



Denise Cassino has had a 30 year career in sales and marketing which she has applied to Internet book and product marketing. She has successfully launched many books and products and achieved Bestseller Status on Amazon for her authors with 100% success. She has the reputation of being "easy to work with", diligent, dutiful and giving 110% to any effort.

Denise Cassino

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The Bestseller Book Campaign includes the following:

1. Advise you on categories for your book in order that you have a strong chance of hitting #1 on Amazon. Show you how to enhance your Amazon page/profile.
2. Create a webpage for partners to learn about the launch and fill in the form to join.
3. Send personal emails to approximately 1000 possible partners inviting them to Participate
4. Search the Internet for new possible partners with the goal of having 1.5-2 million contacts to be reached on launch day via partners contact lists
5. Track all partners on a spreadsheet with email & gift totals
6. Provide frequent updates as to status of who has joined and our totals.
7. Create the launch pages with your guidance and information

8. Complete launch pages including purchase page, bonus page, confirmation page, registration page, help page
9. Work with the partners to answer any and all questions about the launch
10. Work with you to create a press release and submit it (at your expense) to 50 press release services and 100 book marking sites (\$40)
11. Work with you to compose the letter that the partners send out on launch day, write tweets and blurb for newsletters and face book (40% of our click throughs come from social networking sites). This goes out one week in advance, again 4 days prior to launch, one day before launch and numerous times throughout the day on launch day.
12. Double check website and all links prior to launch
13. Send out reminder emails all day on launch day,
14. Email to my 30,000 friends and contacts on launch day
15. Send thank you to partners after launch
16. Take screenshots of the ranking on Amazon throughout the day.
17. Field telephone calls from people with problems
18. Check off those who have mailed as they send me their mailer

All of this takes about 90 days. Fees are based upon requirements and can be paid over the duration of the launch or time frame.

Denise specializes in building Joint Venture Partnerships for book and product launches.

WHAT IS A JV PARTNERSHIP?

It is a win-win-win partnership that brings together many experts who offer downloadable bonus gifts when a product is purchased.

HOW DOES IT WORK?

It is a web-based promotion that features a particular product (a book, teleseminar, CD, etc.) The goal is to bring together enough partners to have a collective mailing list of at least 1-1.5 million people. When someone buys the product, they have access to thousands of dollars in bonus gifts from the JV partners. In order to receive the gifts, they must opt in to the mailing list of the JV Partner's whose gift they want to download.

WHY DOES IT WORK?

It works because the product promoter sells products, the JV Partner gets exposure to both his peers and to the million or more people who visit the website and/or buy the book with the added benefit of building his mailing list. The product purchaser wins because he gets the product for a nominal cost along with 80 or more bonus gifts valued at \$5-10,000.

TESTIMONIALS

"Denise Cassino catapulted my book to #1 Best Seller on Amazon. She handled the entire campaign from mailing to press releases and follow up. She knows the Internet, website design and marketing thoroughly and applies all of it to your launch. Denise is a master communicator. Your story, book, product or service will get her full attention. She is dedicated and loyal to her clients. You, the client, are always number 1. She is thorough with research, collecting data, and most importantly, choosing and asking the most influential people to join your campaign or cause. Her sense of timing is keenly accurate. If you want to create name recognition, exposure, sales, best selling author status, Denise Cassino is the one to talk to first. She'll never let you down!"

--Dr. Anna Maria Prezio,

#1 Best Selling Author of *Confessions of a Feng Shui Ghost-Buster*
www.confessionsofafengshuighost-buster.com/bookpromo.html
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"Outstanding is the first word that comes to mind when it comes to Denise Cassino. I hired her to co-ordinate and launch my campaign and I was completely thrilled with the work she provided me. She was organized, efficient, responded quickly to all my requests and always kept my project on track. What really made her amazing, though, was that she was incredibly positive, energetic and focused on my needs. It was reassuring to know I had someone on my team you believed in me, my project and more than anything... I could trust. I will continue to hire her again and again. She is a true gem."

~Cindy Ashton

Performer, speaker and author of *Kiss Your Monsters Goodbye*
www.kissyourmonstersgoodbye.com
cindy@cindyashton.com

"Denise showed me the easiest way to package decades of my work in only three months and I was impressed. It is almost like looking in the mirror and being impressed with what you see without being egotistical. She attracted incredible people to work with me, which only made my work look better. The launch page has garnered rave reviews as well. There were times I wondered if we would achieve our goals, but she came through like a champ and my campaign reached 1,412,000 people."

Marc Lerner

Author of *A Healthy Way to Be Sick*
www.ahhealthywaytobesick.org/bookpromo.html

"Denise Cassino is caring, hard working and well organized. She has excellent phone skills and has a very positive and outgoing personality. Denise was instrumental in organizing my Amazon campaign with the intention of making my book 'Awakening the Divine Soul' a # 1 bestseller. After three months of intense hard work, including long hours and late evenings, we reached our goal. I highly recommend Denise not only to take you to success in your projects, but as a kind hearted individual who truly cares about her clients and will do whatever it takes to achieve the results that you are seeking."

Rosanna Ienco
best-selling author, mentor and spiritual consultant

"I am SO very impressed with your talents regarding this kind of endeavor. You are amazing. I hope you are able to work with Jesse and Melva. AND when I am ready, you are the one I CHOOSE to work with - no doubt."

