**Email #1: Invitation to be on your Book Launch Team**Subject line: Would you do me a favor, [FIRST NAME]?   
Dear [FIRST NAME],  
  
It's with great pleasure I announce that I've been writing a book, *[INSERT TITLE]*, and we are getting ready to publish in just a matter of weeks!  
  
The reason I am writing to you today is because I honor your opinion, so when I sat down to think about who I would trust with an advanced reader copy (ARC) of my book, you immediately came to mind. I am looking for a few key people who would be willing to read an ARC of my book prior to publication and craft an honest review to be posted on Amazon during my book launch.   
  
If you agree to be a part of my team, I'll be delivering a PDF of my book to you via email in the next couple days. You'll have two weeks to review the ARC and then I'll ask you to craft your review and hold it until I send further instructions during the book's launch.   
  
If you'd be willing to do me this honor, please reply to this email within the next three days. Once I receive your response, I will send along the ARC.   
  
Again, I value your opinion and I'd be honored to have you on my book launch team! However, if you're too busy then please do not hesitate to say so. No hard feelings here! I've worked hard on this book and want to find those few key people who will take this task seriously and follow through with the commitment. If you feel you have time to do so, then please let me know asap.  
  
Warmly,  
[SIGN OFF]  
  
\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*  
  
**Email #2: When you send the ARC**  
  
Subject line: Here it is! ARC and IMPORTANT instructions enclosed   
  
Dear [FIRST NAME],  
  
As you know, the publication date for*[INSERT TITLE]*  is fast approaching! I’d like to thank you for agreeing to be on my book launch team and review an Advanced Reader Copy (ARC) of my book in exchange for an honest written review.  Your support with this project means the world to me, and the timing of when you leave your review on Amazon is critical to its success, so please read this email in its entirety.   
  
Attached you'll find an ARC (Advanced Reader Copy) of my book. Please take your time to review the book over the next two weeks and craft an honest review. Hold that review until you receive further instructions from me as it's crucial that you post your review during my 6-day promotional period, which is scheduled shortly after publication.   
  
The goal is to make this book an Amazon bestseller, and to do that it’s imperative that you leave your review during the dedicated 6-day promotional period. Why? The number of reviews the book gets during that time frame is what raises its ranking on Amazon, and with your help I’m hoping to reach #1!   
  
Don’t worry, I’ll send an email once the promotional period begins with detailed instructions on where to leave your review along with a link to the book’s sale page on Amazon. At this time, those dates are yet to be determined. However, we are estimating that we’ll schedule the 6-day promotional period for September 24th-September 29th, 2019, contingent on everything running as planned with production. The book must be published and live on Amazon before we can set those dates in stone.   
  
In the meantime, this will allow you at least two weeks to review the attached ARC and craft your review to have ready to go. Again, just hang on to that review until you receive that next email from me announcing the 6-day promotional period, which will contain detailed instructions and the link to where you'll leave your review.  
   
Remember, it’s imperative that you leave your review during those dedicated six days, so wait to hear from me until I have those dates set. I promise to keep you posted each step of the way!   
  
If you have any questions at all, please let me know.   
  
Thanks again for your support with *[INSERT TITLE]*! I hope you enjoy it!   
  
Talk soon,  
[SIGN OFF]   
  
P.S. This ARC is a copy of the file that has gone to print and the book is currently in the publication process. To be clear, I'm not looking for personal feedback from you or suggestions on how to improve the book since it cannot be changed at this point. I'm simply asking you to review this ARC and craft a review to later post on Amazon. Any questions? Please don't hesitate to reach out! Thanks again!   
  
\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* **Email #3: A few days prior to publication**Subject line: Are you enjoying my book, [FIRST NAME]? Dear [FIRST NAME],I hope you are enjoying *[INSERT TITLE]*!  
  
This is just a courtesy reminder that the deadline to review the ARC is fast approaching. If you haven't done so yet, please take some time to read the book and craft your review.   
  
As mentioned, it's extremely important that you leave your review during my dedicated 6-day promotional period, so just hold tight for now. I'll be sending an email with detailed instructions along with a link to the book's sales page when it's time to post the review.   
  
Again, thank you for taking the time to review my book and be a part of my book launch team. Your support means the world to me!  
  
In gratitude,  
[SIGN OFF]   
\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* **Email #4: First day of 6-day Promo**  
  
Subject line: Today's the day! IMPORTANT instructions for the book launch  
  
Dear [FIRST NAME],  
  
Thank you for agreeing to review my new book, *[INSERT TITLE]*, which is now available!   
  
Here’s how it works:   
  
\* I have the digital (eBook) edition of my book set for a $0.99 promotion over the next six days because the number of downloads plus the number of reviews I get during that time is what raises the book’s ranking on Amazon, and my goal is to reach bestseller status!  As you can see, it's important that you leave your review TODAY or over the next couple days, if you can. The promotion ends on September 29th, 2019.  
    
\* I've added a link below that will take you right to the book's sales page on Amazon. If you would kindly download the digital edition for $0.99 that will help my ranking even more, but it's not necessary. If you do, your review will earn the “Amazon Verified Review” badge, but it’s not mandatory. Your review will be enough, but if you really want to help then the download will be a bonus!   
  
\* Remember, the review only has to be a few lines; it doesn't have to be too long or fancy. I want to make this as easy as possible for you because I value your time.   
  
Here's the link to leave your review:   
Amazon: [INSERT AMAZON SALES PAGE LINK]  
  
Thanks again for your support! Let me know if you have any questions!   
  
Grateful,   
[SIGN OFF]