

Shocking Profit

Ambassadors' Sample social media blurbs:

(These can be used in social media, as part of newsletters, or emails)

DAY OF THE LAUNCH:

Social Media:

Remember to tag me and Tim on each of your posts/videos and I will make sure to share them out too.

 FB
<https://www.facebook.com/rhallgruyter> @Rebecca Hall Gruyter

 LI
<https://www.linkedin.com/in/rebecca-hall-gruyter-2802669/> @Rebecca Hall Gruyter

 IG
https://www.instagram.com/rhg_global_community/ @rhg_global_community

 Twitter
<https://twitter.com/RebeccaHGruyter> @RebeccaHGruyter

Hashtags to use

#ShockingProfit #BusinessBook #GrowthMindset #MustReadForEntrepreneurs #LeadershipDevelopment #profit #business #ScaleSmarter #StrategicGrowth

The 13 Countries we will have links for are:

USA, Canada, Germany, UK, Italy, Australia/New Zealand, France, Spain, Brazil, Mexico, Japan, Netherlands, and India

On Monday evening, you can send private messages to contacts in other countries using the links below. We will provide the MASTER book launch link in the morning of 10/28 and that can be shared publicly on social media as outlined on this page.

NON-US INDIVIDUAL LINKS

Canada: <https://www.amazon.ca/dp/B0FXBQF1NW>

Australia/New Zealand: <https://www.amazon.com.au/dp/B0FXBQF1NW>

Germany: <https://www.amazon.de/dp/B0FXBQF1NW>

UK: <https://www.amazon.co.uk/dp/B0FXBQF1NW>

Mexico: <https://www.amazon.com.mx/dp/B0FXBQF1NW>

Spain: <https://www.amazon.es/dp/B0FXBQF1NW>

Brazil: <https://www.amazon.com.br/dp/B0FXBQF1NW>

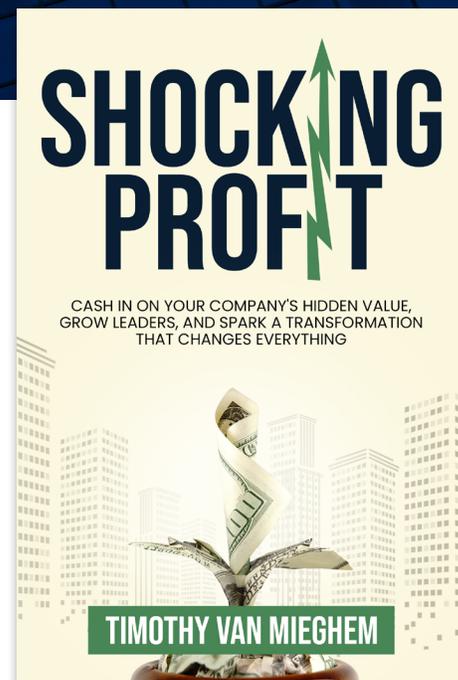
Italy: <https://www.amazon.it/dp/B0FXBQF1NW>

France: <https://www.amazon.fr/dp/B0FXBQF1NW>

India: <https://www.amazon.in/dp/B0FXBQF1NW>

Netherlands: <https://www.amazon.nl/dp/B0FXBQF1NW>

Japan: <https://www.amazon.co.jp/dp/B0FXBQF1NW>



Launch Best Practices / Tips:

- Remember to make your page and posts available for the public to view (so we don't limit your reach).
- Remind people they don't have to have a Kindle to be able to read and enjoy Kindle books...they are automatically given the ability to read Kindle books by Amazon to enjoy on their computers, laptops, notebook devices, and/or smart phones.
- Remember to share in all social medias you are part of...and check back in so you are responding, commenting, and sharing.
- Please remember to share out ALL of the links for the countries or the Master link

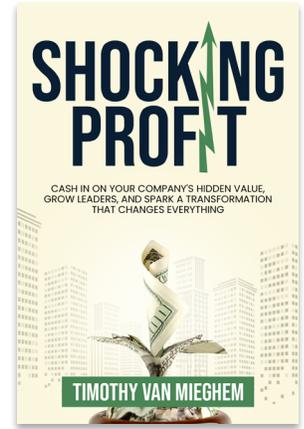
BETWEEN 6AM-7:00AM (YOUR TIME ZONE):

Send out an email to both your author list, personal list and professional list that you want to include in your launch.

