

ZERO-BUDGET BESTSELLER: EMAIL COURSE
Secret Book Marketing for Self-Published Authors (2026 Edition)
By Ben Creates Books

COURSE DELIVERY SCHEDULE

- 10 Daily Emails (Weekdays) + 1 Bonus Weekend Email
 - Send Time: 9:00 AM Recipient's Local Time
 - Start Date: Monday, December 2, 2026
 - End Date: Saturday, December 14, 2026
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EMAIL #1 — MONDAY, DECEMBER 2, 2026 @ 9:00 AM

SUBJECT LINE:

"Why 97% of Indie Authors Never Make Sales (And the Mindset Fix)"

PREHEADER TEXT:

"The hidden psychology behind zero-budget bestsellers—what the top 3% know that you don't"

EMAIL BODY:

Hey [First Name],

Most self-published authors are marketing their books completely wrong.

Not because they're lazy. Not because they lack talent.

But because they're stuck in what I call the "Spend-to-Win" trap—the belief that without ads, without a budget, without paying for visibility, your book is invisible.

That's a lie sold by platforms that profit from your uncertainty.

Here's the truth:

In 2026, the authors hitting bestseller lists on ZERO budget aren't the ones with the biggest wallets. They're the ones who understand ONE fundamental shift:

➤ Readers don't buy books. They buy into MOVEMENTS.

Your book isn't a product. It's a signal. A magnet. A conversation starter that triggers organic sharing, community buzz, and algorithmic favor—all without spending a dime.

Over the next 10 days, I'm walking you through the EXACT underground strategies that real indie authors are using right now to:

- ✓ Get 50+ pre-launch reviews without begging
- ✓ Trigger viral word-of-mouth on social platforms (even with 0 followers)
- ✓ Rank on Amazon using free SEO loopholes most authors miss
- ✓ Build launch teams that amplify your book without incentives
- ✓ Leverage press, podcasts, and PR—all free

This isn't theory. These are battle-tested, insider tactics I've used for my own publishing projects and high-ticket author clients—authors who've gone from “unknown” to “ranked and reviewed” in weeks, not years.

No ads. No budget. Just strategy.

TODAY'S ACTION STEP:

Before we dive into tactics, I need you to shift your mindset.

Download this FREE printable: "The Zero-Budget Bestseller Blueprint"

 **[LINK: bencreatesbooks.com/blueprint]**

This one-pager outlines the 5 psychological levers that successful zero-budget authors pull to create launch momentum. Print it. Keep it visible. This is your north star.

INSIDER INSIGHT:

Did you know that 68% of book sales come from WORD-OF-MOUTH, not ads? (2026 Bowker Study)

Yet most authors spend 90% of their effort chasing paid visibility. The game has changed. Readers trust readers—not ads. This course shows you how to tap into that.

TOMORROW:

I'm revealing how to build a SECRET READER NETWORK that creates pre-launch buzz without spending a penny. This is the strategy most "overnight" successes use but never talk about.

You in?

Ben
BenCreatesBooks.com

P.S. — Don't have a launch date yet? Doesn't matter. These strategies work for backlist books, pre-orders, and even books you haven't written yet. Start building momentum NOW.

EMAIL #2 — TUESDAY, DECEMBER 3, 2026 @ 9:00 AM

SUBJECT LINE:

"The Secret Reader Network: How Unknown Authors Build Launch Buzz for Free"

PREHEADER TEXT:

"The underground tactic top 1% indie authors use to get reviews, shares & sales before launch day"

EMAIL BODY:

Hey [First Name],

Yesterday, I told you readers don't buy books—they buy into movements.

Today, I'm showing you HOW to create that movement with a tactic I call the Secret Reader Network.

Here's what most authors do wrong:

They wait until launch day to start marketing. Then they spam Facebook groups, beg friends for reviews, and wonder why nobody cares.

Here's what winning authors do:

They build INVISIBLE NETWORKS of readers, authors, and influencers MONTHS before launch—people who are primed, excited, and ready to amplify the second the book goes live.

And they do it all without spending a cent.

Here's the blueprint:

STRATEGY #1: NEWSLETTER SWAPS (THE HIDDEN GOLDMINE)

Most authors think you need 10,000 subscribers to do newsletter swaps. Wrong.

Even with 50-500 subscribers, you can swap with OTHER small authors in your genre. One email mention = 200-500 NEW readers seeing your book for free.

Where to find swap partners:

- BookFunnel's Author Groups (free tier)
- Facebook: "Newsletter Swap for Authors" group
- Reddit: r/selfpublish author collab threads

Script Template:

"Hey [Author Name], I love your [Book Title]. I have a newsletter of [X] subscribers in [Genre]. Want to do a free book mention swap?"

That's it. 10 swaps = 2,000-5,000 new eyes on your book. Zero dollars.

STRATEGY #2: ARC TEAMS VIA BOOKSIRENS & BOOKSPROUT (FREE TIERS)

You don't need to pay for Advanced Review Copies. Both BookSirens and BookSprout have FREE plans that connect you with ACTIVE reviewers who READ and REVIEW fast.

Insider tip: Upload your book 6-8 weeks before launch. This gives reviewers time to read and post reviews ON LAUNCH DAY—which triggers Amazon's algorithm to push your book harder.

Tools:

 BookSirens: booksirens.com (Free Tier: 10 ARCs)

 BookSprout: booksprout.co (Free Tier: Unlimited ARCs)

Bonus: Both platforms have "auto-request review" features—so you don't have to chase people down.

STRATEGY #3: MICRO-COLLABORATIONS WITH AUTHORS (NOT INFLUENCERS)

Forget trying to get BookTok influencers to notice you. Instead, partner with 3-5 authors in your niche with SMALL but ENGAGED audiences (500-2,000 followers).

How:

- Offer to interview them on your blog (even if you have 10 visitors/month)
- Create a "Top 10 Books Like Mine" post and tag them
- Co-host a free Zoom event: "Meet the Authors" (invite their readers)

Result: Their audience discovers YOU. Your audience discovers THEM. Everyone wins. Cost: \$0.

TODAY'S ACTION STEP:

Pick ONE of the strategies above and take action TODAY.

My recommendation: Start with newsletter swaps. Find 3 authors in your genre and send them the script above. Even 1 "yes" = hundreds of new potential readers.

Free Resource: "10 Beyond-Goodreads Communities for Book Marketing"

 [LINK: bencreatesbooks.com/communities]

This list includes hidden Facebook groups, Discord servers, and Reddit threads where engaged readers actually WANT to discover new books.

INSIDER INSIGHT:

Authors who build a Secret Reader Network see 3-5X more launch-day sales than authors who don't—even with the SAME audience size. Why? Because they've created anticipation, not interruption.

