



Module 5 Exercise- Marketing Your Book

1. Determine the price for your book.

Book Price:	
--------------------	--

2. Create your marketing plan with pre-launch and launch activities, and set dates for everything.

Pre-Launch Activities	Deadline
Create your author website	
Write your author bio	
Create a book description page	
Schedule relevant blog posts	
Create book review pages	
Put sales funnel content in place	





Launch Activities	Deadline
Optimize your Amazon author page	
Include author bio on Amazon	
Optimize Twitter bio	
Tweet about your book/helpful tips	
Follow people interested in similar things	
Create Facebook author page	
Post content on Facebook	
Schedule Facebook ads	
Optimize your LinkedIn profile	
Connect with other experts in your field on LinkedIn	

