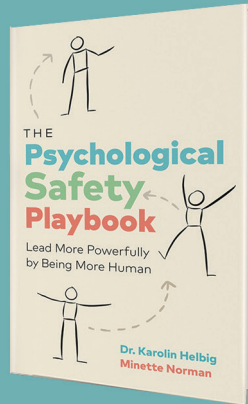


# HOW KAROLIN HELBIG AND MINETTE NORMAN LAUNCHED THEIR BOOK WITH GLOBAL MOMENTUM


**MINETTE NORMAN**
**KAROLIN HELBIG**

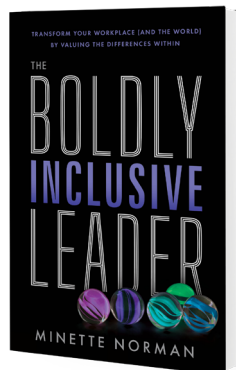
## THE CLIENT:

### **KAROLIN HELBIG AND MINETTE NORMAN**

Co-Authors of *The Psychological Safety Playbook: Lead More Powerfully by Being More Human*

Dr. Karolin Helbig is the founder of Karolin Helbig Consulting, where she helps leaders increase their effectiveness, optimize team performance, and transform their organizations through mindset, emotional intelligence, and psychological safety. She serves large, international corporations, mid-size companies, and non-profit organizations and is known for bridging the gap between theory and practice.

Minette Norman is the founder of Minette Norman Consulting and an inclusive leadership consultant focused on developing transformational leaders who create inclusive working environments with a foundation of psychological safety. She is a sought-after speaker on inclusive cultures, radical empathy, collaborative teams, and psychological safety and is also the author of *The Boldly Inclusive Leader*.



**PUBLIC RELATIONS  
CONTENT MARKETING  
BOOK LAUNCH SUPPORT**



NUMBER OF BOOKS: **1\***



YEARS WORKING WITH  
WEAVING INFLUENCE: **2**



**Beyond the fabulous work Weaving Influence did getting us booked on dozens of podcasts, creating beautiful and compelling collateral, and hosting a webinar and virtual launch party, the biggest impact of working with Weaving Influence was getting a holistic education in book marketing."**  
- Karolin Helbig and Minette Norman

\*In addition to the co-authored book launch, Minette worked with Weaving Influence on the launch of her book, *The Boldly Inclusive Leader: Transform Your Workplace (and the World) by Valuing the Differences Within*.

## THE RESULTS



### 100+ Global Reviews

*The Psychological Safety Playbook* gained over 100+ global reviews within the first month following its launch.



### 30+ Media Wins

The Weaving Influence public relations team secured more than 30 media wins for Karolin and Minette, reaching millions of podcast listeners and publication readers in just three months of pitching.



### 13,000 Copies Sold

With book launch support from Weaving Influence, *The Psychological Safety Playbook* sold more than 13,000 copies in the first year and has received a number of prestigious awards.



### 250 on Launch Team

Karolin and Minette engaged 250 people to join their launch team and build momentum for their book launch.

## HOW WE CREATED REACH

Working together, we built reach for Karolin and Minette through the four commitments:



**VALUE**



**CONSISTENCY**



**LONGEVITY**



**GENEROSITY**

**REACH = EXPANDING AUDIENCE + LASTING IMPACT**

### VALUE

**Be consistent in generously sharing value with others.**

- Karolin and Minette partnered with Weaving Influence on a significant number of assets, creating numerous graphics that helped the key themes and concepts from the book stand out. These materials engaged people in wanting to learn more while getting them excited about the book, improving launch results. Overall, Karolin and Minette were focused on creating assets that would be helpful for their audience.

- Weaving Influence developed a reference guide summarizing key themes for Karolin and Minette's audiences to find high-level information easily. This offered additional value to their audiences and was an interactive, easy-to-use resource for readers.
- Karolin and Minette worked with Weaving Influence to develop a discussion guide that supported readers in having more in-depth and productive conversations about *The Psychological Safety Playbook*, creating long-term value from the book's lessons.
- *The Psychological Safety Playbook's* audiobook version was released three weeks ahead of the print/Kindle version, and Weaving Influence coached them to use this as an opportunity for early reviews. We supported them in adding value by offering varying formats of their book content and building their network mobilization for long-term engagement.
- Weaving Influence developed audiograms for Karolin and Minette, which was a new, visually engaging format for sharing the book's content. Minette was the voice of the book's reading, adding value and authenticity by connecting directly with the readers of the book she co-authored.
- Content development has been strong in relation to *The Psychological Safety Playbook*, and Karolin and Minette have added long-term value because they continue to believe in the message and look for opportunities to create new and fun ways to share it with others.



“

An important message Becky shared with us early on had a lasting impact on us: when we told her we were uncomfortable with self-promotion, she encouraged us to think instead about promoting the work we believed in deeply. That was a game-changer for us both.”

- Karolin Helbig and Minette Norman

## LONGEVITY ∞

Keep showing up over the long haul.