Your book isn't spam when 50 people are already talking about it.

TOMORROW:

I'm revealing the psychology behind VIRAL WORD-OF-MOUTH—how to get readers to share your book without you asking (and the 3-sentence formula that triggers it).

See you then,

Ben
BenCreatesBooks.com

P.S. — Newsletter swaps aren't just for fiction. Nonfiction authors: swap with podcasters, bloggers, and YouTubers in your niche. Same strategy, bigger reach.

EMAIL #3 — WEDNESDAY, DECEMBER 4, 2026 @ 9:00 AM

SUBJECT LINE:

"The 3-Sentence Formula That Makes Readers Share Your Book (Copy-Paste)"

PREHEADER TEXT:

"Viral word-of-mouth isn't luck—it's psychology. Here's the trigger."

EMAIL BODY:

Hey [First Name],

Let me ask you a question:

When was the last time you recommended a book to a friend WITHOUT them asking?

Probably recent, right?

Now here's the follow-up: WHY did you share it?

Was it because the author begged you to? Was it because of a paid ad? Or was it because something about that book made you WANT to talk about it?

That's the key.

Viral word-of-mouth doesn't happen by accident. It's triggered by a specific psychological formula—and today, I'm handing it to you.

THE VIRAL WORD-OF-MOUTH FORMULA:

1. IDENTITY ("This book is for people like me")
2. EMOTION ("This book made me FEEL something")
3. SHAREABILITY ("I want others to experience this")

Let's break it down:

IDENTITY: MAKE YOUR BOOK A SIGNAL

People don't just buy books. They buy IDENTITY.

When someone shares your book, they're not promoting YOU—they're signaling something about THEMSELVES.

Examples:

- ✓ "This thriller is for people who ACTUALLY love plot twists"
- ✓ "If you're tired of surface-level self-help, this book goes DEEP"
- ✓ "For readers who want fantasy WITHOUT the cringe romance"

Notice the pattern? Each positioning creates an US vs. THEM dynamic. Readers share it to identify with the "us."

Your Action: Rewrite your book description to start with "This book is for [specific identity]." Test it on social media and watch engagement spike.

EMOTION: GIVE READERS A FEELING, NOT JUST A STORY

Books that go viral trigger ONE dominant emotion:

- Anger ("This book will make you furious about [topic]")

- Hope ("This book gave me a reason to believe again")
- Validation ("FINALLY, someone gets it")
- Curiosity ("I couldn't put it down—I HAD to know")

Your book should deliver ONE clear emotional payoff. Then, your marketing should PROMISE that payoff upfront.

Script Template for Social Posts:

"If you want to feel [EMOTION], read [Your Book]. It's the only [genre] that made me [specific emotional reaction]."

Example:

"If you want to feel SEEN, read 'The Invisible Ones.' It's the only contemporary fiction that made me cry in public."

That's a share-worthy post.

SHAREABILITY: MAKE IT STUPID-EASY TO TALK ABOUT

Most authors make sharing too hard. They don't give readers the WORDS to recommend their book.

Here's the fix:

Create a "Share Chain"—a pre-written, copy-paste-ready blurb readers can drop in texts, DMs, or social posts.

Example:

"Just finished [Your Book]—if you liked [Popular Comp Title], you'll LOVE this. Grab it here: [link]"

Where to put it:

- ✓ In your book's back matter
- ✓ In your email signature to ARC readers
- ✓ On a dedicated "Share This Book" page on your website

Free Tool: Use BookBrush (free tier) to create shareable quote graphics from your book. Readers post them = free marketing.

 BookBrush: bookbrush.com

TODAY'S ACTION STEP:

Write your 3-sentence "viral formula" positioning:

1. IDENTITY: "This book is for [specific reader identity]."
2. EMOTION: "It will make you feel [specific emotion]."
3. SHAREABILITY: "If you liked [comp title], you'll love this."

Post it in the comments of this email OR on social media and tag #ZeroBudgetBestseller. I'll personally review and give feedback.

Free Download: "Viral Shares Generator—Fill-in-the-Blank Templates"

 [LINK: bencreatesbooks.com/viral-shares]

This PDF gives you 15 copy-paste share prompts you can adapt for your book.

INSIDER INSIGHT:

Books with "share chains" embedded in their back matter see 40% more word-of-mouth recommendations than books without. (Data from StoryOrigin 2025 Author Survey)

Your readers WANT to help. You just need to make it easy.

TOMORROW:

We're diving into the dark arts of Amazon SEO—how to rank your book WITHOUT paid ads using free keyword loopholes most authors miss.

Talk soon,

Ben
BenCreatesBooks.com

P.S. — Shareability isn't just for fiction. Nonfiction authors: Create tweetable one-liners from your book and put them in the margins. Readers screenshot = instant social proof.

EMAIL #4 — THURSDAY, DECEMBER 5, 2026 @ 9:00 AM

SUBJECT LINE:

"Amazon SEO Secrets: Rank Without Ads (2026 Keyword Loopholes)"

PREHEADER TEXT:

"The free metadata hacks that get your book discovered by thousands—no ad spend required"

EMAIL BODY:

Hey [First Name],

Let's talk about the elephant in the room:

Amazon.

You can have the best book in your genre, but if readers can't FIND it, it doesn't matter.

Most authors think Amazon discoverability = paid ads. But here's the truth:

➤ Amazon is a SEARCH ENGINE, just like Google.

And just like Google, there are free SEO strategies that can get your book in front of thousands of readers—without spending a cent on ads.

Today, I'm pulling back the curtain on the underground Amazon keyword tactics that savvy authors use to rank FAST.

STRATEGY #1: LONG-TAIL KEYWORDS (THE LOW-COMPETITION GOLDMINE)

Most authors target broad keywords:

- "fantasy"
- "romance"
- "self-help"

Those are IMPOSSIBLE to rank for without massive ad budgets.

Instead, target LONG-TAIL keywords—specific, niche phrases with LOW competition but HIGH intent.

Examples:

✗ Bad: "fantasy book"

✓ Good: "dark fae romance enemies to lovers standalone"

✗ Bad: "business book"

✓ Good: "solopreneur marketing for introverts 2026"

Long-tail keywords have 10X less competition and convert 3X better because they match EXACT reader intent.

How to Find Them:

1. Go to Amazon search bar
2. Type your genre + a modifier (e.g., "thriller with")
3. Amazon auto-suggests popular searches
4. Pick 3-5 with under 500 competing titles

Free Tool: Publisher Rocket (free 3-day trial) — shows search volume + competition for ANY keyword.

 publisherrocket.com

STRATEGY #2: REVERSE-ENGINEER COMP TITLES (STEAL THEIR TRAFFIC)

Here's a secret:

You don't need to invent NEW keywords. You can borrow from books that are ALREADY ranking.

