A GIFT FOR THE SHE THRIVES 2 AUTHORS

# Sell Your Book

*Your simple social media and email plan for February 27, 2027*

WITH STEPHANIE STARR · SOULBIZ™

SoulBIZ
Stephanie Starr

START HERE

# Your chapter in a sentence

*People don't buy a book. They buy the feeling of being understood. This fillable PDF walks you through five steps: a clear goal, a clear bio, posts that stop the scroll, a clear call to action and an email list you own.*

Who will feel seen when they read my chapter? (Be specific: "women over 50 navigating grief after...")

Why I chose to share this story:

> **Women buy with emotion.** When a reader feels seen, heard and understood, and can relate to you, she connects with you. That connection is what makes her want to buy. So know the feeling you're giving her.

The feeling I want to ignite in readers **while** they read my chapter:

The feeling I want them left with **by the time they finish** my chapter:

My chapter in one sentence: "I wrote about _____ so that _____ can _____."

> **Tip:** open this PDF in Adobe Acrobat Reader (free) or Preview, type straight into the boxes and save as you go.

CLARITY IS QUEEN

# Your goal and your plan

*Set your goal before you post a thing. Launch day is Saturday, February 27, 2027.*

How many books I want to sell:

By when (launch week, end of March…):

Why this goal matters to me:

The platforms I'll use:

- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ Substack

Posts per week:

Email list goal by Feb 27:

My call to action (what I'll ask people to do in every post):

Other ways I'll sell (signed copies at events, talks, my workplace, friends):

The first three things I'll do this week:

> **Tip:** work backwards from your number. Only some of the people who hear about your book will buy it, so the bigger your goal, the more people need to hear about it. That's your reason to post consistently and grow your list.



© 2026 STEPHANIE STARR · SOULBIZ™ · WWW.SOULBIZ.COM · 3

STEP 1

# Your bio is your storefront

*When someone loves your post, they tap your name. Your bio has about three seconds.*

THE SIMPLE FORMULA

**Who you are** + **who you help or what you share** + **your book** + **one clear next step** (a link to join your list).

EXAMPLE

Mental health advocate ✦ Helping women find hope after loss ✦ Co-author, *She Thrives 2* (Feb 27, 2027) ✦ Pre-order link ↓

Instagram bio **150 CHARACTERS**

Facebook intro **KEEP IT SHORT**

LinkedIn headline **220 CHARACTERS**

Substack profile **WHO YOU WRITE FOR, AND WHY**

Bio checklist

- ☐ A clear, smiling photo of my face
- ☐ A link where people can join my list
- ☐ My book is mentioned
- ☐ My name and look match everywhere



© 2026 STEPHANIE STARR · SOULBIZ™ · WWW.SOULBIZ.COM · 4

STEP 2

# Posts that stop the scroll

*One post. One idea. One ask. And the first line decides whether anyone reads the rest.*

### HOOKS YOU CAN BORROW

- Nobody told me this about _____ after 50.
- The day I _____ changed everything.
- I almost didn't write this chapter. Here's why.
- If you're a woman who _____, this is for you.
- 3 things I wish I'd known about _____.
- I used to believe _____. I was wrong.

### THE POST RECIPE

**Hook** (1 line)
**Your story or tip** (3 to 5 short lines)
**Why it matters** (1 line)
**One ask** ("Comment BOOK and I'll send you the pre-order link")

### SHARE WITH CARE

Lead with hope, never describe self-harm, and add a support line to heavier posts: "In Canada and the U.S., call or text 9-8-8 any time."

Three hooks of my own:

My first post, using the recipe:

STEP 2, CONTINUED

# Make $24 feel like a steal

*People don't buy a book for its price. They buy what it will do for them.*

### FOUR WAYS TO SHOW THE VALUE

- **Sell the transformation:** the hope, aha moments and healing, not the pages
- **Stack the value:** many women's stories, lessons and reflections in one book
- **Story, lesson, invitation:** a real moment, what it taught you, then the book
- **Compare it:** less than dinner out, and it stays with her for years

### VALUE HOOKS TO BORROW

- For less than dinner out, you get a whole circle of women who've been where you are.
- One sentence in this book changed how I see _____.
- If you've ever felt _____, there's a chapter in here for you.
- The lesson that took me _____ years to learn is in Chapter ___.

What will a reader feel, learn or heal from my chapter?

Three lessons from my chapter (or from the book) I can share:

One aha moment a reader might have:

My value post (story → lesson → invitation to buy for $24):

**Author tip:** author copies are $9 and the book retails for $24, so signed copies at talks, workshops and events are a lovely way to share it.

