

**Discover how to:**

- Uncover your **PASSION** and create a **BUSINESS** you **LOVE**
- Create a solid **BUSINESS PLAN**
- Develop powerful **CUSTOMER SERVICE** strategies
- Track, manage, and monitor your financials for **MAJOR PROFITS**
- Painlessly **SLASH BUSINESS COSTS**
- Build a profit making **WEB SITE**
- **MARKET** on the Net with high impact strategies
- Compile a savvy online **PRESS KIT**
- Shift from **SELF-EMPLOYED WORKER** to **BUSINESS MANAGER**
- Employ key models for **BUSINESS GROWTH**
- Build a "while you sleep" **PASSIVE INCOME**
- **SIMPLIFY** your life and make room for **SUCCESS**

Get \$300 in **FREE BONUSES...**

When you buy "I Love My Life" at amazon.com on June 25th!

June 24, 2003

Dear K,

We want to make "I LOVE MY LIFE: A Mom's Guide to Working from Home" a #1 bestseller at Amazon and we are offering \$300 in great bonuses when you buy the book!

**FIRST LET ME TELL YOU ABOUT THE BOOK**

It's a passion filled, fun read with solid business advice to take any entrepreneur to greater heights of success.

I promise you, there is something in this book that will help you - from setting up a web site and understanding the financials to writing a strategic marketing plan to gaining major media - business owners will learn how to move from a start-up to a fully automated high profit business.

**WHAT YOU'LL GET WHEN YOU BUY THE BOOK WED. JUNE 25:**

-- **Bonus #1** - Access to the Archives of Moms Business Magazine 6 info-packed issues (\$20 value)

Moms Business Magazine looks behind-the-scenes at how to get major publicity, brand your businesses and package your products.

-- **Bonus #2** - 1 Year Subscription to the Inside Success Show hosted by Randy Gilbert, Dr. Proactive (\$47 value)

Tune in and you will hear exciting guests who share their inside stories of humble beginnings, setbacks and failures on their road to triumph, fame and fortune.

-- **Bonus #3** - eBiz Essentials Toolkit - (\$24.95 value)

Everything you need to **PLAN, ORGANIZE** and **MANAGE** an online business. You'll save time and money with the information you need right at your fingertips and make handling your business affairs quick and easy.

-- **Bonus #4** - 6 Months to a Business Start Up Checklist (\$9)

-- **Bonus #5** - Business Plan Template (\$15 value)

-- **Bonus #6** - Promotion Planning Checklist (\$7 value)

-- **Bonus #7** - Over 200 Home Business Ideas booklet by Home Based Working Mom Founder, Leslie Spencer (\$19 value)

-- **Bonus #8** - List of the **HOTTEST** Women's Business Resources by Priscilla Huff (\$5 value)

-- **Bonus #9** - 'Keys to Success' e-Course by Business Success Coach Dr. Philip Humbert \$8 value)

-- **Bonus #10** - Top 10 Metrics for Business Success Report by Business Success Coach Dr. Philip Humbert \$9 value)

-- **Bonus #11** - Exclusive access to 7 interviews from the 2003 Home Business Success Summit with business experts Raleigh Pinsky, Michael Angier, Priscilla Huff, Mary Lou Johns, Lesley Spencer, Phil Humbert, and Mershon Neisner. Listen and learn the secrets to building a wildly successful living with your own small business \$150 value)

[Buy TOMORROW, JUNE 25th!](#)

**HERE'S WHAT TO DO:**

ON Wednesday, June 25, 2003... no later than MIDNIGHT PST.

- 1) Order your copy of I LOVE MY LIFE from Amazon
- 2) When Amazon emails you the receipt, go to <http://www.webmomz.com/bizsuccess.shtml> and input your confirmation number from the receipt.
- 3) Download all your freebies!

**OTHER WAYS YOU CAN HELP:**

- TELL YOUR FRIENDS about this promotion
- Write a review of the book on Amazon.com

[Go NOW and BOOKMARK the page to BUY on JUNE 25th!](#)

Don't miss this great opportunity and great book!

Sincerely,

Nancy Cleary  
Wyatt-MacKenzie Publishing

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# Work-at-Home Moms Hit #32 best seller list at amazon.com.

