

Hello Share Squad!

Darcy here, and I'm so incredibly honored you're part of my Share Squad as we propel my new book into the world!

As you probably know by now, it's called *Red Cape Rescue: Save Your Career Without Leaving Your Job*.

I've designed it as a simple, practical guide for anyone who's hit a speedbump in their life at work and needs a little boost to help them take back control of their career.



I need your help. If we want to help boost the careers and lives of others, we've got to boost the book so more people see it and use it. Sales and reviews of a book send a message to online booksellers that this book deserves to be shown to more people in search results.

- It's kind of like back in the day when bookstores put the more popular books on the front table to help it be seen. Your reviews and shares help us move *Red Cape Rescue* to the front table!

I've set some ambitious goals:

- to earn 50 or more Amazon reviews and to get 1,000 copies of *Red Cape Rescue* in people's hands by the end of the year (any version; paperback, ebook, or audiobook.)

But I'll need your help, and I'm so grateful to have you by my side! When you hear me say "somebody out there needs you," know that today, that somebody is ME!

Always, Darcy

Darcy@RedCapeRevolution.com

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1. Who to Share the Book With

You know more people than you realize who might appreciate being introduced to the book. And remember, they know people too. It's the old "you tell two friends, and they tell two friends, and so on, and so on . . ." Here are a few ideas to get your juices going.

o Coworkers	o Former coworkers	o Family members (including adult children and friends)
o Friends	o Business acquaintances, outside consultants or vendors	o Your followers, if you have an opt-in email list
o Church groups	o Alumni groups	o Sports groups (yours or your kids')
o Parent groups	o Sorority/fraternity or other social groups	o Book clubs
o Professional or trade associations	o Neighbors	o Clubs or community organizations
o LinkedIn connections	o Facebook friends	o Facebook groups you're in
o Followers on Instagram	o Followers on Twitter	o People you miss

o People you'd like to reconnect with	o People you've helped in the past	o People who might just like to hear from you!
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2. What to Do to Share

Here's a list to get started. Do them all, do a few—every action you take matters!

- o Write a review on Amazon (or wherever you purchased the book).
 - ★★★★★
 - o Write your Amazon review here: [Amazon Review - Red Cape Rescue](#)
 - o Your purchase ensures the review will be "verified" and won't be rejected by the Amazonbots.
 - o As an extra boost, take a selfie with you and the book and post it with your review. (Send me the photo too at Darcy@RedCapeRevolution.com)
- o Buy extra copies as gifts for colleagues or friends. 📺
- o Pick 2-3 people inspired by the list above and send them a personal email or text. You'll find scripts below you can customize.
- o Share the book on social media ([find images here](#) or take your own photos of you and the book.)
 - o A selfie of you and the book is fast and easy to share, and you can use it on multiple platforms
 - o Be sure to @tag Darcy
 - @DarcyEikenberg on LinkedIn
 - @DarcyEikenberg and/or @RedCapeRevolutionwithCoachDarcy on Facebook
 - @CoachDarcyEikenberg on Instagram
 - @RedCapeRev on Twitter.
- Find a recent social media post from Darcy on your favorite social network. Add a comment (not a like—comments are significantly more valuable) and share the post with your network.

Have other ideas? Go for it! I'd love to hear about it, too—just email me at Darcy@RedCapeRevolution.com.

3. What to Say When You Share

Here are the words to get you started. Customize them or use your own!

For an email to friends and colleagues:

Hi [NAME]! I hope you're well. I was *[reading/listening]* to a new book called "Red Cape Rescue: Save Your Career Without Leaving Your Job," and wanted to share it with you! It just came out and I think you'll find it worth checking out, especially right now as so many things keep changing in our workplaces *[or substitute your reason for thinking of them here]*.

The book offers fresh ways to take back control of your life at work without overwhelming yourself and without changing everything in your life. It's written by leadership & career coach Darcy Eikenberg, who's *[someone I know/someone whose work I follow/someone I was introduced to recently]*, and I wanted to support her by spreading the word about the new book.

You can find out more and pick up a copy here or at any of the online booksellers listed at RedCapeRescue.com. If you do, I'd love to hear what you think! Darcy also has an incredibly encouraging weekly email you can sign up for (free) at RedCapeRevolution.com/Insider, too.