STEP 2, CONTINUED

# Where and what to post

*Same story, slightly different outfit for each room. Aim for 3 posts a week.*

| | FACEBOOK | INSTAGRAM | LINKEDIN | SUBSTACK |
|---|---|---|---|---|
| **Who's there** | Friends, family, groups | Visual browsers | Colleagues, professionals | Readers who love to read |
| **What works** | Personal stories, photos, sharing in groups | Photos, Reels, Stories, behind the scenes | What you learned, your expertise | Personal essays, letters from your writing life, short Notes |
| **How to sell there** | "Comment BOOK," then DM the link. Personal messages to friends. Share in groups (check their rules) | "Comment BOOK," then DM the link. Link in bio. Link sticker in Stories | Personal messages to connections. Book link in your Featured section. No links in posts | Links are welcome: put the pre-order link right in your post |
| **Good times** | Weekday mornings, 9 to 10 a.m. | Weekday mornings, 7 to 9 a.m. | Weekdays, late morning to mid afternoon | Any time: it lands in inboxes |

**Why Substack?** It's made for writers: a free newsletter and a social feed in one. Every subscriber is an email address you can take with you, and writers recommending each other helps new readers find you.

**Hashtags:** #SheThrives2 #WomensMentalHealth #WomenOver40 #MentalHealthMatters #NewBook · **Time saver:** Meta Business Suite (free) schedules to Facebook and Instagram together.

My one post idea for each of these five:

**Your story** (why you wrote your chapter)

**Behind the scenes** (writing, photos, the cover reveal)

**A helpful tip** (one idea from your chapter)

**Community** (celebrate a co-author)

**The invitation** (join the list, pre-order, launch day)

The platform I'll focus on first, and my posting days:

STEP 3

# Your email list sells your book

*Social media is rented. Your email list is yours. A subscriber gets your launch day email in her inbox.*

HOW TO START, SIMPLY

1. Pick a free gift a reader would love (a few journal prompts, a short excerpt, a checklist).
2. Make a simple sign-up page with a free email tool (or start a free Substack, which does both).
3. Put your sign-up link in your bio, and make it the call to action at the end of your posts.
4. Send one short, warm email every week or two until launch.

> **Build the hype, make it about them:** show your excitement, share your journey, then always bring it back to what's in it for the reader. What will she feel, learn or heal? Why should she be excited too?

My free gift idea:

Where people will sign up (tool and link):

My first email (say hello, share why you wrote your chapter, tell them the launch date):

STEP 3, CONTINUED

# Emails people can't wait to open

*Your email only gets read if it gets opened. Two lines decide that.*

**1 · SUBJECT LINE**
Gets the open. Short, personal and curious. Write it like a text to a friend, not an ad.

**2 · PREVIEW LINE**
The grey line under the subject. Set it yourself, or the inbox shows "Hi Sarah." Add a second hook, don't repeat the subject.

**3 · THE EMAIL**
Hi + name → a story → what it taught you → **one** link → warm sign-off → P.S. with the link again. Short paragraphs for phones.

| WHEN | SUBJECT LINE | PREVIEW LINE |
|---|---|---|
| **Your story** | I almost didn't write this | But something happened that I couldn't stay quiet about… |
| **Your story** | The chapter I was scared to share | It's finally done, and I want you to hear it first. |
| **Nurture** | Can I tell you a secret? | I've been working on something for months, and it's almost ready. |
| **Feb 1 · pre-order** | You can be one of the first | The ebook is open for pre-order, and every early copy helps us hit bestseller. |
| **Feb 24 · Zoom** | You're invited (tonight) | Come hear the stories behind She Thrives 2, plus a bonus just for coming. |
| **Feb 27 · launch** | Today's the day | It's finally here, and I need your help with one small thing. |
| **After · reviews** | Can I ask a tiny favour? | It takes two minutes and it means the world to me. |

My three subject lines, each with its preview line:

My pre-order email (Feb 1), using the recipe:

HOW IT ALL CONNECTS

# Your Sell Your Book funnel

*Lots of people see your posts. Some join your list. Your list buys the book.*

**1 · FREE CONTENT ON SOCIAL MEDIA**

*Example:* Your story post: "I almost didn't write this chapter..."

**2 · THEY OPT IN**

*Example:* "Comment BOOK for the pre-sale link" (or the link to buy, once it's launched).

**3 · YOU DELIVER VALUE**

*Example:* Five journal prompts from your chapter, by email.

**4 · YOU NURTURE**

*Example:* Weekly emails: behind the scenes, cover reveal, countdown.

**5 · THEY BUY THE BOOK**

*Example:* Feb 27: "It's here. Get your copy."

