



REQUEST FOR A REVIEW 4 EMAIL SEQUENCE

Once your list starts building up with people that have read your magnet.

Set up (and send out) four emails (via email flow) to invite people from your list to get your next book BEFORE you officially launch it. Here is what you should cover in your emails.

7 days before deadline

Email 1

I am excited to tell you about the new book I've been writing.

What it is – talk about your book, plus short one paragraph synopsis.

Who is it for and why would they want to read it (various genres would have various benefits of reading to the readers. For example in romance, you could say it's happily ever after, no cliff-hangers, millionaire hero, etc.).

I will be publishing it for a ridiculous price – for those that would like to read it first and feedback.

Are you interested?

Hit reply to let me know.





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2 days before deadline

Email 2

Did you see my email?

I am excited to announce my new book 'name of book.'

Write the blurb, what's good about it, is it part of a series, add a few teasers.

I am looking for beta team members, someone who will read my new book 'name' and review it for me.

When I launch this book properly, it will be sold for \$5.99 (or whatever price it will be)

For the next 48 hours, I am opening the membership of my beta team, a place where you get to read my books, often at a steep discount of over 80% off the price.

Is the beta team membership free? Yes it is!

Do I only have to read and review the book on Amazon? Yes, that's correct.

Are you interested to be part of my beta team?

Please join my facebook group here: [Link](#)

(if you don't have a fb account just hit reply and let me know)

Hurry! The deadline is (in 2 days).



1 day before deadline

Email 3

More info about the book, where did you write it, how long it took you, what music did you listen to get inspired, what did your research entail, etc.

Incorporate the information above with your own personal story of how you overcome procrastination, or writers block, etc.

Link of your beta team facebook group.

Deadline - ends tomorrow.



6 hours before it ends

Email 4

Last chance to join my beta team, a place where I share snippets of my new work, unpublished stories, discounted books, etc. (what else you can share with them? (Remember, these people would be your raving fans and leave reviews etc, so treat them as a special group).

Do your own 'frequently asked questions' (answer the most important questions like what is a beta team, what is expected of them, etc)

Reminder - Deadline - ends in 6 hours.



Hi, I'm Alex, and I'm here to help you create extraordinary growth as an author.

I'm a marketing coach with ten years experience in working with startups from every industry, including publishing companies.

With background in Business and Marketing, I'm a tactically-trained business strategist and mindset expert. I have a BA in Marketing, MSc in Enterprise, and I'm also a NLP certified Master Coach and Trainer.

If you want to have a chat, you'll most likely find at me the University College London, where I run the Hatchery Incubator Programme.

To connect please reach out via LinkedIn

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Do subscribe to my newsletter to receive many complimentary trainings and resources directly to your inbox.