out of your book launch

Plus these exclusive bonuses:

- ★ Bonus #1: Special Live Workshop - Practice Your Pitch
- ★ Bonus #2: Templates for PR and podcast pitching
- ★ Bonus #3: Lists of Book Review services

100% Satisfaction Guarantee

If you're not completely satisfied with the program, I will return your fee up to 30 days after we start, no justification needed.

You can request a full refund via email to 12weeks@laineycameron.com by **March 27, 2025**. That gives you a month to learn during the first four weeks of the program, in case you decide it's no longer right for you.

Next Steps

We start on **Monday February 24 th**, and you have the option to pay in full (\$1000) or choose a 4-month payment plan (4 x \$275). There's also an optional upgrade that adds two one-one-one consultations.

If this all sounds like it would be a fit for you, I'd love to have you join us:

4-MONTH PAYMENT PLAN \$275/mo

ONE-TIME PAYMENT \$1,000

[Apply to Join](#)

If you'd like to join, the next step is an easy application form.

Once you're accepted into the program, I'll send you a payment link.

*If you have any other questions, please don't hesitate to email me at 12weeks@laineycameron.com
I'd love to help you figure out if this is right for you.*