

Dream.
WRITE. SELL.

48-HOUR QUICKSTART CHALLENGE!

BRENAE VAUGHN



Welcome!



My name is Brenae and I'm an Author, Educator, Mom, Entrepreneur and Creative at heart.

I help authors go from zero book sales to consistent traction by using simple proven marketing strategies with little to no audience or roadmap.

I share exactly what works so that you can skip the guesswork and start selling faster.

I pray this 48 hour quick-start challenge helps to push the needle in the right direction on your authorship journey and shifts your mindset to be excited to sell your work!

Brenae Vaughn, M.Ed.

MOST COMMON TOXIC THOUGHTS OF AN AUTHOR AND HOW A QUICK MINDSET SHIFT CAN INCREASE BOOK SALES

IF I WRITE IT THEY WILL COME...

- ▶ **Fact:** This is not always true. If you have built an audience in which you have already earned their trust, sure. However, if you are a new or unknown author, unfortunately, people will not magically show up out of nowhere to support you.
- ▶ **Mindset Shift:** “If I write it they will come is false. Instead, I will build a bridge and come to them!”

ONCE I GET TRADITIONALLY PUBLISHED BY A MAJOR PUBLISHER, THEY'LL TAKE CARE OF EVERYTHING PROMOTION...

- ▶ **Fact:** Authors sometimes tend to feel that once they are traditionally published everything will be taken care of for them. Their literary agent and/or publisher will book the bookstore readings, literary festivals, and promote them online. I'm here to tell you, that is simply not true.
- ▶ **Mindset Shift:** “As the author it is solely my responsibility to get my book into the hands of those who need it whether I receive help or not.”

AS LONG AS I WRITE A GOOD BOOK, EVERYTHING WILL WORK ITSELF OUT.

- ▶ **Fact:** A saturated market does not care whether you wrote a good book or not.
- ▶ **Mindset Shift:** “I wrote a good book and because of the time and effort I put into writing it, I will promote it with the same zest and fervor!”

THE FIRST 48 HOURS OF YOUR JOURNEY

Congratulations on making the brave step toward becoming an author!

WRITING A BOOK IS A MONUMENTAL UNDERTAKING, AND YOU HAVE JUST TAKEN THE ABSOLUTE HARDEST STEP: DECIDING TO BEGIN. THE SPARK OF YOUR IDEA IS LIT, AND NOW IT'S TIME TO PROTECT THAT FLAME.

"The first 48 hours are the most transformative hours of an author's journey. This is the critical window where you set the tone, establish your routine, and lock in the mindset needed to carry you across the finish line."

HOUSEKEEPING 101

Before you type the words "Chapter One," you need to get your house in order. "Housekeeping" means clearing both the physical and mental clutter that will inevitably try to stop you from writing. It's about creating a safe, uninterrupted safe space for your creativity to thrive. If you don't do this now, the friction of everyday life will extinguish your momentum.

YOUR 48-HOUR ACTION PLAN

1. Claim Your Writing Space

Find a dedicated spot where you will write. It doesn't have to be a fancy home office; it can be a corner of the dining table or a specific chair. Clean it, organize it, and tell your brain: "When I sit here, I am an author."

2. Have the "Do Not Disturb" Conversation

Communicate your new goal to your family or roommates. Let them know what your writing schedule will be and politely ask that they respect your writing time.

3. Define Your "Why"

Take 10 minutes to write down exactly why you want to write this book. Tape it to your computer or laptop. You will need to look at this on the days when the writing gets difficult.

4. Do a Brain Dump

Don't worry about structure yet. Open a blank document or grab a notebook and spend 30 minutes writing down every fragmented idea, character name, snippet of dialogue, and plot point swirling around in your head. Empty the mental "cache."

5. Grant Yourself Permission to Write Poorly

The biggest killer of first drafts is the inner editor. For the next 30 days, your only goal is words on the page. Accept right now that the first draft will be messy, which is exactly what a first draft is supposed to be.

9 TOP MARKETING STRATEGIES TO SELL OUR FIRST 50-100 BOOKS IN 30 DAYS OR LESS!

1. The "Friends & Family" Email Broadcast

Send a personal, heartfelt email to your direct network explaining your book's journey and asking them to grab a copy on launch day.

2. Assemble a Core Launch Team

Gather 15-30 supportive readers who are willing to purchase a discounted early copy in exchange for an honest review.

3. Host a Virtual Launch Party

Use Facebook Live or Zoom to celebrate the release. Give away digital goodies and drop the purchase link directly to the attendees.

4. Podcast Guesting Mini-Tour

Pitch yourself to 5 niche podcasts. Podcast listeners are highly engaged and often buy books recommended by the host.

5. Reach Out to Micro-Influencers

Find 10 social media influencers in your specific niche with 1k-5k followers. Offer them a free copy for an honest shoutout.

6. Provide Value in Facebook Groups

Find Facebook groups related to your topic. Answer questions and be helpful. When relevant, mention your book casually.

7. Local Bookstore Outreach

Walk into independent book stores in your area, introduce yourself as a local author, and ask if they carry local cosignments.

8. Pitch To Libraries

Use aggregators like Draft2Digital or Smashwords, to distribute your eBook and audiobook to massive digital library networks like OverDrive, Hoopla, and Libby.

9. Call to Action

At the very end of your book, explicitly ask the reader to leave a review and join your mailing list for future updates.



WANNA LEARN MORE?

I know you spent countless months maybe even years on your literary work. It's important that it gets into the hands of those who need it most!

To see if we can work together to find how we can position your book for success, click on the button below to for a **FREE TRAINING!**

**LEARN MORE ABOUT
DREAM WRITE SELL**