**Write your own version** in each box. This same shape works for a book, a workshop or a coaching program.

TWO WAYS TO SHARE YOUR LINK

# Keyword and DM, or opt-in page?

*First rule: never put links in your posts or comments. Facebook and Instagram can show those posts to fewer people.*

| | A · KEYWORD AND DM | B · OPT-IN PAGE AND EMAIL |
|---|---|---|
| **How it works** | 1. End your post with "Comment BOOK"<br>2. Reply: "Sending to your DMs now"<br>3. DM them Heather's shared book link | 1. **Your own** opt-in link in your bio<br>2. They sign up for your free gift<br>3. Your emails nurture them to launch day |
| **Pros** | No tech, start today, comments boost your reach, a personal conversation | You own the list, delivery is automatic, you reach everyone on Feb 27 |
| **Cons** | You reply to each one by hand, and you don't keep their email | A little setup with a free email tool. Tip: let Claude or another AI walk you through it, and it's quick |

**Two kinds of links:** your own link grows your email list. To sell the book, everyone uses the one purchase link Heather gives us, so every sale counts together.

**Best of both:** start with A today, and in your DM invite them to join your email list.

**Let a tool answer for you:** Meta Business Suite's free "Comment to message" auto-sends your link when someone comments your keyword on Instagram. ManyChat is free for up to 25 contacts a month, or $39/month ($29 yearly) with AI replies. These work on Instagram and Facebook Pages, not in Facebook groups or LinkedIn.

I'm starting with:

☐ A · Keyword and DM ☐ B · Opt-in page and email

My keyword (one simple word, like BOOK or HOPE):

My public reply to each comment:

EXAMPLE DM

Hi Sarah! Thank you so much for commenting. Here's the link: [Heather's shared book link]. I'm sending a few extra stories and the launch date to my email list. Would you like me to add you?

My DM script:



© 2026 STEPHANIE STARR · SOULBIZ™ · WWW.SOULBIZ.COM · 11

YOUR PLAN

# Countdown to February 27

*Tick each step as you go. Small, steady steps sell books.*

| WHEN | STEP | DONE |
|---|---|---|
| **NOVEMBER** | Update my bios | ☐ |
| **NOVEMBER** | Start my email list and free gift | ☐ |
| **DECEMBER** | Post 3 times a week | ☐ |
| **DECEMBER** | Share why I wrote my chapter | ☐ |
| **JANUARY** | Cover reveal and behind the scenes (use Heather's graphics) | ☐ |
| **JANUARY** | Weekly email to my list | ☐ |
| **JANUARY** | Share how excited I am and build the hype | ☐ |
| **FEB 1** | Share the ebook pre-order link (one shared Amazon link) | ☐ |
| **FEB 24** | Invite my people to the pre-launch Zoom | ☐ |
| **FEB 27** | Post and email my list the print link | ☐ |
| **AFTER** | Ask for reviews, share reader photos, in-person launch | ☐ |

My notes and ideas:

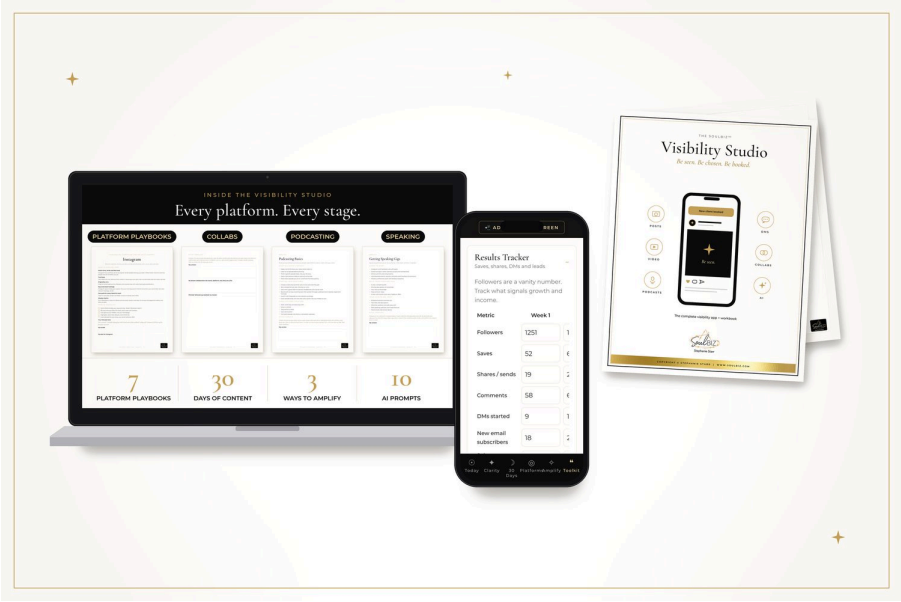


© 2026 STEPHANIE STARR · SOULBIZ™ · WWW.SOULBIZ.COM · 12

IF YOU WANT A HELPING HAND

# A tool that does the thinking for you

*Everything in this workbook is yours to keep, and it's enough to get started.*




If you'd like support you can use for years to come, **The SoulBiz™ Visibility Studio** is an app on your phone that does the heavy lifting:

- **Every platform explained:** what it's good for and exactly how to use it
- **Made for you:** tell it your niche and who you're speaking to, and it suggests post ideas, hooks and captions
- **Accountability:** a 30-day posting streak keeps you consistent
- **Yours to keep:** use it for this launch and every one after

THE SOULBIZ™ VISIBILITY STUDIO · $27

**www.soulbiz.com/visibilitystudio**

*No pressure at all. I wanted to offer it to this group for $27 in honour of Heather, She Thrives 2 and 27 Degrees.*

BEYOND YOUR CHAPTER

# Your story can become a business

THE PATH

**Your story and expertise** build trust → **a free gift** grows your list → **digital products** earn while you sleep → **coaching and speaking** are your highest value work.

