

AWARD-WINNING FINALIST IN THE
2020 BEST BOOK AWARDS
AND
AWARD-WINNING FINALIST IN THE
2020 INTERNATIONAL BOOK AWARDS



Holistic Wealth Launch Team Activities

Launch Period: January 13th – March 15th 2022

Launch goals: Reviews on Amazon, Goodreads, Social Media Buzz and Engagement, Build Awareness.

FOREWORD BY
ACTRESS KELLY
RUTHERFORD

EXPANDED
WITH NEW
CONTENT
AROUND
COVID AND
POST-COVID
LIFE

“THIS BOOK WILL
MAKE YOU
MORE WEALTHY,
BUT IN WAYS
THAT ACTUALLY
MATTER.”

– CHRIS BAILEY,
INTERNATIONAL BESTSELLING AUTHOR OF
HYPERFOCUS AND THE PRODUCTIVITY PROJECT

LAUNCH TEAM ACTIVITIES

- Read the book in advance and spread the word to friends, family & colleagues in order to build awareness. The book is available immediately on Netgalley here: <https://www.netgalley.com/catalog/book/239842>
- If you have a blog, newsletter or podcast, feature the book there with the order information. If you don't have a blog, feel free to post about it elsewhere, Medium.com is a great platform to create a profile and post a short book review, with your favorite quotes (Please remember to include a link to the book). Other options are online forums like Reddit, Quora and Houzz.
- Ask your favorite independent bookstores and local libraries to carry the book.

- Suggest the book as a resource for local organizations in the personal finance, wellness, lifestyle space.
- Post on social media including LinkedIn, Instagram, Twitter, Facebook, Tik Tok (#Booktok), Pinterest. If you read the First Edition of the book, maybe highlight your favorite quote and tag the author (@KeishaOBlair). Use the hashtag #HolisticWealth.
- On Launch Day – make sure your reviews are posted on Amazon, Goodreads.
- **If you would like to do more:** Host a small book club meeting and invite a few friends to enjoy a nice evening with the book. Please send pictures!

THE PERKS

Join the Launch Team today to:

- Get a free ARC of the book (digital). The book is available immediately on Netgalley here: <https://www.netgalley.com/catalog/book/239842>
- Join bi-weekly conversations with the author
- FREE Holistic Wealth 101 Workbook and *Recipes with Rum Cookbook* made from scratch by Keisha Blair (original recipes related to the book).
- One Month FREE membership to the Holistic Wealth Institute (beginning on launch day), with resources and downloads.