

HOW TO FIND, INVITE & ORGANISE YOUR TEAM OF AWESOME

In the summer of 2015 (around 6 months before *I Unlove You's Big Day*), I set myself a target of:

- Building a team of 5 Beta Readers
- Building a team of 50 Early Readers

In the end we surpassed both of these numbers, as I got to work with six glorious Beta Readers (who I'm eternally thankful towards) and a list of 60+ early readers (the majority of whom left reviews on Amazon before the big day). I've added a list of these awesome peeps at the bottom of this post, but before we get there, let's focus on how we actually went about this.

After all, I wish to involve you in all of *this* and open up the process to you. Plus, you may like to take note for your own future book 😊

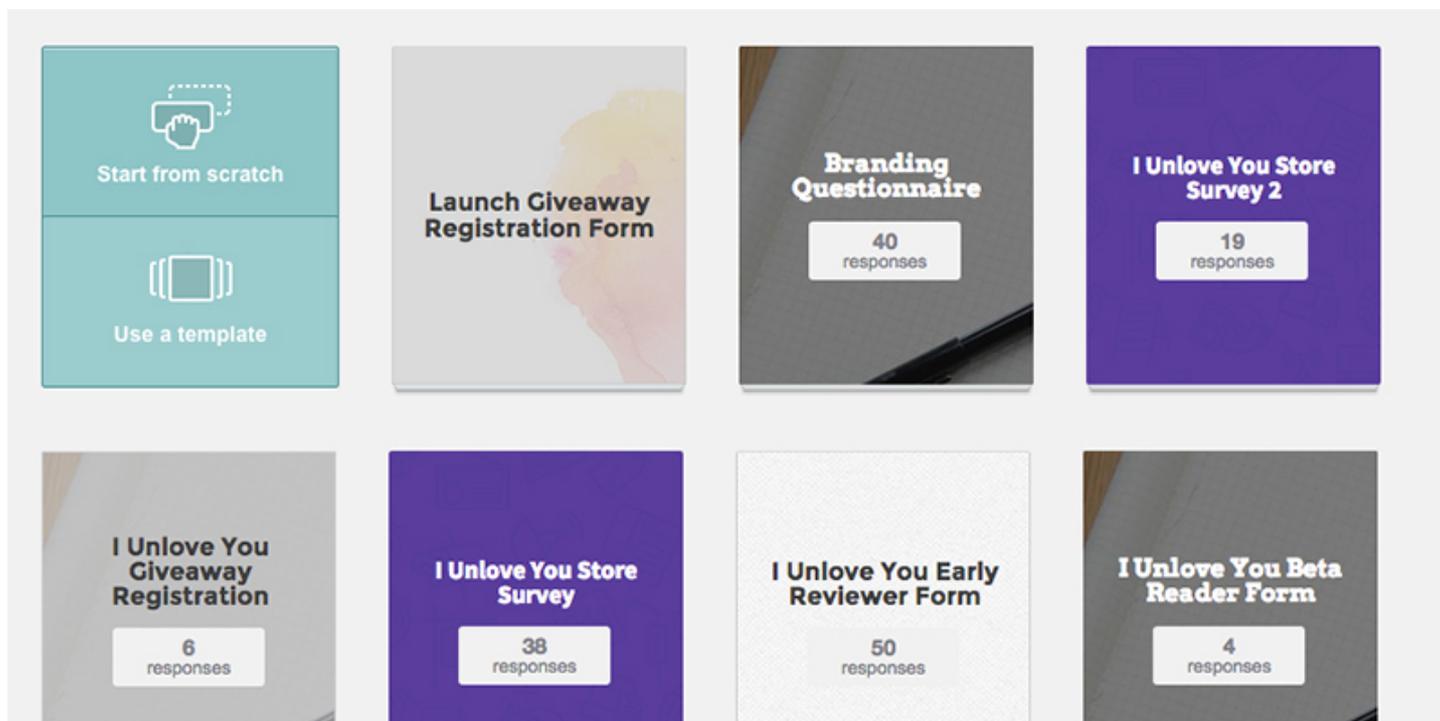
BUILD YOUR TEAM WITH A SIMPLE TYPEFORM

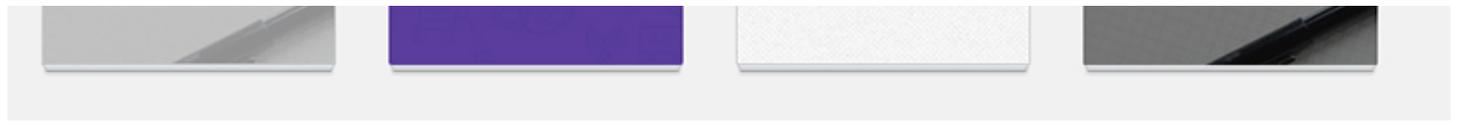
Where do you turn to when you'd like some honest feedback from people who like to read books? Well, it's as simple as turning to your own community: *Facebook, Email, Friends... etc...*