Take care of yourself, and hope to talk to you soon!

[YOUR SALUTATION, YOUR NAME]

For a text to friends or colleagues:

Hey [NAME]! Do you know about the new book Red Cape Rescue: Save Your Career Without Leaving Your Job? I'm reading it and it's great. I think it could be helpful for you. Check it out at www.RedCapeRescue.com.

For LinkedIn

I'd love it if you'd include a picture of yourself with the book! That makes it personal and gets attention. Or, you can link to one of [these images](#). Be sure to @tag me @DarcyEikenberg so I know you've posted!

I'm excited about @Darcy Eikenberg, PCC's great new book, "Red Cape Rescue: Save Your Career Without Leaving Your Job." It's a powerful and fun guide to taking back control of our careers and even our lives. Learn more and get your copy here! www.RedCapeRescue.com

#careers
#stayorgo
#greatreset
#personaldevelopment

For Facebook

Again, it's awesome if you can include a picture or even record a video. If you want other [book images, go here](#).

I'm a fan of leadership and career coach Darcy Eikenberg's work. She's focused on helping us make changes in our lives at work that also work for our lives. That's incredibly needed right now.

Now she's released her newest book, Red Cape Rescue: Save Your Career Without Leaving Your Job. It's designed to be used anytime we run into a speedbump in our lives at work and need to take back control and create the career and life we want once more. [IF YOU'VE ALREADY READ YOUR COPY, PLEASE INSERT YOUR THOUGHTS].

You can check out the book and pick up your own copy at RedCapeRescue.com. I really recommend it!

For Instagram

On Insta more than anywhere, a picture or a video is essential. If you want [other book images, go here.](#)

I'm excited about @CoachDarcyEikenberg's new book, "Red Cape Rescue: Save Your Career Without Leaving Your Job." She shares simple, practical ways we can take back control in our lives at work, especially when something goes wrong and we're thinking about quitting. Who knew there were so many other choices we could make instead? Check it out.

#motivation #careers #careerchange #success #mindset #inspiration #instagood #books #lifestyle #goals #life #believe #work

In the comments, you can link to www.RedCapeRescue.com or suggest people check out the links in my bio.

For Twitter

As before, a picture or a video really helps. If you want [other book images, go here.](#)

I'm excited about Darcy Eikenberg (@RedCapeRev)'s new book, "Red Cape Rescue: Save Your Career Without Leaving Your Job." She shares simple, practical ways we can take back control in our lives at work, especially when something goes wrong and we're thinking about quitting. Who knew there were so many other choices we could make instead? Check it out.

#motivation #careers #careerchange #success #mindset #inspiration #greatresignation #books #lifestyle #goals #life #believe #work

Are you on TikTok, Snapchat, Pinterest, a private discussion group or another social spot? Just use whatever works above, and be sure to let me know you've posted!

4. Special: Getting Started with Your Review

Your early review is incredibly important both to help other browsers trust the book as well as for the online booksellers to keep the book visible in their search engines.

Please write the review as soon as you feel comfortable, no matter where you are in the book. Read on for more . . .

<http://www.amazon.com/review/create-review?&asin=1774581647>

Not sure what to say? Don't overthink it. Here are some words you can use, as long as they're true for you:

Makes sense out of a complicated subject
Fun to read (or listen to for the Audible version)
Easy to read (or listen to for the Audible version)
Great stories
Useful examples
Surprising advice
Unexpected ideas
Not your typical career book
Helpful advice
Great quotes
Includes valuable action plans
Made me think
Gave me a new perspective
Offered a fresh perspective
Upbeat
Encouraging
If you're thinking about _____, this book will help.
I'm going to try the strategy on _____.

Write your review here, now.

<http://www.amazon.com/review/create-review?&asin=1774581647>

Not a writer? Snap a photo of yourself with the book, or shoot a quick video. Amazon LOVES visuals (and so do I.)

I hope you enjoy the book (and tell the world in your review). I hope that whoever you share the book with will be helped and encouraged by its upbeat, positive message, and know that they can change their lives at work for the better, for good. Thanks for being here! —Darcy