



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



Best-selling title



Best-selling title



Cover



Best-selling title



Cover



Add other formats



Best-selling title



Cover



Add other formats



Update your content



Best-selling title



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.





What's Next?

Module 2

**Your Publishing
Options**