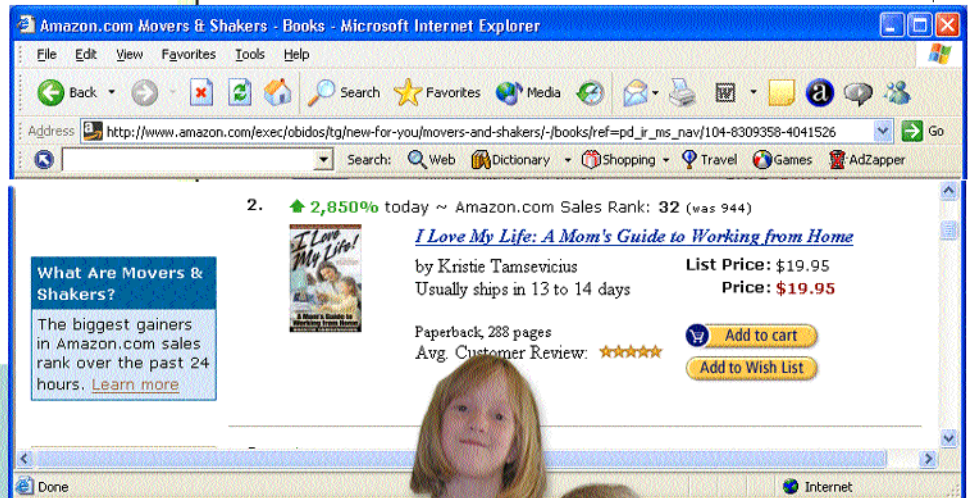
# We did it!

by Nancy Cleary

*We were dancing with Oprah's guest and Harry Potter on the Amazon Best Seller list!  
Want to know how we did it?*

## HOW IT ALL STARTED

When I called Kristie on December 5, 2002 it was to offer my assistance in the promotion of her "WebMomz Windy City Home Business Success Summit" in Chicago the following March. I saw the event for women entrepreneurs to be the ideal venue for sponsorship by this Magazine. In other words, I found someone else reaching my market, with the same mission, who could use my help - and I could benefit from the branding. The perfect collaboration began.



Kristie's kids climb the Amazon shipment!



author's log    star date 6.24.2003



**9 AM** - Amazon rank, 1,101,992. Well, I sure hope this campaign works. One millionth on the charts huh? Hope tomorrow is better.

**5 PM** - 5,912 - WAY cool! I jumped from one million to the 5000's. Guess some people jumped the gun and ordered today. This is COOOOOL!

**6:28 PM** - 3,990 - WOW - it's really happening! People are buying my book! Maybe the campaign tomorrow will work after all. My husband is explaining to the kids that mommy is going to be a nut for 24 hours till this promotion is over. I'm off to go celebrate with my girlfriend! *Umbrella drinks for everyone!* I am becoming a best selling author! Woo Hoo!

**9:07 PM** - 2460 - Well, I'm off to bed. Hoping to wake up to some orders tomorrow.

### amazon day 6.25.2003

**4:15 AM** - I can't sleep. The excitement is WAY too much. Oh my goodness - I've jumped to 1702.

**6:23 AM** - 1,114 - Oh My God! I am almost in the top 1000. Woahhh Hoahhh. Got to email Nancy! It's happening! It's really happening!

**7:59 AM** - 865 - Yippee! Got to write my Amazon campaign partners and tell them about this!

**8:15 AM** - 760 - Boy, do you think I will break the Top 100? That would be SO incredible!

During our first conversation Kristie told me that her manuscript was on the desk of a senior executive at one of the major publishing houses. It had been there for ten months. Her agent was pushing the fact that Kristie was co-hosting a radio show with big name authors already represented by their organization. Still no luck.

I have the email from December 7th when Kristie mentioned she was considering self-publishing. I seized the opportunity. Kristie sent me her manuscript, then entitled "eBiz Mom's Ultimate Guide to Starting a Home Business," and, upon receipt, I immediately called Kristie with a proposition - I would help her manifest her book and have them in hand for her Chicago WebMomz event.

I couldn't believe it. I had been putting forth my "Strategic Synchronicity Plan" (*watch for the upcoming excerpt*) attempting to attract the perfect author to my publishing company. Kristie fit my query to a "T." Then, two days later, the ceiling on my partner plan fell in. Kristie called hysterical. It seemed her fancy agent got wind of her new publishing deal. He called her, screaming, telling her she was making a huge mistake by deciding to go with a small independent publisher instead of waiting it out for the major house who was considering her. "I was crying and devastated," Kristie remembered. "At the time I felt like my whole life was based on this one decision. Then I thought - what an inspiring story it would be for two work-at-home moms to do things their way and beat the system. In my heart, I felt that working with Nancy was the right thing to do."

