



# Promote & Market Your Book Online Course

How to Increase Sales & Put  
Your Book to Work for Your  
Business

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



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



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

## Lesson 1: Your Marketing Assets



# Learning Objective:

Evaluate your current marketing assets



# Take Stock of Your Current Situation

Take stock of where you currently are with your book



- Make sure your book's positioning is crystal clear
- Use your book's benefits in marketing materials



**What are the benefits of my book for readers?**

➤ **What will they learn from it?**

➤ **How will it change their lives?**

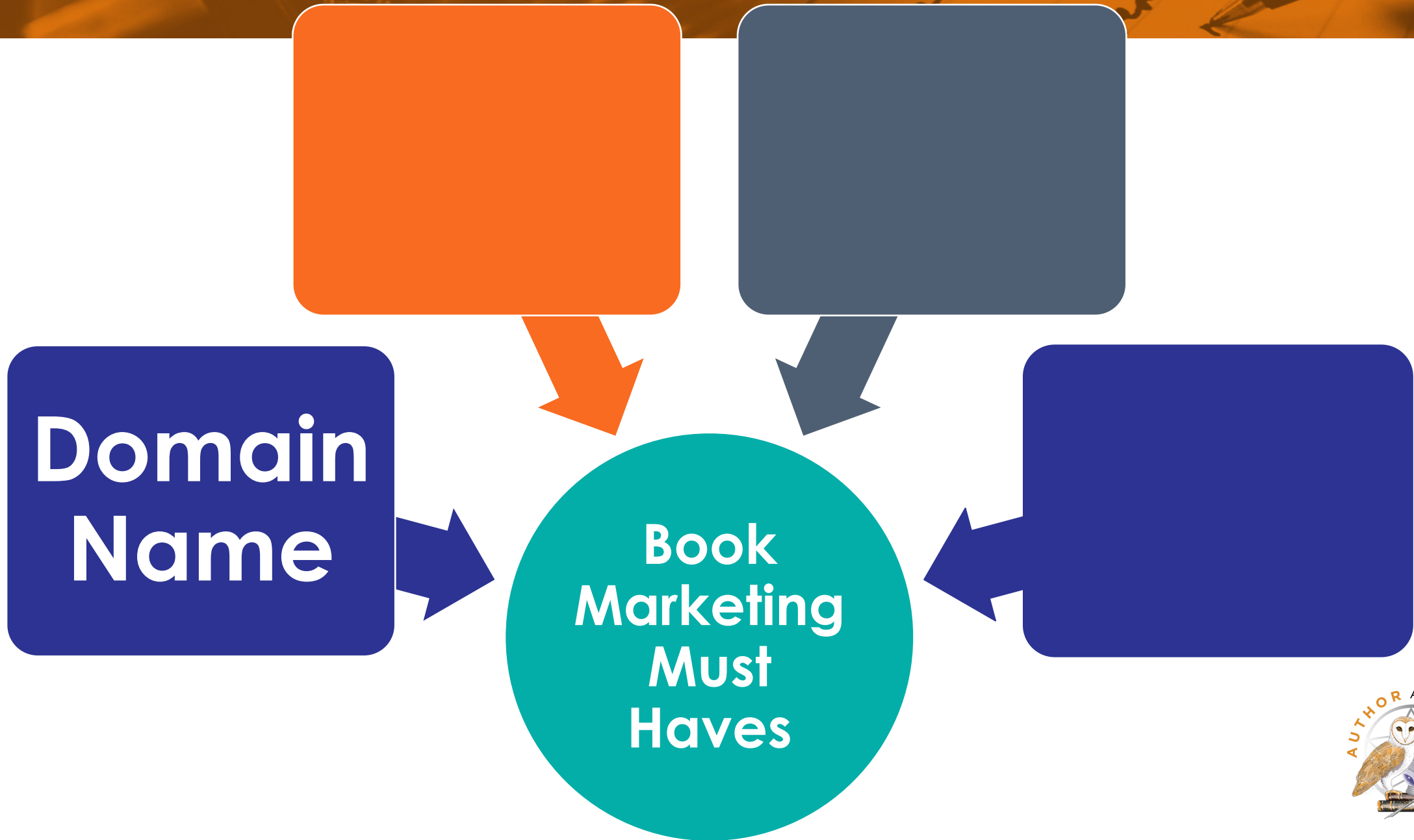




# Book Marketing Must-Haves

There are a variety of marketing tools, but you can't do them all





**Keyword  
Research**



**Domain  
Name**



**Book  
Marketing  
Must  
Haves**



**Keyword  
Research**

**Author  
Academy  
Bookstore**

**Domain  
Name**

**Book  
Marketing  
Must  
Haves**



**Keyword  
Research**

**Author  
Academy  
Bookstore**

**Domain  
Name**

**Email  
Responder**

**Book  
Marketing  
Must  
Haves**



# Your Marketing Assets

- Add these to the marketing must-haves
- Complete the Checklist to see where the gaps are



➤ Social media accounts with up-to-date, consistent profiles

➤ Social media book or author pages

➤ Media kit to send to journalists

➤ Website or blog under your specific domain name

➤ An opt-in box on all related pages

**Book endorsements**



# Action Steps:

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







**What's Next?**

**Module 1**

**Lesson 2**

**Review Your Sales  
Performance**