Hey, I'm Steph. I've been coaching women full time since 2019, with over a decade in high ticket sales, and I built a multiple six-figure business online, never working more than 20 hours a week, as a single mom. I help women turn their story into income, and skip the costly mistakes along the way. I'm currently Heather Andrews' business coach, helping her build a high ticket funnel that will get her out of her nine-to-five.

START WITH THE FREE SOULBIZ™ ROADMAP QUIZ

Six questions, and you get a personal roadmap for your next step: **www.soulbiz.com/quiz**

## AFFORDABLE TOOLS FOR YOUR SOCIAL MEDIA AND AUTHOR JOURNEY

A few things I'm happy to share if they'd help. Everything is optional, and each name is a link you can tap.

| | | |
|---|---|---|
| **30-Day Content Planner** · a month of post ideas, ready to use | www.soulbiz.com/30daycontentplanner | **FREE** |
| **The SoulBiz™ Planner** · plan your year, quarters, months and weeks | www.soulbiz.com/thesoulbizplanner | **$7** |
| **Cycle Sync Planner** · plan your weeks around your natural energy | www.soulbiz.com/cyclesync | **$11** |
| **The SoulBiz™ Visibility Studio** · bios, hooks, captions and a 30-day posting streak | www.soulbiz.com/visibilitystudio | **$27** |
| **The SoulBiz™ Aligned Growth Bundle** · the Studio and all three planners | www.soulbiz.com/alignedgrowthbundle | **$33** |
| **The BE. DO. HAVE.™ Series** · three short videos, each with a workbook | www.soulbiz.com/bedohave | **$37** |
| **Content Audit** · your content, reviewed by me | www.soulbiz.com/contentaudit | **$222** |

**Want my help one to one?** Private mentorship prices go up on January 1, 2027. Apply at **www.soulbiz.com/mentorship** or email me at **steph@soulbiz.com**.

This workbook is for your personal use. Please don't reproduce, share or sell it without written permission. © 2026 Stephanie Starr · SoulBiz™

BEYOND YOUR CHAPTER

# What will you have ready by February 27?

*People will read your chapter and feel connected to you. They'll know, like and trust you, and they'll be ready to learn from you and buy from you.*

> **Don't let that trust go nowhere.** Have at least one offer ready to sell off the back end of the book, so readers who want more of you have somewhere to go.

What readers will trust me for after reading my chapter:

Offers I could create (tick any that excite you):

- ☐ A low ticket offer (workbook, guide, mini course)
- ☐ A group program
- ☐ Private coaching
- ☐ A mastermind
- ☐ Speaking or workshops
- ☐ Something else

My offer ideas, brainstormed:

The ONE offer I'll have ready by February 27 (who it's for, what it helps them achieve, the price):

My funnel, step by step:

1 · **Free content** where people find me

2 · **My free gift** how they join my list

3 · **My first offer** a small, easy yes

4 · **My next offer** coaching, a group or a mastermind

THANK YOU, HEATHER

# None of us would be here without her

*Heather Andrews brought us together, guided every chapter and is publishing She Thrives 2. Thank you, Heather.*

For me, my chapter is the beginning: the first step toward my own book, where I'll go deeper into my story and share the parts my chapter didn't have room for. I encourage every one of you to do the same.

WANT TO WRITE YOUR OWN BOOK?

**Heather Andrews · the Publishing Path and Profit Map.** Heather helps you write your own book, then leverage it into income. As her business coach, I've been helping her build this offer. It's incredible, and I believe in it completely.

WANT TO CREATE YOUR OWN OFFERS?

**Steph · SoulBiz™.** I help you create coaching offers, low ticket offers, courses and passive income from your brand story and the wisdom you have to share. It's how I've built $40K+ months, and I'm here to support you too.

**Heather: your book, and the income it creates. Me: your offers, from your story and expertise.**

My next step after She Thrives 2:

- ☐ Write my own book and turn it into income
- ☐ Create coaching offers, courses or low ticket offers from my story

The parts of my story my chapter didn't have room for:

What I want my own book to give readers:



© 2026 STEPHANIE STARR · SOULBIZ™ · WWW.SOULBIZ.COM · 16