(TIP, you can have these ready to go ahead of time, so you are just adding the link and hitting send the morning of the launch.)

Possible Newsletter Blurb or email that you can personalize:

Subject Line: ****Today's the Day**** or ****Book Launch Today****



I wanted to share the exciting news that today, my friend, Tim Van Miegheem's just launched his powerful book, "*Shocking Profit*" in a digital format for you to lean in to and get a copy during our Best Seller Campaign (the first 24 possibly 48 hours of its release on Amazon) for the special rate of just \$1.99 USD.

Shocking Profit hands you the proven tools that top private equity firms and savvy investors use to expose these blind spots – without adding equipment, hiring new people, or breaking the bank.

Every day, privately owned companies and middle-market businesses leave millions of dollars on the table. Why? Because they're so close to their day-to-day operations they can't see the hidden value just waiting to be uncovered.

This isn't theory. This is a blueprint for finding hidden value inside your existing processes and making small, strategic improvements that drive massive results – often 38% or more – in as little as an hour.

In this game-changing book, you'll discover how to:

- Expose inefficiencies that are silently draining your company's profitability
- Get your team engaged and invested in continuous improvement — and do it without burning them out
- Eliminate workarounds and process "leaks" that your business has normalized
- Align your products, customers, and pricing with where the real money is
- Cut lead times in half and boost output without spending a dime on new machinery
- Shift from firefighting to proactive leadership and long-term sustainability

Shocking Profit will show you the secrets that investors pay millions to discover — secrets that can help you sell your company for its true value or simply put you in control of your company's future.

This book is for owners who want to grow smarter, faster, and more profitably — who want to run their business like someone's going to pay top dollar for it tomorrow.

You'll learn how to stop leaking money on unprofitable customers and products, how to increase velocity so your entire team works less but produces more, and most importantly — how to set yourself up for sustainable, ethical, joyful profit.

Your company is sitting on shocking profit. Read this book and discover the proven tools you need to unlock your company's full value — starting today.

Insert Book Launch Master Link (will be provided Oct 28)

Thank you for your support and I am honored to share this special book, launch, and day with you.

****We will have our
Day of the Launch call
at 9:00am PST/11:00am CST****

BETWEEN 7:00AM-9:00AM (YOUR TIME ZONE)

*Share something along these lines (ideally in a video):

(TIP: You can pre-record so you are just uploading with the link and tagging people the morning of the launch.)

Today's the day! I'm excited to share that my friend, Tim Van Miegheem's new book, "*Shocking Profit*" is now available on Amazon for just \$1.99 USD for the next 24-48 hours! {He is offering this special rate in honor of the book's release}

In "*Shocking Profit*," discover the transformative power that lies within your business. This groundbreaking book reveals how business owners can unlock the hidden value already present in their companies, fostering growth and innovation. Through insightful strategies and real-world examples, Tim demonstrates how to cultivate leadership within your organization, empowering your team to drive remarkable results.

Whether you're a seasoned entrepreneur or a budding business leader, this book provides the tools and inspiration needed to elevate your company to new heights. Embrace the journey of unleashing potential, growing leaders, and achieving extraordinary success.

Insert Book Launch Master Link (will be provided Oct 28)

Thank you for your support and I am honored to share this special book, launch, and day with you.

Video TIPS/Reminders:

- Remember to include the amazon link
- Remember to tag me and Tim
- Today my friend, Tim Van Miegheem is launching his powerful book: "*Shocking Profit*" on Amazon for the special rate of \$1.99 USD for the first 24-48 hrs!!!
- Share why you're excited to bring this book forward and what you hope the reader will get out of it!
- Ask them to share your video and the message out so you can reach as many people as possible with this powerful book!

AND share this post:

Today's the day! I'm excited to share that my friend, Tim Van Miegheem's powerful book, "*Shocking Profit*" is now available on Amazon for just \$1.99 USD for the next 24-48 hours! {He is offering this special rate in honor of the book's release}

Shocking Profit will show you the secrets that investors pay millions to discover — secrets that can help you sell your company for its true value or simply put you in control of your company's future.

