



Promote & Market Your Book Online Course

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

Module 3 – Set Up for Sales Success

Lesson 2:

Develop Launch Material



Learning Objective:

Create marketing material to use during your launch



How to Fill the Gaps

Social media

- Social media profiles should be consistent
- Create an author or book page on Facebook



- Add Instagram or Pinterest to share visuals
- Go the platforms where your would-be buyers go



Media kit

Have this ready before your launch, to send to journalists





Add a specific press release that announces the launch of your book



➤ Headline (your hook)

➤ Short and concise, 60-100 characters. Specific, factual, objective, avoid sensationalism



➤ Dateline

➤ E.g. FOR IMMEDIATE RELEASE: [Date]



➤ Opening paragraph summary

➤ In one or two sentences outlining the benefits of the book for readers



➤ Quote, book review, or endorsement

➤ Especially if it's from a leader in your field



➤ Book Cover

➤ High-res image of your book cover



➤ Another paragraph about the book

➤ With a link to the sales page. But remember, you're informing not selling.



➤ About you

➤ A thumbnail sketch of you and your business



➤ Contact information

➤ And URL for your media kit



Web Presence

- Create a separate book page on your site
- Set up a book blog on book domain name with an opt-in to a 'Coming Soon' leadpage



- Put 'Coming Soon' opt-in boxes on all text pages
- Use keywords in your text



Endorsements

- Get endorsements from industry influencers
- They help your credibility



Start with people you already know or have connected with, such as authors or bloggers etc.



Use the email template as your guide



Example:

"An absolutely unique, inspirational book!
Filled with [EXAMPLES (eg personal accounts,
great tips, how-to's)] to help people [BENEFITS]"



- Keep collecting endorsements
- Make sure you thank people and check you have their permission



Author Academy Bookstore

- Add in photos, info, and blog to your Author Page. Complete the book description to encourage the “Look Inside” feature. Keep adding to this resource as your launch develops.

➤ Goodreads

- Sign up to this reader’s platform that encourages sharing book ideas and leaving reviews for books.

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➤ Book Launch Page

- Set up a page containing: Headline, Image, Benefits and Opt-in form. Then create a ‘Launching Now’ page that you can swap in on launch day.

➤ Emails

- Design and schedule an email sequence for when people opt-in

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➤ Coming Soon

- Add a ‘Coming Soon’ message to your email signature linked to your landing page

➤ Visuals

- Develop great visuals and place them on your pages and posts.



Create More Ways to Get Your Book Noticed

- There are many other marketing tactics but you can't use them all
- Which tactics are most worth your time?



- Get interviewed on radio, TV, podcasts
- Research podcasts on iTunes and Google Podcasts



- Research interviewers and follow them on social media
- Send your media kit



What Suits You Best?

Know your strengths and decide which medium you prefer to use





**Book
Extracts**



**Blog
Posts**



**Social
Media Posts**





**Video
Testimonials**



**Video
Tutorials**





**Audio
Extracts**

**Slideshare
Presentation**

Podcasts

Interviews



Focus on a few key tactics and execute them well



Action Steps:

1. Review and update your media kit.
Write a press release for your launch.
2. Set up a 'Coming Soon' and
'Launching Now' landing page.
3. Design and schedule an email sequence
for when people opt-in.
4. List 5 potential interview opportunities & contact them
5. Which is your medium of choice to present your launch
materials?





What's Next?

Module 3

Lesson 3

**Build Your Launch
Team**