Darren L. Johnson
Creator of "Letting Go of Stuff"

"Just a quick note of thanks for everything, you did such a great job. I am highly recommending you to my friends and colleagues. I realize this must be a tough time for you, so I am doubly and triply satisfied with your professionalism and follow-through, considering your circumstances. Let me know if I can ever assist you, or serve as a reference for what will surely be a huge demand for your services. Thanks again!"

David Mathison
Author of bestselling book, Be the Media

"Denise Cassino is an absolute wiz at Book Launches. She knows everything there is to know about them. I am thrilled that I had the good sense to ask Denise to help me launch my newest book, The Truth (I'm a girl, I'm smart and I know everything), which became a Bestseller the day of the launch! When I saw the website she designed for my launch and then the campaign itself that she constructed, I was amazed. If you have a chance to learn from Denise, don't walk, run to do so! She is tops in this field!"

Dr. Barbara Becker Holstein,
Psychologist and Happiness Coach
www.enchantedsself.com
www.thetruthforgirls.com

"Denise Puts Her Heart & Soul in Her Work! I am so grateful to Denise. She did everything she could to help me reach #1 in Amazon in my book campaign for *Awakening: Fulfilling Your Soul's Purpose on Earth*. I highly recommend Denise for your next launch! I've now been approached by Random House and a Chinese Publisher!"

Ping Li

*Best-selling Author, soul healer,
Creator of "22 steps to awakening your divine soul"*

SUCCESS STORIES

Coordinated the entire launch for Rosanna Ienco's Amazon Book Campaign - www.awakeningthedivinesoul.com/bookpromo.html She put together 123 partners with \$9711 in bonus gifts. Rosanna hit #1 on Amazon in one category, #2 in another category and #4 in a third category. She was #1 on Amazon.ca, in the top 100 in 3 categories for Amazon.uk and was #2 on Amazon's Movers and Shakers. [Contact Rosanna for a reference.](#)

Coordinated the launch for David Mathison's www.bethemediabooklaunch.com/bookpromo.html and gathered together 126 JV partners with collective mailing list of 2,949,631 people. Still tallying the sales on this launch. [Contact David for a reference.](#)

Coordinated Cindy Ashton's www.kissyourmonstersgoodbye.com and has 106 partners with \$9575 in bonus gifts and 1,196,530 in email recipients on April 7, 2009. [Contact Cindy for a reference.](#)

Coordinated Dr. Anna Maria Prezio's launch: www.confessionsofafenngshuighostbuster.com/bookpromo.html for May 12, 2009 with 114 partners with 1,390,406 email recipients and \$13,640 in bonus gifts. Reached #1 on Amazon in two categories! [Contact Dr. Prezio for a reference.](#)

Coordinated Marc Lerner's eBook launch: www.ahealthywaytobesick.org for May 28, 2009. Partners total 109 with 1,385,336 email names and \$6400 in bonus gifts. [Contact Marc for a reference.](#) This was not an Amazon campaign.

Coordinated Elizabeth Grant's [Quantum Power Sessions](#) launch - a product launch with 112 partners reaching 1,501,000 people on one day. [Contact Elizabeth for a reference.](#)- June 14, 2009. This was not an Amazon campaign.

Coordinated Dr. Barbara Becker Holstein's launch for *The Truth, I'm a Girl, I'm Smart and I Know Everything!* Reached #4 on Amazon with a gender specific children's book directed at 9-12 year olds. [Contact Barbara for a reference.](#)

Coordinated Ping Li's Amazon launch for *Awakening, Fulfilling Your Soul's Purpose on Earth* which included 107 partners mailing to 1,372,000 and reaching #1 on Amazon. She was subsequently contacted by Random House and a publisher in China for rights to her book. [Contact Ping for a reference.](#)- September 15, 2009.

Coordinated Amazon book launch for [*Shift, a Woman's Guide to Transformation*](#) by Marion Ross, Ph.D. and Tracy Latz, M.D. The launch reached 1,516,500 people with 112 partners and put them at #1 on Amazon. September 29, 2009.

Coordinated Amazon book launch for [*Beyond the Crisis*](#) by Adjiedj Bakas. The launch reached 1,450,000 people with 82 partners and put the book at #1 on Amazon. Nov 17, 2009.

Coordinated Amazon book launch for [*Ascension, Connecting the the Immortal Masters and Beings of Light*](#) by Dr. Susan Shumsky. The launch reached 1,650,000 people with 78 partners and put the book at #1 in 4 categories on Amazon and #54 overall on Amazon. Feb 3, 2010.

Coordinated Amazon book launch for [*Intensive Care for the Nurturer's Soul*](#) by Hueina Su. The launch reached 1,465,000 people with 91 partners and put the book at #1 in 2 categories on Amazon. April 12, 2010.

UPCOMING LAUNCHES

***Friendly Divorce* by Rick D. Banks - June, 2010**

***The Way* by Cathie MacDonald - July 7, 2010**

***Creating Intentions* by Elizabeth Diamond - July 22, 2010**

***Diary of a Mad Gen Yer* – August 10, 2010**

***Manifest Success 2* – date to be determined**

Sonia Meyer – book and date to be determined

REFERENCES

Here are some of the authors for whom I created Bestseller campaigns.

Dr. Anna Maria Prezio
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