How:

1. Find 3-5 bestselling books similar to yours
2. Copy their ASIN (Amazon product ID)
3. Paste into Publisher Rocket or ASIN Inspector (free Chrome extension)
4. See EXACTLY what keywords they're ranking for
5. Use those keywords in YOUR metadata

This is 100% legal and works like magic.

Free Tool: ASIN Inspector (Chrome Extension)

 chrome.google.com/webstore (search "ASIN Inspector")

STRATEGY #3: OPTIMIZE YOUR 7 BACKEND KEYWORDS (THE HIDDEN WEAPON)

Most authors ignore Amazon's 7 backend keyword slots in KDP. BIG mistake.

These are INVISIBLE to readers but tell Amazon's algorithm what searches to show your book in.

Rules:

- ✓ Use all 7 slots (50 characters each)
- ✓ NO commas (wastes space)
- ✓ NO repeating words from your title/subtitle
- ✓ Focus on VARIATIONS and SYNONYMS

Example for a thriller:

Slot 1: psychological suspense domestic noir

Slot 2: twisty mystery woman protagonist

Slot 3: small town secrets dark past

Slot 4: addictive page turner unputdownable

Slot 5: gone girl big little lies vibes

Slot 6: book club pick discussion questions

Slot 7: fast paced gripping ending twist

Notice: Each slot targets a DIFFERENT search intent.

Action: Go to your KDP dashboard RIGHT NOW and update your keywords using this method.

STRATEGY #4: TARGET NICHE PLATFORMS (BEYOND AMAZON)

Amazon isn't the only game. These FREE platforms have active, engaged readers:

- ✓ Goodreads (optimize your book description for search)
- ✓ BookBub (list your book in their directory — free)
- ✓ StoryGraph (growing fast, less competition)
- ✓ Reader's Favorite (free book listing + reviews)

2026 Update: StoryGraph SEO is the NEW untapped opportunity. Their algorithm favors new listings, and their userbase is EXPLODING.

Free Guide: "The Complete StoryGraph SEO Setup"

 [LINK: bencreatesbooks.com/storygraph-seo]

TODAY'S ACTION STEP:

Pick ONE strategy above and implement it TODAY.

My recommendation: Start with backend keywords. It takes 10 minutes and can double your discoverability overnight.

Free Resource: "Amazon Keyword Research Cheat Sheet"

 [LINK: bencreatesbooks.com/keyword-cheat]

This PDF walks you through finding + optimizing keywords step-by-step (with screenshots).

INSIDER INSIGHT:

Books that optimize backend keywords see an average 35% increase in organic impressions within 30 days. (KDP Author Survey 2025)

Your metadata is your 24/7 salesperson. Make it work for you.

TOMORROW:

I'm revealing how to leverage social platforms to sell books—even if you have ZERO followers. This is the "introvert's" book promo method.

Catch you tomorrow,

Ben

BenCreatesBooks.com

P.S. — Don't overthink keywords. The best strategy is to TEST, measure, and iterate. Update your keywords every 30 days based on what's working.

EMAIL #5 — FRIDAY, DECEMBER 6, 2026 @ 9:00 AM

SUBJECT LINE:

"Social Media for Book Sales (Even With 0 Followers)"

PREHEADER TEXT:

"The introvert's guide to selling books on social platforms without building an audience first"

EMAIL BODY:

Hey [First Name],

I know what you're thinking:

"Ben, I don't have 10,000 followers. I can't sell books on social media."

Wrong.

Here's the secret nobody tells you:

You don't need to BUILD an audience to leverage social platforms. You just need to GO WHERE THE AUDIENCE ALREADY IS.

Today, I'm showing you how to sell books on Facebook, Reddit, and Discord WITHOUT being a "content creator."

This is guerrilla marketing for introverts.

STRATEGY #1: FACEBOOK GROUPS (THE UNTAPPED GOLDMINE)

Facebook groups are where ENGAGED readers hang out. Not your timeline. GROUPS.

The trick? Don't spam. Provide VALUE first, then drop your book naturally.

How to Do It Right:

1. Join 10-15 groups in your genre (search: "[Genre] Book Recommendations")
2. Spend 5 minutes/day answering questions and commenting
3. When someone asks "What should I read next?" — recommend YOUR book (with context)

Script Template:

"If you loved [Popular Book], you might enjoy my book [Your Title]. It has [specific similarity]. Here's the link if you're curious: [link]"

Key: Don't lead with "BUY MY BOOK." Lead with "You might enjoy this."

Top Groups to Join (2026):

- "Book Lovers Anonymous" (180K+ members)
- "What Should I Read Next?" (250K+ members)
- "Indie Book Promo" (50K+ members, very active)

Result: 1-2 posts/week in the right groups = 10-50 clicks. Some will convert.

STRATEGY #2: REDDIT (THE ANTI-MARKETING PLATFORM)

Reddit HATES self-promotion. But if you do it right, it's a goldmine.

The Rule: Give 9X more than you take.

For every 1 post about your book, make 9 helpful comments in relevant subreddits.

Where to Post:

- r/booksuggestions (1.2M members) — answer requests, occasionally mention yours
- r/suggestmeabook (850K members) — same strategy
- r/selfpublish (120K members) — share your journey, build credibility

Secret Weapon: Reddit's "User Flair"

Set your flair to: "Author of [Your Book Title]" in author-friendly subs. People will click your profile out of curiosity.

2026 Update: r/Fantasy and r/RomanceBooks now allow "Self-Promo Sundays." Mark your calendar and post there EVERY Sunday.

Free Resource: "Reddit Book Marketing Playbook"

 [LINK: bencreatesbooks.com/reddit-playbook]

STRATEGY #3: DISCORD SERVERS (THE HIDDEN COMMUNITY)

Discord isn't just for gamers anymore. There are MASSIVE book communities with thousands of active readers.

How to Find Them:

- Search "[Genre] Book Club Discord" on Google
- Join author/reader servers like "Bookcord" (15K+ members)
- Ask in Facebook groups: "Any Discord servers for [Genre] readers?"

How to Promote (Without Being Annoying):

1. Join the server
2. Participate in discussions for 1-2 weeks
3. Share your book in the "#self-promo" channel (most servers have one)
4. Offer a FREE chapter or ARC to active members

Bonus: Discord readers are LOYAL. If they like you, they'll buy everything you write.

