PARTNER BONUS 09



The Book Launch Message Pack

Posts and emails for the day a book goes live.

Clueboo

For buyers of Clueboo · Memory Escape Books for KDP

PARTNER BONUS 9

The Book Launch Message Pack

Words for the day your own Memory Escape Book goes live: posts, emails, a note for family groups and a page to print inside the book. Edit them until they sound like you.

Replace the words in [brackets]. Say only what is true of your book. Do not offer a gift, a discount or a refund in exchange for a review: Amazon does not allow it. Asking for an honest review is fine.

Eight short posts

I made a book for people who keep meaning to ask [Grandma] about her life and never do. Each part of her story is locked behind a puzzle. You solve it, she tells it. [link]

Most “tell me your story” journals end up in a drawer with three pages filled in. This one makes you open a lock first, and it turns out that changes everything. [link]

Six puzzles. Six times of a life. One afternoon with [Dad]. [link]

The answer to every puzzle in this book is a page number. Turn to it, and if the stamp matches, [Nana] tells you the next story. [link]

A gift for the person who says they do not want anything: an afternoon of being asked about their life. [link]

Large print, gentle puzzles, room to write. A life-story book [Grandpa] can fill in on his own. [link]

Page 28 of the book I just published: a recipe card puzzle. Solve it and ask [Mom] about the kitchen she grew up in. [link]

If you have a parent or grandparent whose stories you would hate to lose, this is the book I made for that. [link]

Three emails to your own list

Launch day · Subject: The book I wish I had given my [grandmother]

Hi [Name],

My new book is out today.

It is a life-story journal for [Grandma], but with a twist: each time of her life is locked behind a puzzle. One of you solves it; she tells what was behind it; the answers go into the book in her own handwriting.

It is [80] pages, with hints and answers at the back.

[link]

[Your name]

Three days later · Subject: Why the puzzles matter

Hi [Name],

A guided journal is a gift that comes with homework. That is why so many stay empty.

A puzzle gives two people a reason to sit down. That is the whole idea of the book I told you about on [day]: [title].

If someone came to mind when you read that, here it is: [link]

[Your name]

Before a gift date · Subject: [Mother's Day] is [date]

Hi [Name],

[Mother's Day] is on [date]. If you order by [your real date], [title] will arrive in time.

It is a book for one long afternoon together. [link]

[Your name]

For a family group chat

I made [Grandma] a book for her birthday. It is her life story, but we have to solve a puzzle to unlock each part. Who is coming on [day] to help her fill it in?

A page to print inside your book

Paste this into the ending of your story on the **Story** tab, or keep it for your product description.

> Thank you for filling in this book. If it gave you an afternoon you will remember, an honest review on Amazon helps other families find it. Two sentences are plenty.

Before you post anything

- Order one printed copy and look at it in your hands.
- Take one photograph of the real book open at a puzzle page: it explains the idea faster than any sentence.
- Check that every number in your posts (pages, questions, puzzles) is true of this book.