For both the Beta Readers and Early Readers, I began to talk to them in the summer, asking people to reply to my emails and state whether they were interested in being part of the editing process or not. At this stage, all I wished to do was start a conversation and build a little interest.

Once I started working with my editor, Diane, I created a couple of **Typeforms** and asked people to fill them out if they were interested.

Before we go any further, you may wonder what a **Typform** is. Well, it's an amazing tool that brings a simple form, survey, or questionnaire alive (although you can do much more than this, such as quizzes and giveaways...). I could have created a Google Doc to do this, but a Typeform isn't only more attractive and easier to use, it makes organising things and staying on top a breeze too.





Creating a Typeform's easy. All you have to do is choose between starting from scratch or using an existing template, and I almost always use a template because they have so many good ones to choose from – *although to be honest, for both the Beta Reader Registration Form and the Early Reader Form, I kept thing super-super simple.*

Basically, all I wanted to know was their name, their email, if they agreed to leave a review on Amazon before launch, and if they'd like to join the [Merry Misfit Facebook Group](#).

As for what this looks like in the backend, here's a screenshot of The Early Review Form in action:

So easy to set up, and within a few minutes I had a beautiful form I could both share (*via email or Facebook*) and embed on my own website. Pretty soon I had people signing up, eager to be an early reader. I was also able to export the file and create a simple spreadsheet that made emailing everyone much easier (*I uploaded this to Contactually – more on this next...*).

That's it. It's as simple as create and share and involve. 20 people signed up... then 30.... 40... 50...

And all I did was mention it in a few emails, approached a few people on Facebook (*existing friends*), and brought it up in conversation every now and again. **So simple, but oh-so powerful.** All of a sudden I had an army of 60 people eager to read the book, write a review, and share I Unlove You love come launch day.

From here on in, all I had to do was stay on top and manage things...

***I also created a Typeform to gather feedback from Beta Readers. As well as speaking to them over email and Skype, it was good to have them answer a few specific questions. Again, using Typeform made this easy to set up ***

STAY ON TOP WITH CONTACTUALLY

Staying organised and on top is easier said than done around the launch of a new book. Although I could have kept this spreadsheet of Early Readers and Beta Readers on my laptop and made a note to contact everyone in the lead up to launch, I sensed this wasn't a good idea – *what, with the pile of other to-dos swimming around my mind.*

Enter [Contactually](#), the CRM software I use that helps me build and nurture every single one of my relationships (*both in business and life*). When I say I couldn't praise these guys more, I mean it. I love them. **I love this tool.** It's brought so much clarity to my everyday, and continues to help keep my sanity intact.

Once I had my list of Early Reviewers and Beta Readers sorted on Typeform, I exported the file and uploaded this to

Contactually, placing them in their own Bucket so I could communicate with them in the lead up to the big day.

<input type="checkbox"/>	Name ↕	Bucket	Assigned	Last Contact ↕	Tags
<input type="checkbox"/>	LE  Leslie Engle leslieengle@gmail.com	I Unlove You Early Rea... ▼	None	Oct 15 by you	None
<input type="checkbox"/>	 Molly Dennig mollydennig@gmail.com	Friends ▼ + 1 more	None	Oct 15 by you	None
<input type="checkbox"/>	KW  Kimberly Wyatt wyattkim4@gmail.com	I Unlove You Early Rea... ▼	None	Oct 15 by you	None
<input type="checkbox"/>	EA  Erin Al-Mehairi erinalmehairi@gmail.com	I Unlove You Early Rea... ▼	None	Oct 15 by you	None
<input type="checkbox"/>	AR  April Reynolds april40@yahoo.com	I Unlove You Early Rea... ▼	None	Oct 15 by you	None
<input type="checkbox"/>	AM  Andrea mirlenbrink mirlenbrink@gmail.com	I Unlove You Early Rea... ▼	None	Oct 15 by you	None
<input type="checkbox"/>	JD  Joel Duncan joelduncan@gmail.com	I Unlove You Early Rea... ▼	None	Oct 15 by you	Fellow Writer

A bucket is a group or segment that allows you to separate one group of people from everyone else (*in this instance, the awesome group of early readers*). Not only does this make organising everything easier, but there's a superb *Scale Mail* feature that lets you to contact everyone with a single email, but still maintain the freedom of personalising everything.