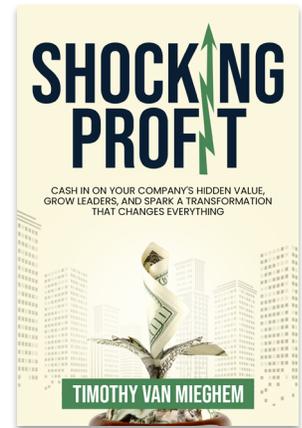
This book is for owners who want to grow smarter, faster, and more profitably — who want to run their business like someone's going to pay top dollar for it tomorrow.

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Your company is sitting on shocking profit. Read this book and discover the proven tools you need to unlock your company's full value — starting today.

Book Launch Master Link (will be provided Oct 28)

Please help me share so we can reach as many people as possible around the world!



SHARE BETWEEN 10:00AM-11:00AM (YOUR TIME ZONE)

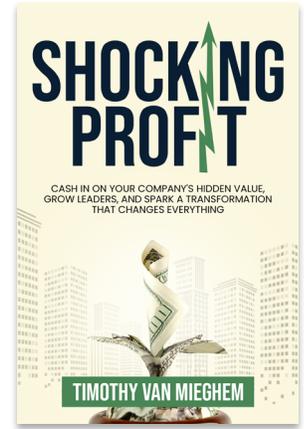
****Please help me celebrate!**** I'm excited to share that my friend, Tim Van Mieghem's dynamic book, "*Shocking Profit*" is now available on Amazon for just \$1.99 USD for the next 24-48 hours! {He is offering this special rate in honor of the book's release}

In "*Shocking Profit*," discover the transformative power that lies within your business. This groundbreaking book reveals how business owners can unlock the hidden value already present in their companies, fostering growth and innovation. Through insightful strategies and real-world examples, Tim demonstrates how to cultivate leadership within your organization, empowering your team to drive remarkable results.

Whether you're a seasoned entrepreneur or a budding business leader, this book provides the tools and inspiration needed to elevate your company to new heights. Embrace the journey of unleashing potential, growing leaders, and achieving extraordinary success.

[Insert Book Launch Master Link \(will be provided Oct 28\)](#)

Thank you for sharing this special day with me!



BETWEEN 12:00PM AND 1PM YOUR TIME ZONE (Do a second set of posting and sharing. And second video)

****Book Launch Today**** This morning my friend, Tim Van Mieghem launched "*Shocking Profit*" on Amazon for the special rate of \$1.99 USD for the first 24-48 hrs!!! I'm so excited to tell you about this book. Please help me get the word out to reach as many people as possible with this powerful book!

Every successful woman business leader has a story of perseverance, resilience, and breaking through barriers.

Business leaders each share their journey as a woman in business that is filled with profound experiences, hard-won wisdom,

and insights to be shared. As an entrepreneur, executive, or non-profit leader, they have led the way, taking risks and perhaps unconventional paths to reach your goals.

This book is for owners who want to grow smarter, faster, and more profitably — who want to run their business like someone's going to pay top dollar for it tomorrow.

You'll learn how to stop leaking money on unprofitable customers and products, how to increase velocity so your entire team works less but produces more, and most importantly — how to set yourself up for sustainable, ethical, joyful profit.

Your company is sitting on shocking profit. Read this book and discover the proven tools you need to unlock your company's full value — starting today.

[Insert Book Launch Master Link \(will be provided Oct 28\)](#)

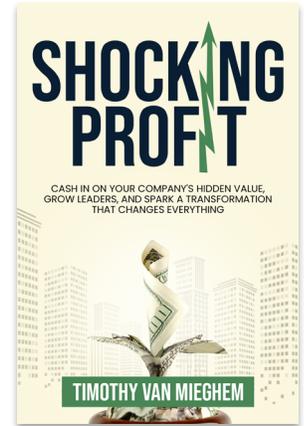
**BETWEEN 2:00 PM AND 4:00 PM YOUR TIME ZONE
(Do a second set of posting and sharing.)**

****Update**** This morning my friend, Tim Van Mieghem launched “*Shocking Profit*” on Amazon for the special rate of \$1.99 USD for the first 24-48 hrs!!! I’m so excited to share the following update!!!

[Insert Update and this can be shared in video and/or text]

Insert Book Launch Master Link (will be provided Oct 28)

Please note this may shift and change depending on how the news is flowing in from Amazon



AFTERNOON/EVENING

We will be giving you updates starting around 4pm PST (or sooner depending on when they come in) as we have them and will provide targeted information for you to share in the afternoon/evening as your powerful campaign unfolds.