



## **Exercise: Module 1 - Are You Getting the Most Out of Your Book?**

- **Lesson 1: Your Marketing Assets**
- **Lesson 2: Review Your Sales Performance**





## Lesson 1: Your Marketing Assets

1. Decide on your main goal for your book.

2. Answer the question, "Why should people read my book?"





3. Set up your book marketing basics:

|   |   |
|---|---|
| <b>Basics</b>   | ✓ |
| Buy a domain name and hosting   |   |
| Do your keyword research and set up Google Alerts   |   |
| Create a basic author page on Amazon Central  |   |
| Set up a contact list for leads with your email provider and schedule a brief 'thank you' email |   |

4. Complete the **Marketing Assets Checklist** and note the gaps.





## Lesson 2: Review Your Sales Performance

1. Gather data on the sales you've made so far:

|                   |  |
|-------------------|--|
| <b>a. Print</b>   |  |
| <b>b. Digital</b> |  |
| <b>c. Audio</b>   |  |

2. Consider these figures and write down what they tell you about why your book hasn't sold better. Include your perceptions as to what has happened with sales.





3. Using this information, make a decision about what needs to change:





*e.g. redesign the cover, change title, etc.*

*What tasks could you outsource? What will you do yourself?*

*Make the necessary amendments so you are ready to republish.*

