



**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 numerous books and products and achieved Bestseller Status on Amazon for her authors.

She has the reputation of being “easy to work with”, diligent, dutiful and giving 110% to any effort.

Contact her:

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#### **WHAT DENISE’S BOOK OR PRODUCT LAUNCHES INCLUDE:**

1. Advise you on categories for your book in order that you have a strong chance of hitting #1 on Amazon.
2. Show you how to enhance your Amazon page & profile to increase your ranking
3. Invite people to write reviews for Amazon and rate your book
4. Create a page for partners to learn about the launch and fill in the form to join.
5. Send personal emails to approximately 1000 possible partners inviting them to participate
6. Scour the Internet for new possible partners
7. Track all partners on a spreadsheet with email & gift totals
8. Provide frequent updates as to who has joined and our totals.
9. Prompt and guide you in providing information on the launch pages for launch day
10. Design the launch pages creating purchase page, bonus page, confirmation page, registration page, help page
11. Work with the partners to answer any and all questions about the launch
12. Work with you to create a press release and submit it (at your expense) to 25 press release services and 100 book marking sites (\$40)
13. Work with you to create the letter that the partners send out on launch day
14. Double check all website and links prior to launch
15. Send out reminder emails all day on launch day
16. Email to my 15,000 friends and contacts on launch day
17. Send thank you to partners after launch
18. Take screenshots of the ranking on Amazon throughout the day.
19. Field telephone calls from people with problems

20. Check off those who have mailed as they send me their mailer
21. Hold your hand, offer loads of encouragement and make you believe it can happen!
22. Feng Shui for the launch site
23. Pray

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.

## 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.confessionsofafenngshuighost-buster.com/bookpromo.html](http://www.confessionsofafenngshuighost-buster.com/bookpromo.html)  
[Prezio@sbcglobal.net](mailto:Prezio@sbcglobal.net)

“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](http://www.kissyourmonstersgoodbye.com)  
[cindy@cindyashton.com](mailto: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.ahealthywaytobesick.org/bookpromo.html](http://www.ahealthywaytobesick.org/bookpromo.html)

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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 best-seller. 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.

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best-selling author, mentor and spiritual consultant.

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