

# 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

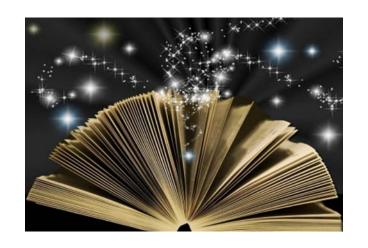
 Go the platforms where your would-be buyers go





### Media kit

Have this ready before your launch, to send to journalists









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







>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





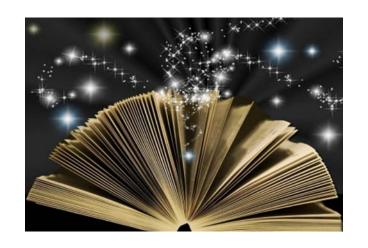
### **Endorsements**

- 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** Add in photos, info, and blog to your Author Page. Complete the book description to encourage the "Look Inside" feature. **Bookstore** Keep adding to this resource as your launch develops. Sign up to this reader's platform that encourages sharing ▶ Goodreads book ideas and leaving reviews for books.

# >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.

### **≻**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





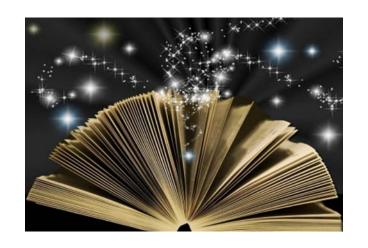
- Research interviewers and follow them on social media
- Send your media kit





# What Suits You Best?

Know your strengths and decide which medium you prefer to use





### Blog Posts

Social Media Posts

Book Extracts



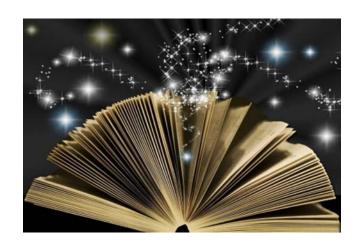
# Video Testimonials

# Video Tutorials





# 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?