I saved the message on my answering machine for weeks - Kristie saying she had decided to stay with me. Actually it was the, "Screw *insert major publisher name here*," that I loved most - completely out of character for Kristie! Emailing her the PDF of her newly published book right before the Christmas holiday was the clincher. She couldn't wait to show her family. The book she had been talking about for almost a year - was now published. Over Christmas break Kristie worked diligently editing her final manuscript, updating her resources, and, changing the title.

### A TITLE CHANGE FOR OPRAH

Kristie recalls me saying, "You want a title that, when Oprah invites you on her show and says the name of your book, she'll pause, sigh, and say, 'I love that title!'" I had recently read a Publisher's Marketing Association Newsletter which suggested using a conversational title. Kristie recollects, "We tried to think of how people feel when they work at home. I have heard so many work-at-home moms exclaiming, 'I love my life!' following a business success." And that's how we came up with the new name for the book, "I Love My Life: A Mom's Guide to Working from Home." Since choosing this title we've had so much great feedback from moms



**9:07 AM** - 626 - Cow a bunga. I'm going to email everyone I have ever talked to in this past year and let them know about my promotion today. *Power promotion girl, activate! Up, Up and awaaaay!*

**11:36 AM** - YIKES! We have a hacker. Intruder! Alert! Alert! Must change download page for the bonuses and start responding to orders by hand after verifying the Amazon receipt.

**12:17 PM** - After going from 1,101,992 on the charts to 114 we FINALLY got the attention of the Amazon staff. They ordered 100 books. Hmmmm. I think they will be placing a few more book orders by the end of the day!

**12:22 PM** - 626 for the past 3 hours. What is wrong? Help?

**1:20** - Just got an email from my Amazon partner Michael. He says I am at 114. Must see! Must see! Oh my god it's true! Phone calls. Got to make some phone calls to share the news! WOW!!!

**3:11** - Wrist strain from working with email orders all day. Putting on wrist support.

**2:10** - Kick butt! I made the Top 100 of Amazon! I am on the best seller list. I can't believe it! Me and Harry are hanging out on the Amazon best seller list. It doesn't get any better than this!

**3:27** - Amazon just sent another order! - 43 more.

**3:39 PM** - Hubby is keeping watch on the computer down stairs. He just came up to tell me that we have moved up to 81! It's rum and coke time.

**3:49** - Amazon sent another order - 38 more. Told you so.

**3:59** - 68 We are moving right on up to the top baby! Let's see if we can break into the top 50. We still have the "after work" crowd and late-nighters who have yet to check in. Currently we are neck in neck with the new book about Bill Clinton's *Dereliction of Duty: The Eyewitness Account of How Bill Clinton Endangered America's Long-Term National Security*. If we beat out the Atkins diet and Hillary, remains to be seen!

**7:38 PM** - 53 Now that we are in the top half, we seem to be moving up much slower. The competition is more fierce. Still hoping at least we can get into the top 50.

who say that's *exactly* how they want to feel about their life. Kristie added, "Working from home puts moms in control of their work and their life. It was the right choice."

The two of us worked through January preparing the first small edition of 300 digital books for the March event. In the planning process it was decided I would fly to Chicago and be the event photographer and even present a workshop (*my first!*). On the Friday night of the event we planned a book launch party I modeled after Carrie Bradshaw's (Sarah Jessica Parker's character on *Sex and the City*). We had a bigger than life poster of the cover of the book and Kristie stood in front of it as I snapped photos of her and the event speakers. Photos were followed by a champagne toast! It was truly surreal. We did it!



After the success of the business summit Kristie and I set the book marketing plan in motion. Kristie's tireless efforts got her book into the hands of every mover and shaker in the industry. Every day it seems she's calling me with phenomenal news who is writing a review for us. Brain Tracy was the last name mentioned!

#### NEXT PRINTING!

In April we hired Suzanne Chudzik to add an index to the book, included our newly awarded cataloging-in-publication data block (those strange notations that used to be on the old-fashion library card catalogues), made a few edits, and printed a second offset edition of 1000 books.

