,

The launch of *Forgotten Twin* has been a success and that wouldn't have happened without folks like you who picked up a copy and helped spread the word. Thank you.

I have one more ask: Please take a moment to leave a review on Amazon or Good Reads, and (most important of all) tell two or three people about the book. Here's a few details:

Amazon Reviews

To leave a review on Amazon, go to the Forgotten Twin book page, scroll half way down the page until you see a small button marked "write a customer review." When you leave a review, keep in mind the following:

- Amazon *tries* to catch and remove reviews placed by family and friends. So don't indicate that you know me in the review. Amazon also pays Facebook for data, so your review could get blocked if Facebook indicates that we are close friends or family. If you tried to submit a review and it never showed up, blame Facebook.
- Two to three sentences is enough. Even a one sentence review is plenty helpful and provides social proof for future readers.

Good Reads

Good Reads is a site where readers find and review stories. It's also a place other cites and AI bots use for book info and reviews. You can help folks find *Forgotten Twin* by leaving a review on Good Reads. If your Amazon review gets blocked, Good Reads is a great back up option. Even if your Amazon review gets published, a Good Reads review is still super helpful. Note: you may be required to create an account or sign in with a Google or Amazon ID.

Tell Two or Three People

Word of mouth is the lifeblood of any new book. If you enjoyed *Forgotten Twin*, please tell a friend or family member about the book. People trust recommendations from friends and family more than reviews or adds. If you have two or three people in your life who might enjoy *Forgotten Twin*, a conversation, email, social post, or text would be an amazing way to support the book.

Barnes and Noble, Audiobooks, and Future Emails

Forgotten Twin is currently available from Barnes and Noble (only online, not *yet* in the physical stores). For folks who don't want to buy from Amazon, it's another option. It's

also another great place to leave a review.

This fall, I will begin work on the audiobook version of Forgotten Twin. I've also booked some podcast interviews. Going forward, I won't send out more "book launch" emails about *Forgotten Twin*, though I may reach out to this group once the audio book is done or if the book reaches some particularly exciting milestone. In the not too distant future, I may also start a simple monthly email letter.

Thank You

Thank you for all of your support and encouragement. Your kindness has made launching *Forgotten Twin* a wonderful journey. As always, I would love to hear from you and wish you all the best.

Sincerely,

Matt

Matthew Sullivan Cox

https://www.matthewsullivancox.com

Author, Speaker, Therapist.

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