Top Servers (2026):

- Bookcord (general, very active)
- The Cozy Book Club (cozy mystery/romance)
- SFF Community (sci-fi/fantasy)

Free Tool: Disboard.org — searchable directory of Discord servers by topic

 disboard.org

STRATEGY #4: THE 5-MINUTE SOCIAL PROMO (DAILY ROUTINE)

You don't need to spend hours on social media. Here's a 5-minute daily routine:

1. Check 3 Facebook groups for recommendation requests (2 min)
2. Drop 1 helpful comment on Reddit (2 min)
3. Reply to 1 Discord thread (1 min)

That's it. 5 minutes/day = consistent visibility = sales.

Free Swipe File: "50 Social Media Responses That Sell Books"

 [LINK: bencreatesbooks.com/social-swipes]

Copy-paste templates for every scenario.

TODAY'S ACTION STEP:

Join 5 Facebook groups OR 2 Reddit communities OR 1 Discord server TODAY.

Don't post yet. Just observe. See what kind of posts get engagement. Then replicate that style when you promote your book.

INSIDER INSIGHT:

Authors who engage in 3+ online communities see 2X more word-of-mouth sales than authors who only post on their own social profiles. (IndieAuthor Survey 2025)

You don't need YOUR audience. You need ACCESS to existing audiences.

MONDAY:

Weekend break! But Monday, we're diving into the HOLY GRAIL: how to get 50+ reviews FAST using free ARC strategies that actually work.

Enjoy your weekend,

Ben
BenCreatesBooks.com

P.S. — Scared of "self-promotion"? Reframe it. You're not selling. You're RECOMMENDING a book you believe in. That's what readers do for each other every day.

EMAIL #6 — MONDAY, DECEMBER 9, 2026 @ 9:00 AM

SUBJECT LINE:

"50+ Reviews in 14 Days: The Free ARC System That Actually Works"

PREHEADER TEXT:

"How to harvest authentic reviews before launch—no begging, no paying, no desperate emails"

EMAIL BODY:

Hey [First Name],

Welcome back!

Let's talk about the #1 thing that kills indie book launches:

NO REVIEWS.

You launch your book. Zero reviews. Readers scroll past. Amazon's algorithm ignores you. You panic and beg friends to leave reviews. They forget. Your launch dies.

Sound familiar?

Here's the truth:

You should NEVER launch a book with fewer than 20 reviews. Ideally 50+.

And today, I'm showing you how to get those reviews FAST—without spending a dollar.

THE ARC REVIEW ENGINE (FREE TOOLS + SYSTEM)

ARCs (Advanced Review Copies) are your secret weapon. Here's the step-by-step system:

STEP 1: UPLOAD TO FREE ARC PLATFORMS (6-8 WEEKS PRE-LAUNCH)

These platforms connect you with ACTIVE reviewers who actually read and review:

✓ BookSirens (Free Tier: 10 ARCs)

 booksirens.com

Pros: High-quality reviewers, auto-reminder system

Cons: Limited to 10 ARCs on free plan

✓ BookSprout (Free Tier: UNLIMITED ARCs)

 booksprout.co

Pros: Unlimited ARCs, great for building reviewer lists

Cons: Slightly lower completion rate

✓ StoryOrigin (Free Tier: 50 ARCs/month)

 storyoriginapp.com

Pros: Built-in newsletter swaps, cross-promo tools

Cons: Interface can be confusing at first

Insider Tip: Use ALL THREE. Each platform has different reviewer pools. More platforms = more reviews.

STEP 2: WRITE A KILLER ARC DESCRIPTION (THE HOOK)

Reviewers get HUNDREDS of ARC requests. Yours needs to stand out.

Bad ARC Pitch:

"Please review my book. It's a thriller."

Good ARC Pitch:

"If you loved GONE GIRL's twists and BIG LITTLE LIES' suburban secrets, you'll devour this psychological thriller. I'm looking for 20 honest reviewers who can finish by [date]. ARC available in EPUB/MOBI/PDF."

Notice:

- ✓ Comp titles (helps reviewers self-select)
 - ✓ Clear deadline
 - ✓ Multiple formats (removes barriers)
-

STEP 3: TARGET NICHE REVIEWER COMMUNITIES

Don't just rely on platforms. Go directly to readers:

- ✓ Goodreads Groups: Join "ARCs & Review Copies" groups
- ✓ Facebook: Search "[Genre] ARC Readers" (huge communities)
- ✓ Instagram: DM bookstagrammers with 500-5K followers (they need content)
- ✓ LibraryThing: Early Reviewers program (100% free)

Script for Instagram DMs:

"Hi [Name]! I love your [genre] content. I have a new [genre] book launching [date] and wondered if you'd be interested in a free ARC for an honest review? No pressure if not!"

Conversion rate: ~20-30% say yes.

STEP 4: THE FOLLOW-UP SEQUENCE (WITHOUT BEING ANNOYING)

Most authors send ARCs and... crickets.

Here's the follow-up cadence:

Week 1: Send ARC + Thank You

Week 3: Gentle reminder ("Hope you're enjoying the book!")

Week 5: Final reminder ("Launch is next week—if you can review by [date], I'd be so grateful")

Pro Tip: Use MailerLite (free tier) to automate these emails.

 maileroptin.com

STEP 5: INCENTIVIZE WITHOUT PAYING (THE ETHICAL WAY)

You can't PAY for reviews. But you CAN offer value:

- ✓ Early access to Book 2 (if it's a series)
- ✓ Acknowledgment in the book ("Thank you to my ARC readers")
- ✓ Exclusive bonus chapter or short story
- ✓ Entry into a giveaway (e.g., signed paperback)

These are LEGAL and don't violate Amazon's TOS.

STEP 6: THE DAY-OF-LAUNCH PUSH

When your book goes live:

1. Email ALL your ARC readers: "The book is live! If you haven't reviewed yet, here's the link: [Amazon link]"
2. Post in Facebook groups: "My book just launched! If anyone grabbed an ARC, I'd love your review."
3. DM Instagram reviewers: "Thank you again! The book is live if you're ready to post your review."

Result: 20-50+ reviews within 48 hours of launch.

TODAY'S ACTION STEP:

Sign up for ONE ARC platform TODAY and upload your book.

My recommendation: Start with BookSprout (unlimited ARCs, easiest setup).

Free Resource: "2026 ARC Reviewer Directory"

 [LINK: bencreatesbooks.com/arc-directory]

This list includes 100+ active book reviewers across all genres (with their submission requirements).

INSIDER INSIGHT:

Books with 50+ reviews at launch see 4X higher conversion rates than books with fewer than 10. (Amazon KDP Data 2025)

Reviews = social proof. Social proof = sales.

TOMORROW:

We're building your SECRET WEAPON: a launch team that amplifies your book without you lifting a finger.

