

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 2:

Review Your Sales Performance



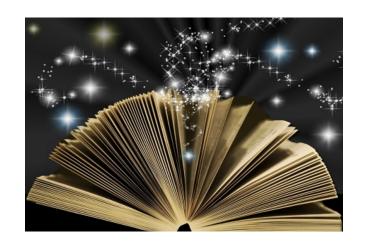
Learning Objective:

Review sales performance of your published book



What Are Your Sales Figures?

Gather data on the sales you've made so far





 Review your sales figures to see if you met your sales goals

 Consider why your book hasn't sold better





Cover



Cover

Add other formats



Cover

Add other formats

Update your content



Cover

Add other formats

Update your content

Add your email address



Action Steps:

- 1. Gather data on the sales you've made so far.
- 2. Consider these figures and write down what they tell you about why your book hasn't sold better.
- 3. Make a decision about what needs to change.