This is super important, because nobody likes being part of a huge bulk email.

From this point on, I had to:

- Decide how many emails I would send
- Decide when these emails would be sent
- Write the email templates
- Schedule the emails

Early Reader Emails:

Email 1 = Monday 2nd Nov (Download)

Hey ??, I hope all is well at your end. How's your week begun?

Okay, so this weekend I finished **I Unlove You**. Those awesome Beta Readers sent their feedback, my editor and I have tinkered away and perfected things, and I think this book is ready for the world to see :)

First off, [thank you so much for being an I Unlove You early reader](#). Your support means a lot, and I'm excited to read your reviews and feedback. [This page holds your Early Reader Downloads](#), and you can choose between a PDF, Mobi (for Kindle), & ePub (for other ereaders).

I'll send you another email in a couple of weeks, explaining how you can leave your review and help give I Unlove You the best launch possible. For now, I'll keep things simple and ask you to:

1. [Download The Book](#)
2. Read The Book by December 1st (*This is Launch Day*)
3. Keep An Eye Out For Any Sneaky Spelling Mistakes or Errors :)

That's it, other than this I hope you enjoy the book, and in a couple of weeks I'll send an email explaining how to write and share your **honest** review. Thank you so much, and if you have any questions, hit reply and ask away. Cheers. You're awesome.

Email 2 = Wednesday 18th (Reminder)

Hey ???, I hope you're having a fine day so far.

You've had your super exclusive early copy of I Unlove You for nearly 3 weeks now, so hopefully you're well on your way to reading the book. If not, just a quick reminder that Launch Day is on December 1st.

But you may be wondering why it's so important to read it by then, and why I keep harping on about it...

A snapshot of my email drafts

Without Contactually this is hard. With it... far easier. After a little umming-and-ahhing, I decided to send the following emails:

1. **November 2nd – The Download Email** (*the above email, providing the early reader the means to download their book*)
2. **November 18th – The Gentle Reminder** (*a quick catch up to see how they are, and to remind them launch day approaches*)
3. **November 25th – The Review Email** (*inviting them to leave their review on Amazon*)
4. **November 31st – The Last Call** (*the day before launch, a quick reminder to leave their review*)

I've added each email below, so feel free to copy, paste, and tweak them. I've removed the links, but you can imagine where they went within the email (*hint: the words in bold*).

I drafted the emails in [Evernote](#) and then copied them into a Contactually Scale Mail.

those early readers who hadn't yet opened their emails (*I'm friends with most of them on Facebook, so messaged them there*). After all, you never know when your emails make it past the junk folder or not.

Maybe this all sounds rather untoward to you... ? Well, it shouldn't. I only have so much time. So do you. So do those awesome early readers. The easier you can make it for everyone involved, the better.

Here Are Those Four Emails (feel free to copy & paste):

EMAIL 1: Hey {insert name}, I hope all is well at your end. How's your week begun? Okay, so this weekend **I finished I Unlove You**. Those awesome Beta Readers sent their feedback, my editor and I have tinkered away and perfected things, and I think this book is ready for the world to see 😊 First off, **thank you so much for being an I Unlove You early reader**. Your support means a lot, and I'm excited to read your reviews and feedback. [This page holds your Early Reader Downloads](#), and you can choose between a PDF, Mobi (*for Kindle*), & ePub (*for other ereaders*). I'll send you another email in a couple of weeks, explaining how you can leave your review and help give I Unlove You the best launch possible. For now, I'll keep things simple and ask you to:

1. **Download The Book**
2. Read The Book by December 1st (*This is Launch Day*)
3. Keep An Eye Out For Any Sneaky Spelling Mistakes or Errors

That's it, other than this I hope you enjoy the book, and in a couple of weeks I'll send an email explaining how to write and share your **honest** review. Thank you so much, and if you have any questions, hit reply and ask away. Cheers. You're awesome.

