

PROFIT SEEKS PURPOSE

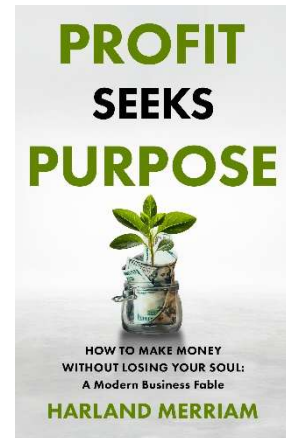
Launch Team Guide

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Thank you for being part of the *Profit Seeks Purpose* Launch Team.

This short guide is here to make things **simple and flexible**. Nothing here is required. Everything here is optional. I appreciate your willingness to support—at whatever level fits your life.



Why Launch Teams Matter

Books like this don't grow because of hype.
They grow because of **trust**.

People read books recommended by people they know—especially when those recommendations are honest, thoughtful, and grounded in real experience.

Your role is not to “sell.” I simply invite you to **share—if it feels right**.

The Launch Timeline

- **Now—February:**
Read the book, reflect, make notes. Pre-order the Kindle version. For launch week, the Kindle price will be \$.99 as a thank you for early readers.
- **Tuesday, March 3, 2026:**
Profit Seeks Purpose officially publishes on Amazon. Purchase your copy of the Kindle or Paperback. Let others know about the book and why you are sharing the information with them.
- **March 3–10:**
Early reviews and quiet sharing make the biggest difference.

I'll send one reminder email close to launch with direct links.

How You Can Help (Choose One—or None)

Please choose **only what fits you**. One small action is more than enough.

Option 1: Leave an Amazon Review

This is the most helpful single action.

- Reviews do **not** need to be long
- A few honest sentences are perfect
- You don't need to be a "professional reviewer"

Helpful starters:

- *This book helped me see success differently...*
- *I saw myself in the story of Caleb because...*
- *What stayed with me after reading was...*

I'll send the Amazon review link when the book goes live.

Option 2: Share with One Person

This might be:

- A friend
- A colleague
- Someone navigating success and restlessness

You might simply say:

"I just read a short business fable that raised some good questions for me. Thought of you."

That's it.

Option 3: Share on Social Media

If you're active on LinkedIn, Facebook, or Instagram, a simple post helps.

You can:

- Share a favorite quote
- Ask a question that the book raises
- Mention the book launch in your own words

You are **never required** to tag me or use specific language.

Option 4: Encourage Me

A note. A text. A prayer.

These matter more than you know.

What This Book Is (and Is Not)

This book IS:

- A modern business fable
- Written for people who look successful but feel restless
- About faith, work, purpose, and community
- Story-driven, reflective, and conversational

This book is NOT:

- A how-to business manual
- A prosperity gospel message
- A political or culture-war book
- A pressure-filled spiritual formula

Honesty builds trust. Feel free to say what it is—and what it isn't.

A Final Word of Thanks

You are part of this story because you said yes to helping—not because you were expected to.

I'm grateful you're walking alongside me as it enters the world.

With sincere thanks,

Harland Merriam