SHE THRIVES 2 · AUTHOR TRAINING

Sell Your Book

Social media and email, made simple, for February 27, 2027

WITH STEPHANIE STARR · SOULBIZ™

This training is recorded. You'll get the replay, the slides and a free workbook, so no need to take notes.

SoulBIZ
Stephanie Starr

WHO I AM

Hey, I’m Steph.

Coaching women full time since 2019

Helping coaches, healers and service providers grow soul led businesses.

Over a decade in high ticket sales

Selling is about connection, not pressure. That’s what I’ll teach you today.

Multiple six figures

Built online, never working more than 20 hours a week, as a single mom.

Your fellow co-author

Host of The SoulBiz™ Podcast, and proud to be in *She Thrives 2* with you.

WHY WE START NOW

114 days

*until February 27, 2027. Books are sold **before** launch day, by authors who warmed up their people early.*

THE SHE THRIVES 2 LAUNCH PLAN

Two bestseller pushes. One shared link.

FEBRUARY 1

Ebook pre-sales open

Everyone shares the **same Amazon pre-order link**. Goal: bestseller as an ebook in pre-order.

FEBRUARY 24

Pre-launch Zoom

Invite your people. Authors share a bit of their journey and why we did this, with a bonus for those who come.

FEBRUARY 27

Print launch day

Everyone posts **and** emails their audience with the **same print link**. Goal: bestseller again in print.

AFTER LAUNCH

In-person book launch

Date coming soon from Heather.

WHY ONE LINK MATTERS

Every sale through the shared link counts together. More copies means more royalties split between the authors, and it pushes the book further up the bestseller list.

Your own link is for your opt-in page and email list. To sell the book, everyone uses the purchase link Heather gives us.

HEATHER IS SENDING YOU

The book cover for your own landing page, to grow your own email list.

Social media graphics closer to launch, to post and share.

$9

author copies, as many as you like

THE WHOLE PLAN

Five things sell a book

1

A clear goal

How many books, by when, on which platforms.

2

A clear bio

So people know who you are and that a book is coming.

3

Posts that stop the scroll

A strong first line, one idea, one ask.

4

A clear call to action

Every post tells people exactly what to do next.

5

An email list you own

The people who will actually buy on launch day.

Clarity is queen. Set your goal before you post a thing: write it on workbook page 3 now.

STEP 1

Your bio is your storefront

Who you are + who you help or what you share + your book + one next step

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

LINKEDIN HEADLINE
220 characters

FACEBOOK INTRO
Short and warm

SUBSTACK PROFILE
Who you write for, and why

STEP 2

Hooks: the first line decides

Only the first line or two show before “more”. Make the right woman think, *“that’s me.”*

Nobody told me this about _____ after 50.

The day I _____ changed everything.

I almost didn’t write this chapter.

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.

STEP 2

One post. One idea. One ask.

Hook · 1 line

Story or tip · 3 to 5 short lines

Why it matters · 1 line

One ask · comment, join, share

I almost didn’t write this chapter.

For years I told everyone I was “fine.” I wasn’t. Writing my story for *She Thrives 2* was the first time I said the truth out loud.

If you’re carrying something quietly, you are not alone.

Our book comes out February 27. Comment BOOK and I’ll send you the pre-order link.

STEP 2

Make $24 feel like a steal

Sell the transformation, not the book: the hope, the aha moments, the healing.

Stack the value: many women's stories, lessons and reflections in one place.

Story → lesson → invitation: share a moment, what it taught you, then the book.

Compare it: less than dinner out, and it stays with her for years.

VALUE HOOKS

"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 ___."

Women buy with emotion.

When she feels **seen, heard and understood**, and can relate to you, she connects with you. That's when she wants to buy. So speak to her feelings first.

STEP 2

Same story, different room

	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
Tone	Warm and personal	Visual and heartfelt	Thoughtful and professional	Reflective and intimate
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 your connections. Book link in your Featured section. Keep links out of posts	Links are welcome: put the pre-order link right in your post. It lands in their inbox

STEP 2

Never run out of ideas

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, come to the launch

Aim for 3 posts a week. Comment on and share each other's posts in the first hour.

SHARE WITH CARE

Posting safely about mental health

- Lead with hope and what helped
- Use kind, person-first language
- Never describe methods of self-harm
- Share only what you’re okay keeping public
- Ask before sharing someone else’s story

ADD TO HEAVIER POSTS

If you’re struggling, you are not alone. In Canada and the U.S., call or text 9-8-8 any time.