- Even before engaging with Weaving Influence, Minette followed the guidance of Becky Robinson, our founder and CEO, and used her book, *Reach*, as a starting point in her author journey. Her commitment to learning from our company's guiding principles even before a formal partnership supported a productive working relationship that extended beyond book launch.
- Karolin and Minette continue to believe in the important message of their book and create new and engaging ways to share their value with their audiences.
- They prioritize ongoing outreach to their mailing list, even post-launch, by offering Q&A sessions, read-alongs from the book where they explore key themes, online events, celebration of the book's milestones, and their author journey. Karolin and Minette recognize the value of keeping an engaged network, even after launch, to support ongoing initiatives and objectives.
- Karolin and Minette are still extremely active on social media, regularly sharing timely guidance and insights with their audiences, keeping them engaged and active as thought leaders in their industry.
- Karolin and Minette continue to join Weaving Influence's monthly client gathering, which creates opportunities to learn from us and continue to expand their reach and digital presence. They are also active listeners of *The Book Marketing Action Podcast*, hosted by Becky Robinson, to gain ongoing support with their author journeys and marketing needs.

Karolin and Minette keep showing up over the long haul through:



**MAILING LISTS**



**SOCIAL MEDIA**



**NETWORKING**



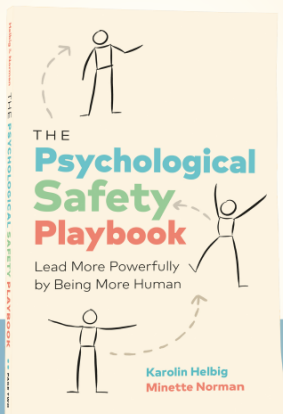
**AMAZON ADS**



**GUEST APPEARANCES**

Leaders tend to believe that they need to have all the answers and that they cannot show emotion.

It's time to set aside those limiting beliefs.



- The topic of their book was relatable and timely, so we capitalized on that with Amazon ads, which they ran for over a year. Karolin and Minette saw the value of showing up long-term on Amazon and invested in that accordingly to see a strong return in sales and impressions and drive ongoing awareness of their book, message, and thought leadership.
- Both Karolin and Minette routinely make guest appearances on podcasts and secure media placements, which increases the reach of their messages and knowledge. Weaving Influence's public relations support helped create momentum for their media wins and build the foundation for ongoing success.



*The Psychological Safety Playbook* gained traction in ways we didn't anticipate. We've had huge companies place bulk orders of the playbook and invite us to give workshops to their leadership teams. We are both sought out as experts on psychological safety and invited to work with teams across sectors—tech, pharma, automotive, aviation, government agencies, universities, school districts, nonprofits, and more. We're happy to be training more consultants, coaches, and facilitators to scale psychological safety around the world."

- Karolin Helbig and Minette Norman

## CONSISTENCY

Be dependable in your ongoing online presence.

- The Weaving Influence team met with Karolin and Minette monthly for coaching on network mobilization. We provided email templates and sending cadences, as well as guidance on how to identify contacts and organizations for bulk buy outreach. This helped build Karolin and Minette's network in advance of the book launch and ensured an engaged and supportive audience once the book was available to purchase.
- To ensure their message continued to reach new audiences, ongoing outreach to their email subscriber list played a major role. Karolin and Minette continued to show up even after the book was launched, sharing news, offering interactive events to keep the book top-of-mind, celebrating key milestones, and discussing their author journey. The longevity of their message is a priority, and this is demonstrated in their investment in being consistent over time.





- Karolin and Minette have built trusted relationships with their online audience by continually posting value-added, informative, insightful content that not only educates their audience but also encourages them to further engage with Karolin and Minette or purchase the book. Both also actively engage with follower questions, comments, and other online discussions to keep their network engaged and informed.



Learning about the value of building a launch team was critical to the success of our launch, and that was something Weaving Influence shared with us, not just at a high level, but also with tactical support in the form of templates, online forms, tracking sheets, and more.”

- Karolin Helbig and Minette Norman

### GENEROSITY ♥

Ensure that the value you create is accessible to others.  
Give away as much as you can.



#### GIVEAWAYS

- Karolin and Minette invested in the development of numerous assets to share the message and guidance from their book as widely as possible. They were determined to ensure people had valuable, easily usable assets while supporting the book's promotion.
- They align with our company's guidance that “books are seeds” and are something to be shared with as many people as possible. As a result, they've given away approximately 200 books since their launch to keep the momentum going.
- Karolin and Minette regularly share free mentorship and thought leadership across digital channels, openly discussing the author journey and their experiences building their social media channels, and providing insight around timely topics like AI.



#### FREE MENTORSHIP



- Both authors show up consistently for all opportunities that align with their messaging. They actively worked to get their message in front of as many people as possible, even if that sometimes involved agreeing to niche media placements. Karolin and Minette recognized that all types of media opportunities can open the door to engaging with the right people. Saying “yes” to opportunities only served them well in enhancing their launch.
- Karolin and Minette openly supported each other as co-authors on the *The Psychological Safety Playbook* and generously collaborated with one another, despite living in different counties. They actively encouraged each other and celebrated each others' wins, including speaking gigs and media opportunities.



I'm committed to generosity as Becky inspired us to be. When I'm invited to facilitate a workshop about psychological safety, I often bring a bunch of books as a gift to the participants. When I'm in conversation with potential future clients who reached out to me because of the book and are considering hiring me, I send them a copy.” -Karolin Helbig

## HOW CAN WEAIVING INFLUENCE LAUNCH YOUR BOOK WITH MOMENTUM?

Do you need support launching your book with momentum? We'd love to help your message reach wider audiences by creating value, consistency, longevity, and generosity.

Email Becky Robinson, founder and CEO, at [becky@weavinginfluence.com](mailto:becky@weavinginfluence.com) to start the conversation.