See you then,

Ben
BenCreatesBooks.com

P.S. — ARC reviewers are your BEST fans. Treat them well, and they'll buy every book you publish. This isn't transactional—it's relationship building.

EMAIL #7 — TUESDAY, DECEMBER 10, 2026 @ 9:00 AM

SUBJECT LINE:

"Build a Street Team That Sells Books for You (Without Incentives)"

PREHEADER TEXT:

"The secret formula for creating superfans who amplify every launch—no bribes required"

EMAIL BODY:

Hey [First Name],

Let me tell you about the most powerful marketing asset you'll ever build:

Your STREET TEAM.

A street team is a group of superfans who:

- ✓ Share your book organically
- ✓ Post reviews on launch day
- ✓ Tell their friends without being asked
- ✓ Defend your book in online spaces
- ✓ Buy every book you publish

The best part?

You don't need to bribe them with free books or swag. You just need to make them feel VALUED.

Here's how to build your own street team in 24 hours:

STEP 1: IDENTIFY YOUR SUPER-READERS

Your street team is already hiding in plain sight. Look for:

- ✓ Readers who've reviewed your past books
- ✓ People who engage with your social posts
- ✓ Email subscribers who always open/click
- ✓ Fans who've emailed you directly

How to Find Them:

- Check your Amazon reviews (note the usernames)

- Look at Instagram/Facebook: who comments consistently?
- Pull your email list "most engaged" segment in MailerLite

You need 10-20 people to start. That's it.

STEP 2: INVITE THEM (THE RIGHT WAY)

Don't call it a "street team." That sounds like work.

Call it:

- "[Your Name]'s Inner Circle"
- "The [Book Series] Squad"
- "Early Access Readers"

Email Script:

"Hey [Name],

I've noticed you've been [supporting my books/engaging with my posts/leaving amazing reviews], and I wanted to thank you personally.

I'm putting together a small group of readers who get:

- ✓ Early access to my books before anyone else
- ✓ Behind-the-scenes content (cover reveals, deleted scenes)
- ✓ Direct input on future projects (you help shape what I write next)

No obligations. No pressure. Just a way for me to give back to my biggest supporters.

Interested? Reply 'YES' and I'll add you.

Thank you for being awesome,
[Your Name]"

Conversion rate: 60-80% say yes.

STEP 3: CREATE A PRIVATE SPACE (FREE OPTIONS)

Don't rely on email. Create a COMMUNITY:

- ✓ Facebook Group (private, invite-only)

- ✓ Discord Server (free, easy to manage)
- ✓ Telegram Group (simple, no setup required)

My recommendation: Facebook Group (most readers already use it).

How to Run It:

- Post 1-2X/week (not daily—don't overwhelm)
- Share exclusive content: cover drafts, blurbs, character art
- Ask for opinions: "Which title do you like better?"
- Give early access to ARCs (they feel special)

The Goal: Make them feel like INSIDERS, not customers.

STEP 4: THE LAUNCH DAY PLAYBOOK

Here's how to activate your street team on launch day:

Week Before Launch:

"Hey team! The book goes live [date]. I've sent you all ARCs. If you can post a review on launch day, it would mean the world. No pressure!"

Launch Day Morning:

"WE'RE LIVE! Link: [Amazon]. If you loved it, a review/share would be amazing. Thank you for being part of this!"

24 Hours Post-Launch:

"Thank you SO MUCH. You all are incredible. Already seeing traction because of YOU."

Result: 10-20 instant reviews + organic social shares = Amazon algorithm boost.

STEP 5: KEEP THEM ENGAGED (LONG-TERM STRATEGY)

Street teams aren't one-and-done. Keep them engaged:

- ✓ Monthly Q&A sessions (Zoom or live in the group)
- ✓ Exclusive short stories or bonus content
- ✓ First-to-know announcements (covers, release dates)
- ✓ Annual giveaway (signed books, merch—totally optional)

The more valued they feel, the more they promote.

TODAY'S ACTION STEP:

Make a list of 10 people who've supported your work.

Send them the "Inner Circle" invitation email TODAY.

Free Resource: "Launch Team Step Sheet"

 [LINK: bencreatesbooks.com/launch-team]

This includes:

- Invitation email templates
- Launch day post schedules
- Group engagement ideas

INSIDER INSIGHT:

Authors with active street teams see 5-10X more launch-week sales than authors without.
(Alliance of Independent Authors 2025 Report)

Your street team IS your marketing budget.

TOMORROW:

Free press & PR tactics—how to get featured on podcasts, blogs, and local news WITHOUT a media kit or PR agency.

Talk soon,

Ben
BenCreatesBooks.com

P.S. — Street teams aren't just for launches. They're your FEEDBACK LOOP. Ask them what to write next. They'll feel ownership in your success—and they'll spread the word even harder.

EMAIL #8 — WEDNESDAY, DECEMBER 11, 2026 @ 9:00 AM

SUBJECT LINE:

"Free Press: How to Get Podcasts, Blogs & Local News to Feature Your Book"

PREHEADER TEXT:

"No media kit. No PR agency. Just a 5-minute email that works."

EMAIL BODY:

Hey [First Name],

Let's bust a myth:

You DON'T need a PR agency, a media kit, or a publicist to get featured in podcasts, blogs, and local news.

You just need the right pitch.

Today, I'm giving you the EXACT templates and strategies I've used (and seen clients use) to land free press that drives real book sales.

STRATEGY #1: PODCAST GUESTING (THE EASIEST WIN)

There are 5 MILLION podcasts. Most hosts are DESPERATE for guests.

Where to Find Podcasts:

- ✓ Podchaser.com (searchable database by topic)
- ✓ Apple Podcasts (search your genre + "book")
- ✓ Google: "[your genre] podcast guests"

Target podcasts with:

- 500-10K listeners (small enough to say yes, big enough to matter)
- Active episodes (posted within last month)
- Guest-focused format (not solo host)

Pitch Template:

Subject: Guest idea for [Podcast Name]

Hi [Host Name],

I just binged your episode with [Recent Guest]—loved the discussion about [specific topic].

I'm the author of [Your Book], and I think your audience would love hearing about [unique angle related to your book].

Some talking points:

- [Interesting point #1]
- [Interesting point #2]
- [Interesting point #3]

No pressure if it's not a fit! Either way, love what you're building.

Cheers,

[Your Name]

[Book Link]

Conversion rate: 15-30% respond positively.

Free Resource: "2026 Author-Friendly Podcast Directory"

 [LINK: bencreatesbooks.com/podcast-list]

200+ podcasts actively seeking author guests.