STEP 2

When and how to post

Facebook

Weekday mornings, around 9 to 10 a.m.

Instagram

Weekday mornings, around 7 to 9 a.m.

LinkedIn

Weekdays, late morning to mid afternoon

TIME SAVER

Meta Business Suite is free: write once, schedule to Facebook and Instagram together.

OUR HASHTAGS

#SheThrives2 #WomensMentalHealth #WomenOver40 #MentalHealthMatters #NewBook

Start with these times, then after a few weeks check your own insights to see when your people are online.

STEP 3

Social media is rented. Your email list is yours.

A follower might see your post. A subscriber gets your launch day email in her inbox.

On February 27, one email to 100 people who know your story sells more books than a dozen posts.

HOW IT ALL CONNECTS

Your Sell Your Book funnel



Your story post: “I almost didn’t write this chapter…”

“Comment BOOK for the pre-sale link” (or the link to buy, once it’s launched).

Five journal prompts from your chapter, by email.

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

Feb 27: “It’s here. Get your copy.”

TWO WAYS TO SHARE YOUR LINK

Never put links in posts or comments

A · Keyword and DM

1. Post ends with “Comment BOOK” **2.** Reply: “Sending to your DMs now” **3.** DM them Heather’s shared book link

Pros: no tech, start today, comments boost your reach, a personal conversation

Cons: you reply to each one by hand, and you don’t keep their email

B · Opt-in page and email

1. Your own opt-in link in your bio **2.** They sign up for your free gift **3.** Emails nurture them to launch day

Pros: you own the list, delivery is automatic, you reach everyone on Feb 27

Cons: a little setup with a free email tool. Tip: let Claude or another AI walk you through it, and it’s quick

LET A TOOL ANSWER THE COMMENTS FOR YOU

Free: Meta Business Suite’s “Comment to message” auto-sends your link when someone comments your keyword on Instagram.

ManyChat: free for up to 25 contacts a month. Pro is $39/month ($29 yearly) with AI replies built in.

Good to know: these work on Instagram and Facebook Pages, not in Facebook groups or LinkedIn.

Your own link grows your list. Heather’s one shared link sells the book.

Best of both: start with A today, and in your DM invite them onto your list.

STEP 3

Start your list this week

1 · A free gift

Journal prompts, a short excerpt or a checklist from your chapter.

2 · A sign-up page

Most email tools have a free plan. Love to write? Substack is free and does both.

3 · Link it everywhere

Your own sign-up link: in your bio, and as the call to action at the end of your posts.

4 · Email every 1 to 2 weeks

Short, warm, personal. Then send emails on Feb 1, Feb 24 and launch day, Feb 27.

BUILD THE HYPE

Show your excitement. Then make it about them.

Everyone is quietly asking “what’s in it for me?” Share your journey, then always bring it back to the reader: what she’ll feel, learn or heal, and why **she** should be excited too.

STEP 3, CONTINUED

Emails people can't wait to open

1 · THE SUBJECT LINE

Gets the open. Short, personal, and it makes them curious. Write it like a text to a friend, not an ad.

2 · THE PREVIEW LINE

The grey line under the subject. Don't repeat the subject: add a second hook so they have to click.

3 · THE EMAIL ITSELF

Hi + their name → a story or moment → what it taught you → **one** link or button → a warm sign-off → a P.S. with the link again.

Short paragraphs, 1 to 3 lines each. Easy to read on a phone.

BORROW THESE FOR THE BOOK · subject, then preview

I almost didn't write this
But something happened that I couldn't stay quiet about...

Feb 1 · You can be one of the first
The ebook is open for pre-order, and every early copy helps us hit bestseller.

Feb 24 · You're invited (tonight)
Come hear the stories behind She Thrives 2, plus a bonus just for coming.

Feb 27 · Today's the day
It's finally here, and I need your help with one small thing.

After · Can I ask a tiny favour?
It takes two minutes and it means the world to me.

YOUR PLAN

Countdown to February 27

November

Update your bios. Start your email list and free gift.

December

Post 3 times a week. Share why you wrote your chapter.

January

Cover reveal, behind the scenes, a weekly email. Use Heather's cover and graphics, and build the hype.

February

Feb 1: share the ebook pre-order link

Feb 24: invite people to the pre-launch Zoom

Feb 27: post and email the print link

After launch: reviews, reader photos and our in-person book launch.

