

Get Your Tribe Talking About Your Book!

Every author has friends and professional contacts, and we want them to receive your book for free and create some buzz! At IVP, we refer to "endorsers, influencers, and launch teams," so we want to make it clear who these people are and what they can do to help launch your book.

ENDORSERS

- These are the first people to receive your book. They receive an early release of the manuscript before the influencers so that they have time to write an endorsement that will appear in marketing materials and/or in the book. The endorsements also appear at online bookstores (Amazon, CBD.com, BN.com, etc.) and on your book page at ivpress.com.
- You and your editor will decide together who will be asked to provide an endorsement and when the editor will need to receive a draft to review.
- On average, new books have six to twelve endorsers.
- When the book comes to the IVP warehouse (usually one month prior to the book's release), each endorser receives a finished copy of the book. This is also when you get a finished copy!

INFLUENCERS

- Influencers are people who have an influential voice in the area where you hope to promote your book. You may or may not have a personal connection with them, but you feel they would be respected by your anticipated audience. Examples include pastors, professors, and fellow authors.
- On average, an author can choose up to thirty people to be considered influencers for a book.
- Influencers receive a copy of the book when it comes to the IVP warehouse (about one month prior to the book's release).

LAUNCH TEAM

- Having a launch team is optional. You and your marketing manager will decide if it is appropriate to do a launch team for your book.
- This is a larger-scale mailing and can involve IVP sending upwards of 100 complimentary copies.
- The mailings may include additional items that go along with a copy of the book as determined in conjunction with your marketing manager.
- Launch team members will most likely be people you are personally connected with and who have promised to be advocates for your book in their social and professional spheres (and on Amazon) approaching the book's release date.
- Launch team members receive a copy of the book when it comes to the IVP warehouse (about one month prior to the book's release).