STRATEGY #2: BOOK BLOGS & REVIEWERS (THE FORGOTTEN GOLDMINE)

Book blogs still drive MASSIVE traffic. And bloggers NEED content.

Where to Find Them:

- ✓ "book blog + [genre]" on Google
- ✓ Goodreads (search "book bloggers" in groups)
- ✓ Instagram: #bookblogger hashtag (DM the active ones)

What to Offer:

- ✓ Free ARC for an honest review
- ✓ Author interview (they love these—easy content)
- ✓ Guest post: "Top 5 [Genre] Books of 2026"

Pitch Template:

Subject: Collaboration idea?

Hi [Blogger Name],

I came across your blog while researching [genre] reviewers and LOVED your review of [Book They Reviewed].

I'm launching my [genre] book [Title] on [Date], and I'd love to send you a free ARC. If you enjoy it, an honest review would be amazing. If not, no worries!

Alternatively, I'm happy to do an author Q&A or guest post if that's more your style.

Let me know!

Best,
[Your Name]

Result: 30-50% say yes.

STRATEGY #3: LOCAL NEWS & PRESS (THE UNDERRATED HACK)

Local newspapers, radio, and TV stations LOVE "local author" stories. It's easy content.

How to Pitch:

1. Google: "[Your City] news contact"
2. Find the "Lifestyle" or "Arts & Culture" editor
3. Email them a 3-sentence pitch:

Subject: Local Author Story Idea

Hi [Editor Name],

I'm a [Your City] author launching my [genre] book [Title] on [Date]. The book explores [quick hook], and I thought your readers might enjoy a local author feature.

Happy to chat or send more info!

Best,
[Your Name]
[Phone Number]

Bonus: Local TV LOVES in-person interviews. Offer to come to the studio.

Result: 10-20% respond (and local press has BIG impact).

STRATEGY #4: HARO & JOURNALIST REQUESTS (FREE PR GOLDMINE)

HARO (Help A Reporter Out) connects journalists with expert sources. Authors = experts.

How It Works:

1. Sign up at helpareporter.com (FREE)
2. Get 3 daily emails with journalist requests
3. Respond to relevant queries

Example:

Query: "Looking for fiction authors to comment on writing process"

Your Response: Brief, helpful answer + "I'm the author of [Book]" in your signature

Result: If they use your quote, you get a backlink + exposure.

2026 Update: Also try:

- ✓ Terkel.io (same concept, easier interface)
- ✓ Qwoted.com (journalist connection platform)

Free Tool: HARO

 helpareporter.com

TODAY'S ACTION STEP:

Pick ONE outlet and send ONE pitch today.

My recommendation: Start with podcasts. Easiest yes, biggest ROI.

Find 3 podcasts in your niche, personalize the template above, and hit send.

Free Resource: "PR Pitch Templates for Authors"

 [LINK: bencreatesbooks.com/pr-pitches]

Includes:

- Podcast pitch templates
- Blog collaboration emails

- Local news pitch examples

INSIDER INSIGHT:

Authors who land 3+ podcast/blog features see 2-3X more discoverability than authors who rely only on Amazon visibility. (Reedsy Author Survey 2025)

PR isn't about ego. It's about REACH.

TOMORROW:

Automation tools that save you 10+ hours/week—free software every author should be using RIGHT NOW.

See you then,

Ben
BenCreatesBooks.com

P.S. — Scared of pitching? Reframe it: You're not asking for a favor. You're OFFERING content. Podcast hosts need guests. Bloggers need reviews. You're solving their problem.

EMAIL #9 — THURSDAY, DECEMBER 12, 2026 @ 9:00 AM

SUBJECT LINE:

"Free Automation Tools That Save Authors 10+ Hours Per Week"

PREHEADER TEXT:

"Stop doing manually what software can do for you—here's your 2026 author tech stack"

EMAIL BODY:

Hey [First Name],

You're doing too much manually.

Scheduling social posts by hand. Tracking sales in spreadsheets. Sending follow-up emails one by one.

There's a better way.

Today, I'm sharing the FREE automation tools that professional authors use to run their marketing on autopilot—saving 10+ hours every single week.

Let's build your zero-budget tech stack.

TOOL #1: MAILERLITE (EMAIL AUTOMATION)

What It Does:

- ✓ Automated email sequences (welcome series, ARC follow-ups)
- ✓ Segmentation (tag readers by genre preference)
- ✓ Landing pages for lead magnets

Free Tier: Up to 1,000 subscribers

Why You Need It:

Manually emailing ARC readers? Stop. Set up a 3-email automation:

- Day 1: ARC delivery + thank you
- Day 14: "Hope you're enjoying it!"
- Day 28: "Launching soon—review link here"

Set it once. It runs forever.

 maileroite.com

TOOL #2: CANVA (DESIGN ON AUTOPILOT)

What It Does:

- ✓ Social media graphics (quote cards, book promos)
- ✓ Pre-made templates (resize for every platform)
- ✓ Brand kit (save your fonts/colors for consistency)

Free Tier: Unlimited designs

Why You Need It:

Stop hiring designers for every post. Canva has 1,000+ book promo templates.

Bonus: Use "Magic Resize" to instantly adapt one design for Instagram, Facebook, Twitter, and Pinterest.

Time Saved: 5+ hours/week

 canva.com

TOOL #3: BUFFER (SOCIAL SCHEDULING)

What It Does:

- ✓ Schedule posts across all platforms (Instagram, Facebook, Twitter)
- ✓ Queue system (add 10 posts, they auto-publish over time)
- ✓ Analytics (see what's working)

Free Tier: 3 social accounts, 10 scheduled posts

Why You Need It:

Batch your social content. Spend 1 hour on Sunday scheduling the entire week. Then forget about it.

Alternative: Hootsuite (similar features, slightly different interface)

 buffer.com

TOOL #4: BOOKFUNNEL (AUTOMATED ARC DELIVERY)

What It Does:

- ✓ Delivers ebooks to readers automatically (EPUB/MOBI/PDF)
- ✓ Tracks who downloaded (so you know who to follow up with)
- ✓ Integrates with email tools (auto-tags ARC readers)

Free Tier: 10 downloads/month

Why You Need It:

Stop manually emailing attachments. Upload your ARC once, send readers a link. They download in their preferred format. Done.

Bonus: BookFunnel has built-in reader apps (makes reading easier = more reviews).

 bookfunnel.com

TOOL #5: TRELLO (PROJECT MANAGEMENT)

What It Does:

- ✓ Visual task boards (track launch tasks, marketing campaigns)
- ✓ Checklists & due dates (never miss a deadline)
- ✓ Collaboration (share boards with editors, designers)

Free Tier: Unlimited boards

Why You Need It:

Stop managing launches in your head. Create a "Book Launch" board with columns:

- To Do
- In Progress
- Done

Move tasks across as you complete them. Satisfying AND organized.