In early June Kristie attended the "Book Expo America" in Los Angeles – the largest book industry event of the year – where "I Love My Life" was warmly embraced. Kristie sat next to Jane Seymour in the author signing "green room"! John Kremer (author of "1001 Ways to Market Your Books") was seen nodding toward Kristie's book (*we'll take anything we can get!*).



# Work-at-Home Moms Hit #32 best seller list at amazon.com.

**7:58 PM** - 48 - We are just a couple away from beating the Atkins diet book! That one has been on the *New York Times* Best Seller list! WOW! We are in the top 50 books in the world today! What an incredible feeling! Time to call Mom and Dad and tell them about their *best selling author daughter!*

**9:53 PM** - 40 It seems I am neck and neck with *Finding Your Own North Star: Claiming the Life You Were Meant to Live* now. This book is listed as the #1 in the Amazon.com "Movers and Shakers" program, we're at #2. It had a rise in rank of 2793% and has gone from 955 to 33. But is there any mention of *I Love My Life?* Noooooooo. Writing Amazon an email now. I demand that work at home moms get proper representation. Got an email from Nancy - that book is by Oprah's guest today - Martha Beck. That explains the competition!

Well, it's 10:02. This little camper is heading to bed. Can't stay up. We'll see in the morning what ranking my book ends up with.

## the day after

6.26.2003

**2:01 AM** - 32 - I must have set my mental clock. Somehow I knew those midnight owls would have been up surfing away on the Net. Sure enough, I made money while I slept. I am up to #32 ranking now!

Harry Potter is #1, Hillary is # 8. I am not in bad company eh? Although "officially" the promotion is over, I can't help but wonder if a few stragglers won't order by morning.

**9:01 AM** Amazon straggled in with their biggest order yet! WooHoooo!

## one week later

7.02.2003

**One Week Later** - #3282. We are still up there! Ahead of all the other work-at-home books on the market. Check us out. Not bad for 2 work-at-home moms.

To find out more, contact the author,  
Kristie Tamsevicius at 847-244-8450,  
or e-mail [kristie@kristiet.com](mailto:kristie@kristiet.com) or visit [www.KristieT.com](http://www.KristieT.com).

## THE AMAZON CAMPAIGN!

As soon as she had her stock in hand from the second printing Kristie set out to do her **Amazon Launch**. Randy Gilbert, the authority on "Amazon Best Seller Secrets" (the title of his brand new ebook) is a close friend of Kristie's. She had watched him work his magic on many overnight best sellers. Now was her turn – she was ready to try his secrets out with her book.

**First step** – Kristie sought out the many entrepreneurs she had networked with over the years. She asked the major players if they wanted to participate in her campaign by contributing "bonuses." The generosity of Kristie's online buddies quickly amounted to \$300 in valuable goodies which she could use to entice her audience.

**Step two** – Then Kristie painstakingly researched other similar campaigns and set to work writing the all-important sales letter. After several days of asking colleagues, "What do you think of this?" tabulating the responses, and adjusting accordingly, she had her perfect letter.

**Two steps back** – Kristie had been busy researching online organizations dedicated to women entrepreneurship. She offered each group a review copy of her book. When she followed up with her sales letter for the Amazon campaign the group owners could insert their own review and endorsement of the book.

**Next step** – With some serious online organization, Kristie had two dozen partners, each with a major mailing list, prepare their own personalized version of the sales letter (mine was on the first page) and send it out the day before the chosen "Amazon Day."

**The result** –When all was said and done we estimated our campaign letter reached close to a half million in-boxes on June 24th! We skyrocketed to the top of the Amazon Best Seller List for the day – our campaign was a SUCCESS!

## JUST WHEN YOU THINK...

I actually changed the ending of this article after July 1st – the day I signed a contract with CDS, Inc., a former division of Random House, now the largest provider of outsourced distribution services in the book trade! What does that mean? It means that while I was ready to go into "print-on-demand" if we had huge book sales – now means a third printing in quantities upwards of 20,000 and, that "I Love My Life" will soon be in your local bookstore, your favorite book club, and maybe a few grocery store chains!

But – just when we thought the book was perfect – in order to meet the distributor's requirements I must create a completely new imprint for my publishing company and get a new ISBN prefix for my "mass distribution" titles. Okay, I like the sounds of that. Oh, and we just need to figure out how to finance the printing of the next edition!