



## **Exercise: Module 3 - Set Up for Sales Success**

- **Lesson 1: Set Launch Goals**
- **Lesson 2: Develop Launch Material**
- **Lesson 3: Build Your Launch Team**
- **Lesson 4: Plan Events**
- **Lesson 5: Your Launch Timeline**





## Lesson 1: Set Launch Goals

1. What are your clear and specific launch goals?

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2. What are your financial goals for next 12 months?

<b>Books sales</b>	
<b>Other products and services</b>	

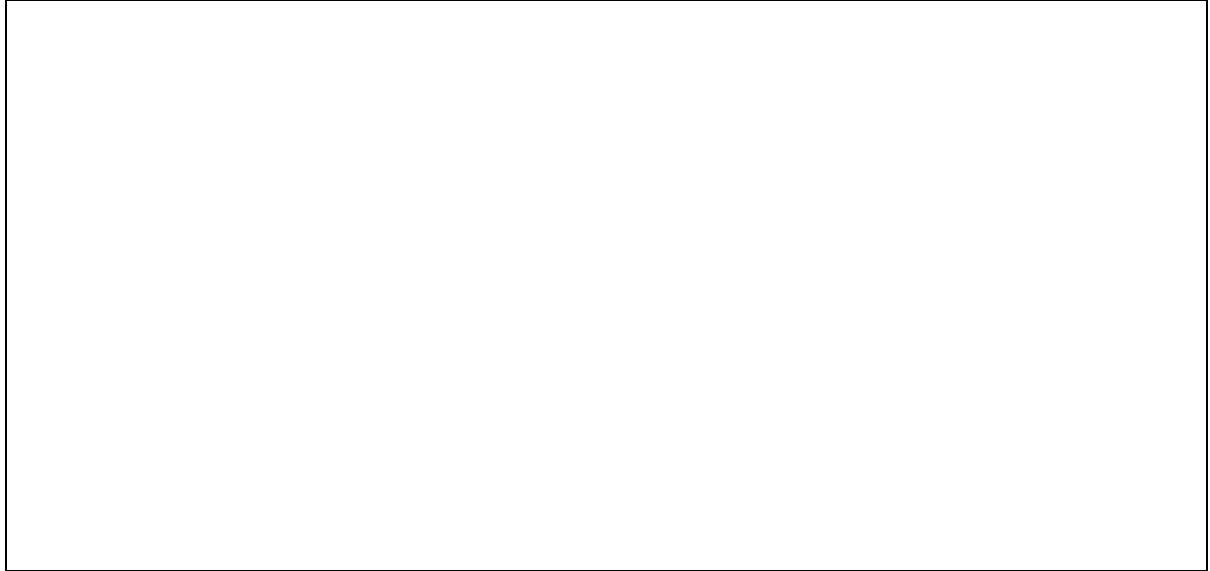




3. What budget can you allocate to your book launch and promotion?  
How will you divide this between activities?

4. What is your launch date? Write an email to your existing list  
announcing it.





## Lesson 2: Develop Launch Material

1. Review the contents of your media kit and update as needed. Write a press release below for your launch.





A large, empty rectangular box with a thin black border, intended for a student to write their list of people to endorse their book.

2. Make a list of people you want to endorse your book.





<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	
<b>6.</b>	
<b>7.</b>	
<b>8.</b>	





Write an appropriate email to send out for endorsements. You can use the template below to help you:

*Hi NAME*

*I've long been a follower of yours and a fan of your work. I signed up to XXXX with you last year and you really helped me to XXX, and I know this is very much the field you work in.*

*That's why I thought of you when writing my book, BOOK NAME. It's aimed at TARGET READERS who are looking to BOOK BENEFITS.*

*I'm hoping that you might consider reading the manuscript (attached) for the purpose of writing a brief endorsement of 100-200 words that will appear inside the book/on the back cover/on the cover.*

*I've pre-written examples as templates for you to save time which you'll find at the end of this email. Feel free to edit them as you wish or write your own, of course. Please make sure to add your title, full name and affiliation as you wish it to appear as readers will want to know who you are.*

*Your schedule permitting, I need to have the endorsement in hand by DATE.*

*I look forward to hearing from you,*

*NAME*



Send out your email requests with a pdf copy of your book:

<b>Date</b>	<b>Sent to</b>	<b>.pdf attached</b> ✓	<b>Notes</b>







3. Set up a 'Coming Soon' and 'Launching Now' landing page.

*Notes*





4. Design and schedule an email sequence of at least 5 emails for when people opt-in to your Coming Soon list sign up.

1.	
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2.	
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3.	
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4.	
5.	

5. Make a list of 5 potential interview opportunities. Contact them and note the results.

<b>Opportunity</b>	<b>Notes</b>






6. Which is your first choice of medium to present your launch materials? Text, video or audio?

<b>Medium</b>	<input checked="" type="checkbox"/>
Text	<input type="checkbox"/>
Video	<input type="checkbox"/>





Audio	
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Pick 3 ways you will use to get your book noticed, e.g. podcast, video series.

1.	
2.	
3.	

## Lesson 3: Build Your Launch Team

1. Write down:





<p><b>Your expectations of launch team members</b></p>	
<p><b>The benefits you will offer them</b></p>	

2. Compile a list of potential launch team members – minimum 10 :





<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	
<b>6.</b>	
<b>7.</b>	
<b>8.</b>	
<b>9.</b>	
<b>10.</b>	
<b>11.</b>	
<b>12.</b>	









4. In what ways can you best use your assistants, freelancers, and team members?





## Lesson 4: Plan Events

1. Decide which promotional activities you'll include in a virtual book tour and take action to find hosts. Add ones you've already organized in the course, e.g. interviews, guest blogging, etc.





a. Plan out 7 days of activities.

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	
<b>6.</b>	





7.	
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b. Prepare the social media content for promoting the tour.





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1. Write down the steps you need to take to organize:





<p><b>Physical launch party party (optional)</b></p>	
<p><b>Virtual launch party</b></p>	





2. Make a list of 5 influencers who could help you spread the word about your book. Contact them and invite them to your launch party.

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	







## Lesson 5: Your Launch Timeline

1. Decide if you want to aim for best-seller status on Amazon. How will it help your business?

2. Complete the **Book Launch Timeline**.