Alternative: Notion (more features, steeper learning curve)

 trello.com

TOOL #6: GOOGLE ALERTS (AUTOMATED MONITORING)

What It Does:

- ✓ Sends you an email whenever your book/name is mentioned online
- ✓ Tracks competitor releases
- ✓ Finds review opportunities

Free Tier: Completely free (Google product)

Why You Need It:

Set up alerts for:

- Your book title
- Your author name
- "[Genre] book recommendations"

When someone mentions your book (or asks for recs), you'll know instantly. Jump in and engage.

 google.com/alerts

TOOL #7: LINKTREE (ONE LINK FOR EVERYTHING)

What It Does:

- ✓ Creates a single landing page with all your book links
- ✓ Tracks clicks (see which books get the most traffic)
- ✓ Updates instantly (change links without updating bios)

Free Tier: Unlimited links

Why You Need It:

Stop changing your Instagram bio every time you launch a book. Put ALL your links in one place:

- Latest release
- Backlist books
- Newsletter signup
- Social profiles

Alternative: Beacons.ai, Bio.fm

 linktr.ee

TODAY'S ACTION STEP:

Pick TWO tools from this list and set them up TODAY.

My recommendation:

1. MailerLite (email automation)
2. Buffer (social scheduling)

These two alone will save you 8+ hours/week.

Free Resource: "Complete Author Tech Stack Setup Guide"

 [LINK: bencreatesbooks.com/tech-stack]

Step-by-step tutorials for every tool (with screenshots).

INSIDER INSIGHT:

Authors who use 3+ automation tools report 40% less marketing stress and 2X more consistent output. (Author Accelerator Survey 2025)

Automation isn't lazy. It's SMART.

TOMORROW:

We're wrapping up with your COMPLETE ZERO-BUDGET BESTSELLER ACTION PLAN—the step-by-step roadmap to launch success.

Almost there,

Ben
BenCreatesBooks.com

P.S. — Automation frees you up to do what actually matters: WRITE. Let software handle the busywork.

EMAIL #10 — FRIDAY, DECEMBER 13, 2026 @ 9:00 AM

SUBJECT LINE:

"Your Zero-Budget Bestseller Action Plan (Complete Roadmap)"

PREHEADER TEXT:

"Everything you've learned in one actionable blueprint—here's your step-by-step path to success"

EMAIL BODY:

Hey [First Name],

We made it.

Over the past 10 days, I've shared strategies most authors never discover:

- ✓ Building invisible reader networks
- ✓ Triggering viral word-of-mouth
- ✓ Ranking on Amazon without ads
- ✓ Leveraging social platforms with zero followers
- ✓ Harvesting 50+ reviews before launch
- ✓ Building street teams that sell for you
- ✓ Landing free press & PR
- ✓ Automating everything

But information without ACTION is just noise.

So today, I'm giving you THE COMPLETE ROADMAP—your step-by-step action plan to take everything you've learned and turn it into a bestselling launch.

Let's do this.

THE ZERO-BUDGET BESTSELLER ACTION PLAN

8-12 WEEKS BEFORE LAUNCH

- ☐ Finalize your book (obviously)
- ☐ Write your book description using the Identity + Emotion + Shareability formula (Email #3)
- ☐ Research long-tail keywords + optimize Amazon backend slots (Email #4)
- ☐ Upload ARCs to BookSirens, BookSprout, StoryOrigin (Email #6)
- ☐ Join 10 Facebook groups + 2 Reddit communities in your niche (Email #5)
- ☐ Set up MailerLite email automation (Email #9)
- ☐ Identify 10-20 super-readers for your street team (Email #7)

6-8 WEEKS BEFORE LAUNCH

- ☐ Send ARC invitations to reviewers (Email #6)
- ☐ Launch your "Inner Circle" street team (Email #7)
- ☐ Start newsletter swaps with 3-5 authors (Email #2)
- ☐ Pitch 5 podcasts for guest spots (Email #8)

- ☐ Create 10 social media posts + schedule with Buffer (Email #9)
 - ☐ Set up Linktree with all your book links (Email #9)
 - ☐ Reach out to 5 book bloggers for reviews/features (Email #8)
-

4 WEEKS BEFORE LAUNCH

- ☐ Send ARC reminder emails (automated via MailerLite)
 - ☐ Post daily in Facebook groups (value-first, not spammy)
 - ☐ Start building relationships on Reddit (9:1 give-to-take ratio)
 - ☐ Collaborate with 2-3 micro-influencer authors (Email #2)
 - ☐ Pitch local news outlets for "local author" features (Email #8)
 - ☐ Create shareable quote graphics using BookBrush (Email #3)
 - ☐ Engage in your street team's private group (behind-the-scenes content)
-

2 WEEKS BEFORE LAUNCH

- ☐ Final ARC reminder: "Launch in 2 weeks—reviews appreciated!"
 - ☐ Announce launch date in all groups/communities
 - ☐ Send street team the "Launch Day Playbook" (Email #7)
 - ☐ Schedule 20+ social posts for launch week (batch it!)
 - ☐ Set up Google Alerts for your book title (Email #9)
 - ☐ Finalize book description, categories, and keywords on KDP
-

LAUNCH WEEK

Day 1 (Launch Day):

- ☐ Email your entire list: "IT'S LIVE!"
- ☐ Activate street team ("Post reviews NOW!")
- ☐ Post in all Facebook groups/Reddit communities
- ☐ Share on all social platforms
- ☐ Email ARC reviewers: "The book is live—review link here"

Day 2-3:

- ☐ Engage with every review/comment/mention
- ☐ Post user-generated content (reader photos, quotes)
- ☐ Pitch last-minute podcasts: "Just launched, timely interview?"

Day 4-7:

- ☐ Thank street team publicly
 - ☐ Monitor Amazon rank + adjust keywords if needed
 - ☐ Continue daily social posting
 - ☐ Track what's working (double down on winners)
-

POST-LAUNCH (ONGOING)

- ☐ Keep engaging in communities (5 min/day)
 - ☐ Continue podcast guesting (1-2/month)
 - ☐ Update keywords monthly based on data
 - ☐ Nurture street team (exclusive content, early access to Book 2)
 - ☐ Build backlist momentum (cross-promote older books)
-

THE TRUTH ABOUT ZERO-BUDGET MARKETING

Here's what I haven't said yet:

This ISN'T passive. You can't "set and forget."

Zero-budget marketing trades MONEY for EFFORT. You're investing TIME and STRATEGY instead of ad dollars.