YOUR FREE GIFTS

The Sell Your Book Workbook

Get the replay, the slides and the fillable workbook, plus free emails from me with more tips and strategies to get seen and sell out this book.

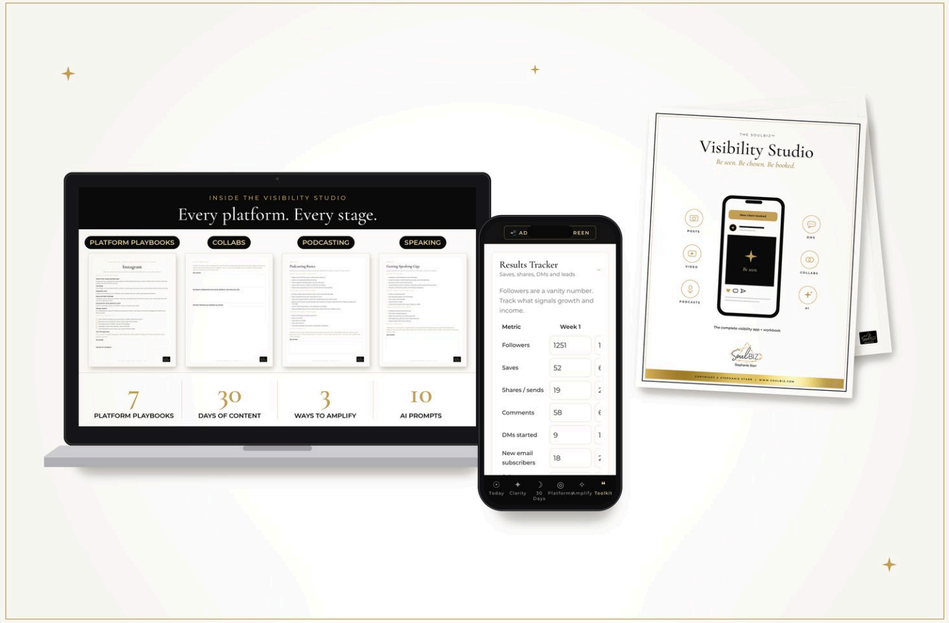
www.soulbiz.com/shethrives2

I'll share this link in our WhatsApp group right after the call.

Plus the free SoulBiz™ Roadmap Quiz: www.soulbiz.com/quiz

IF YOU WANT A HELPING HAND

A tool that does the thinking for you



Everything today is yours to keep. If staring at a blank screen is what stops you posting, **The SoulBiz™ Visibility Studio** is an app on your phone that does the heavy thinking:

- Explains every platform: what it's good for and how to use it
- Learns your niche and reader, then suggests post ideas, hooks and captions
- Keeps you on track with a 30-day posting streak

$27 · The link is in the email with your replay, slides and workbook

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

Your story
Builds trust

Free gift
Grows your list

Digital products
Earn while you sleep

Coaching & speaking
Your highest value work

By February 27, readers will know, like and trust you. **They'll be ready to learn from you and buy from you. What will you have ready for them?**

- **A low ticket offer**
- **A group program**
- **Private coaching**
- **A mastermind**

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.

HOW IT STACKS

What a stacked month can look like

OFFER	PRICE	SOLD	TOTAL
PRIVATE MENTORSHIP			
Private 1:1 Mentorship (a mix of packages)	from $1,500/mo	7	**$14,500**
SoulBiz™ Mastermind	$2,200/mo	6	**$13,200**
SIGNATURE PROGRAMS			
Create a Highly Profitable Offer	$1,997	3	**$5,991**
Fix Your Broken Offer	$1,497	5	**$7,485**
LOW TICKET DIGITAL PRODUCTS			
Content Audit	$222	5	**$1,110**
BE. DO. HAVE.™	$37	11	**$407**
Aligned Growth Bundle	$33	11	**$363**
Visibility Studio	$27	23	**$621**
Cycle Sync Planner	$11	23	**$253**
SoulBiz™ Planner	$7	23	**$161**

EXAMPLE MONTH

$44,091

gross, with 7 private clients

No single offer does the heavy lifting. Many small yeses add up.

Example numbers to show how income stacks. Not a promise or a typical result.

THANK YOU, HEATHER

None of us would be here without her

Heather brought us together, guided every chapter and is publishing this book. 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.

Your questions

Let's make February 27 our biggest day yet.

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SoulBIZ
Stephanie Starr