



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 3:

Build Your Launch Team



Learning Objective:

Identify the supporters who will promote your book for you

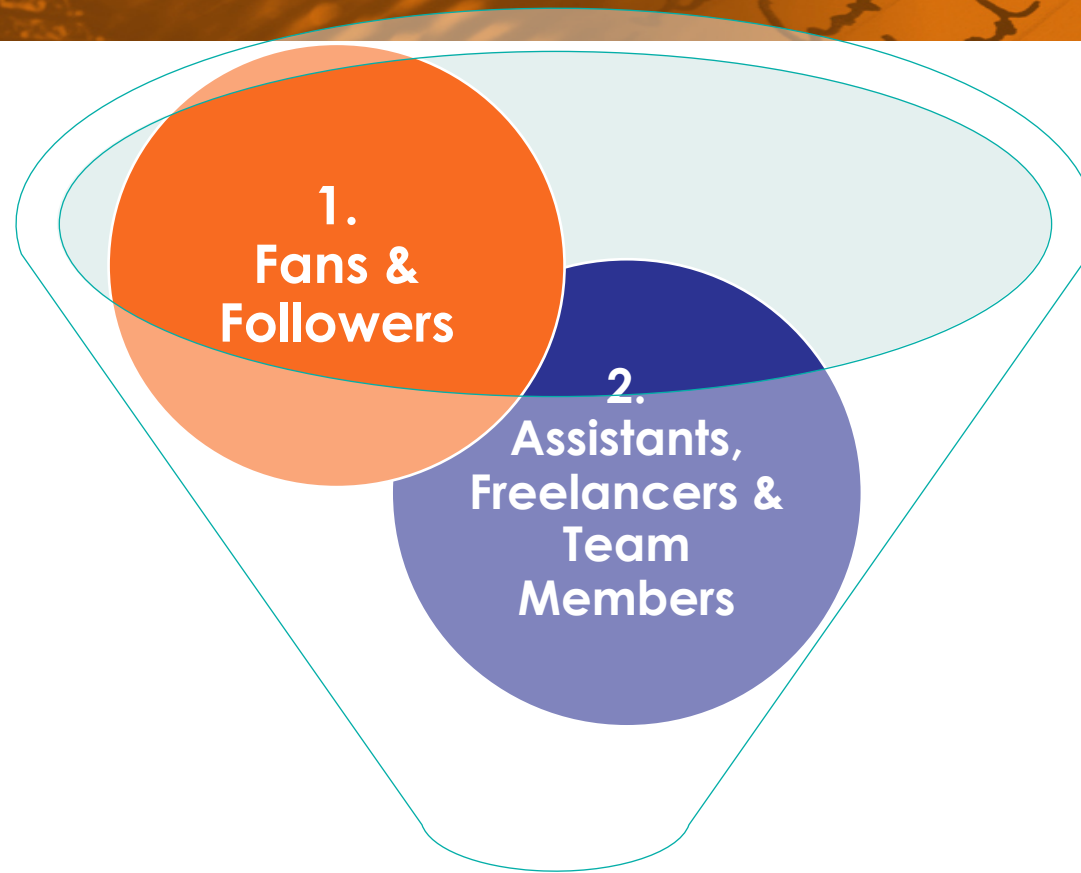


Fans and Followers

- You don't have to launch your book alone
- You need enthusiastic people on your side

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Launch Group



Get clear about what you expect from
your launch team and visa versa

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➤ Read your book

➤ Leave a review on launch day





➤ **Read your book**

➤ **Leave a review on launch day**

➤ **Share coming book news**

➤ **Take an active part in social media on launch day**



Find ways to show your gratitude

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- **A free, signed copy of the final printed version**



- **Their name in your book**



- **An exclusive webinar or group session**



- **'Thank you' shout-outs on social media**



- **Gifts such as chocolates, cupcakes, flowers, fruit basket, etc**



- **Coupons for substantial savings**



Tactics to Build and Involve Your Team

- Set up dedicated email list with a sign-up page/box
- Start inviting people 3 months before launch



➤ **Send an invitation to your existing email lists with a link to a sign-up form**

➤ **Post an invitation on social media, especially in groups you run**

➤ **Put a sign-up form on your website and book blog**

➤ **Create a dedicated book launch team page**



You don't have to accept everyone.
Check their motivation with a short survey

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Prepare to welcome your launch team

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➤ Run a welcome livestream or Zoom meeting

➤ Set assignments in pre-launch phase

➤ Run livestreams in the run up to launch day

➤ Offer free events or bonus materials

Plan a contest for launch day



Your Assistants, Freelancers, and Team Members

Inspire your paid team members with your book project

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- Ensure clear communication by using a project management tool like Asana or Trello



- Make sure you use the expertise of your virtual assistant or team members (if you have them)



- Use the book launch process as an opportunity to develop skills in your team



- Invite them to join the launch team Facebook group and take part in the launch activities



Action Steps:

1. Write down:
 - a. Your expectations of launch team members
 - b. The benefits you will offer them
2. Compile a list of potential launch team members
3. Finalize your launch team membership and invite them to join the Facebook group.
4. In what ways can you best use your assistants, freelancers, and team members?





What's Next?

Module 3

Lesson 4

Plan Events