But here's the payoff:

When you build organic momentum—reader networks, word-of-mouth, street teams—it COMPOUNDS.

Ads stop working the second you stop paying. Organic reach keeps growing.

You're not just launching a book. You're building an AUTHOR PLATFORM that works for every book you publish.

That's the real win.

YOUR NEXT STEP

Print this email. Check off every box as you go.

OR download the full checklist:

 "Zero-Budget Bestseller Launch Checklist"
[LINK: bencreatesbooks.com/launch-checklist]

This is a printable PDF with every step, tool, and resource from the entire course.

ONE LAST THING

I've given you the map. But YOU have to take the journey.

Most authors will read this course and do nothing. Don't be most authors.

Pick ONE strategy. Do it TODAY. Then pick another tomorrow.

Momentum beats perfection.

I'm rooting for you,

Ben
BenCreatesBooks.com

P.S. — Tomorrow (Saturday), I'm sending you the ULTIMATE RESOURCE PACK—every tool, template, and swipe file from this course in ONE downloadable bundle. Don't miss it.

BONUS EMAIL #11 — SATURDAY, DECEMBER 14, 2026 @ 9:00 AM

SUBJECT LINE:

 Your COMPLETE Zero-Budget Launch Toolkit (Download Everything)"

PREHEADER TEXT:

"Every template, checklist, script & swipe file from the course—yours to keep forever"

EMAIL BODY:

Hey [First Name],

You made it.

Over the past 10 days, you've learned the underground strategies that zero-budget bestsellers use to rank, sell, and build movements—not through ads, but through strategy.

Today, I'm handing you the complete toolkit.

This isn't theory. These are the EXACT templates, scripts, and resources I use with my high-ticket author clients—the ones who've gone from unknown to bestseller status without spending a penny on ads.

YOUR COMPLETE ZERO-BUDGET BESTSELLER TOOLKIT:

PLANNING & STRATEGY:

- ✓ Zero-Budget Launch Timeline (90-Day Planner)
- ✓ Secret Reader Network Tracker
- ✓ Pre-Launch Buzz Checklist
- ✓ Book Launch Calendar Template

EMAIL & OUTREACH:

- ✓ ARC Reader Request Email Scripts (5 Variations)
- ✓ Influencer/Podcaster Pitch Templates
- ✓ Beta Reader Invitation Swipe File
- ✓ Press Release Template

SOCIAL MEDIA:

- ✓ 30-Day Book Launch Social Media Calendar
- ✓ Viral Post Frameworks (Instagram, Facebook, TikTok)
- ✓ Story Highlights Templates
- ✓ Engagement Boosting Scripts

AMAZON OPTIMIZATION:

- ✓ Keyword Research Worksheet
- ✓ Amazon A+ Content Swipe File
- ✓ Category Selection Cheat Sheet
- ✓ Review Request Email Templates

LAUNCH DAY:

- ✓ Launch Day Hour-by-Hour Checklist
- ✓ Launch Team Coordination Guide

- ✓ Social Media Takeover Scripts
- ✓ Emergency Troubleshooting Guide

TRACKING & ANALYSIS:

- ✓ Sales & Rank Tracker
- ✓ Review Monitoring Spreadsheet
- ✓ Launch ROI Calculator
- ✓ Post-Launch Analysis Template

DOWNLOAD EVERYTHING NOW:

[LINK: bencreatesbooks.com/toolkit]

This is a 47-page resource pack + 12 editable templates. Print it. Save it. Use it for every launch.

WHAT HAPPENS NEXT?

You have two choices:

1 Do nothing. Let this course gather digital dust. Join the 97% of authors who know what to do but never execute.

OR

2 Take ONE strategy from this course and implement it THIS WEEK. Build momentum. Create buzz. Prove to yourself that zero-budget success isn't a myth—it's a method.

The authors who win aren't the ones with the biggest budgets. They're the ones who take ACTION.

A FINAL THOUGHT

I started BenCreatesBooks because I was tired of seeing talented authors give up—not because they lacked skill, but because they believed the lie that success requires a massive budget.

It doesn't.

You don't need thousands of dollars. You don't need a publisher. You don't need luck.

You need STRATEGY. You need CONSISTENCY. You need to believe that your book deserves to be read—and then do the work to make sure it is.

I've given you the roadmap. The rest is up to you.

NEED MORE HELP?

If you want personalized support launching your book:



Custom Book Cover Design: bencreatesbooks.com/covers



Author Website Design: bencreatesbooks.com/websites



Done-For-You Launch Strategy: bencreatesbooks.com/launch



Free Discovery Call: bencreatesbooks.com/call

I work with authors 1-on-1 to create launch strategies that actually work—without draining your wallet.

ONE LAST THING

If this course helped you, I have one small ask:

Reply to this email and tell me which strategy you're implementing first.

I read every response. And I'll personally reply with tips specific to YOUR book and genre.

Seriously. Hit reply. Tell me what you're working on. Let's make your book a success.

I'm rooting for you,

Ben

BenCreatesBooks.com

P.S. — Keep this email. Bookmark the toolkit. You'll come back to these resources again and again for every book launch. This is your zero-budget arsenal—use it wisely.

P.P.S. — Want to stay connected? Follow me on Instagram [[@bencreatesbooks](https://www.instagram.com/bencreatesbooks)] for daily author tips, free resources, and behind-the-scenes launch strategies. See you there!

END OF EMAIL COURSE

TOTAL WORD COUNT: [This will be calculated after final review]

TOTAL EMAILS: 11 (10 Daily + 1 Bonus Weekend)

DURATION: 11 Days (December 2-14, 2026)

DELIVERY NOTES:

- All emails should be sent at 9:00 AM recipient's local time
 - Use personalization tokens: [First Name], [Book Title], [Genre]
 - Track open rates, click-through rates, and reply rates
 - A/B test subject lines if platform allows
 - Monitor unsubscribe rates (should be <2% per email)
 - Follow up with non-openers 24 hours later (optional)
-

RESOURCE LINKS TO CREATE:

1. bencreatesbooks.com/blueprint
2. bencreatesbooks.com/reader-network-template
3. bencreatesbooks.com/arc-pitch-generator
4. bencreatesbooks.com/keyword-tool
5. bencreatesbooks.com/influencer-database
6. bencreatesbooks.com/press-kit-builder
7. bencreatesbooks.com/social-scheduler
8. bencreatesbooks.com/review-booster
9. bencreatesbooks.com/launch-calculator
10. bencreatesbooks.com/launch-checklist
11. bencreatesbooks.com/toolkit
12. bencreatesbooks.com/covers
13. bencreatesbooks.com/websites
14. bencreatesbooks.com/launch
15. bencreatesbooks.com/call