EMAIL 2 Hey {insert name}, I hope you're having a fine day so far. You've had your super exclusive early copy of I Unlove You for nearly 3 weeks now, so hopefully you're well on your way to reading the book. If not, just a quick reminder that Launch Day is on December 1st. But you may be wondering why it's so important to read it by then, and why I keep harping on about it... Well, reviews are the lifeblood to an author like moi. Not only do they help me improve as a writer (*I read each review, and I learn as much from them as I do my editor*), they help the book climb the Amazon charts. I won't pretend like I know how Amazon's algorithms work, but I know reviews help. **PLUS**, reviews help potential readers get off the fence. I mean, have you ever thought about buying a book or a product off Amazon, but before you do, look at a few reviews? **Of course you have**. So, your review matters, and the more reviews we have by December 1st, the better. It means more people will see the book. It means we launch this novel in style. It means a happy Matthew, and we all like a happy Matthew, right? This time next week I'll send you another email explaining how you can write and share your review on Amazon. The book should be in Pre-Order Form by then, but I'll explain more about that in my next email. Right now, continue being awesome, and please know I appreciate you so much. Seriously, I'm grateful for you. Cheers.

EMAIL 3: Hey {insert name}, how's things at your end? On Monday **we launch I Unlove You** Scary, exciting, slightly mind boggling... yep, I'm a bit of wreck right now, but cannot wait to share this novel with the world. By now I hope you've read I Unlove You, and let me say the amazing feedback, kind words, support, and everything else you guys have thrown my way... I'm beyond touched. Seriously, it means a lot. **Thank you**. And as an Awesome Early Reader, **I hope you'll head over to this page and follow the Amazon Review Process** Fear not, it doesn't take long:

1. **Click Here** and follow the Amazon Review Process
2. Download your Free Amazon Copy (*this is important for two reasons. I explain why below*)
3. Write your honest review and share it on Amazon
4. Reply to this email and let me know you've done it. I want to go read it straight away

Okay, so you may be wondering why I'm asking you to download another copy of the book... after all, you already have one, right? Right! But there's two reasons why downloading directly from Amazon is important:

1. You become a **Verified Purchaser Reviewer**, which holds more substance on Amazon

2. The book on Amazon is the completed version, which includes the acknowledgement section... which has your name in it

The book I sent the other week was literally the story, and although I haven't changed much in the last few weeks, I have altered the odd sentence based on *your* feedback. **PLUS** I wanted to surprise you by adding your name to the acknowledgement section 😊 There you go. **Click Here and follow the Amazon Review Process**, and reply to this email once you're done. I'm excited to read your thoughts, and once again... THANK YOU for your amazing support.

Here's to Monday. Let the fun and games begin.

EMAIL 4: Hey {insert name}, I hope you're well, and apologies for emailing you on a Sunday. I just wanted to send a quick email to all you wonderful Early Readers, and to say:

1. **Thank you for being part of this**

2. The book goes live in the morning, so if you've yet to write and share your review, **now's your chance**

I won't lie, I'm a bit of a wreck right now, but excited, too. Launch days are weird, full of happiness but brimming with terror, too. This novel means so much to me, and I cannot wait to share it with the world. Here's hoping we kick things off in style, but whatever happens I know your amazing, honest, and beyond-awesome review will help. I appreciate you. **But if you've yet to share your review**, I'll appreciate you even more once you do. I'll speak to you on the morrow. *PS: **The Letters of Aus & B went live on Amazon** earlier today (not sure if you saw this), but it might be something you want to download (it's FREE) because it prequels I Unlove You, delves deeper into the characters, and if you like the novel... well, hopefully you like this too*

I once was blind but now I see. I used to think I could do it all by myself, but today I realise how crazy this is.

I love to converse with my fellow writers, but having them be part of the Beta Reading team... not always the best idea. What matters is making the story the best it can be for readers... readers like you... readers who want to love and enjoy and feel something towards the book.

Involving people and inviting them into the process achieves this, and not only does it help transform a good book into a great one, it improves this experience we're on together – *reader to writer... amigo to amigo*. It places ownership on your hands and helps kick things off in style, because without this approach how could we possibly have garnered the amount of reviews we did after the first few days??

[We also wouldn't have an amazing Review Page like this one](#)