



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 4: Plan Events



Learning Objective:

Plan and organize events that will take place during the launch period



Book Tours

Organise book tour/signings:

- Link up with local bookshops / Offer book signing event
- Set a budget



Virtual book tours bring together promotional activities under one umbrella within a specific period of time

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Day 1

- Interview on Radio XXX

Day 2

- Guest blog on X to share a book excerpt

Day 3

- Q&A on Twitter (TwitterChat)

Day 4

- Live stream with a colleague on their Facebook group

Day 5

- Guest appearance on a webinar

Day 6

- Book reading on X podcast

Day 7

- Interview with a blogger



- Research to find interested audiences
- Promote on social media

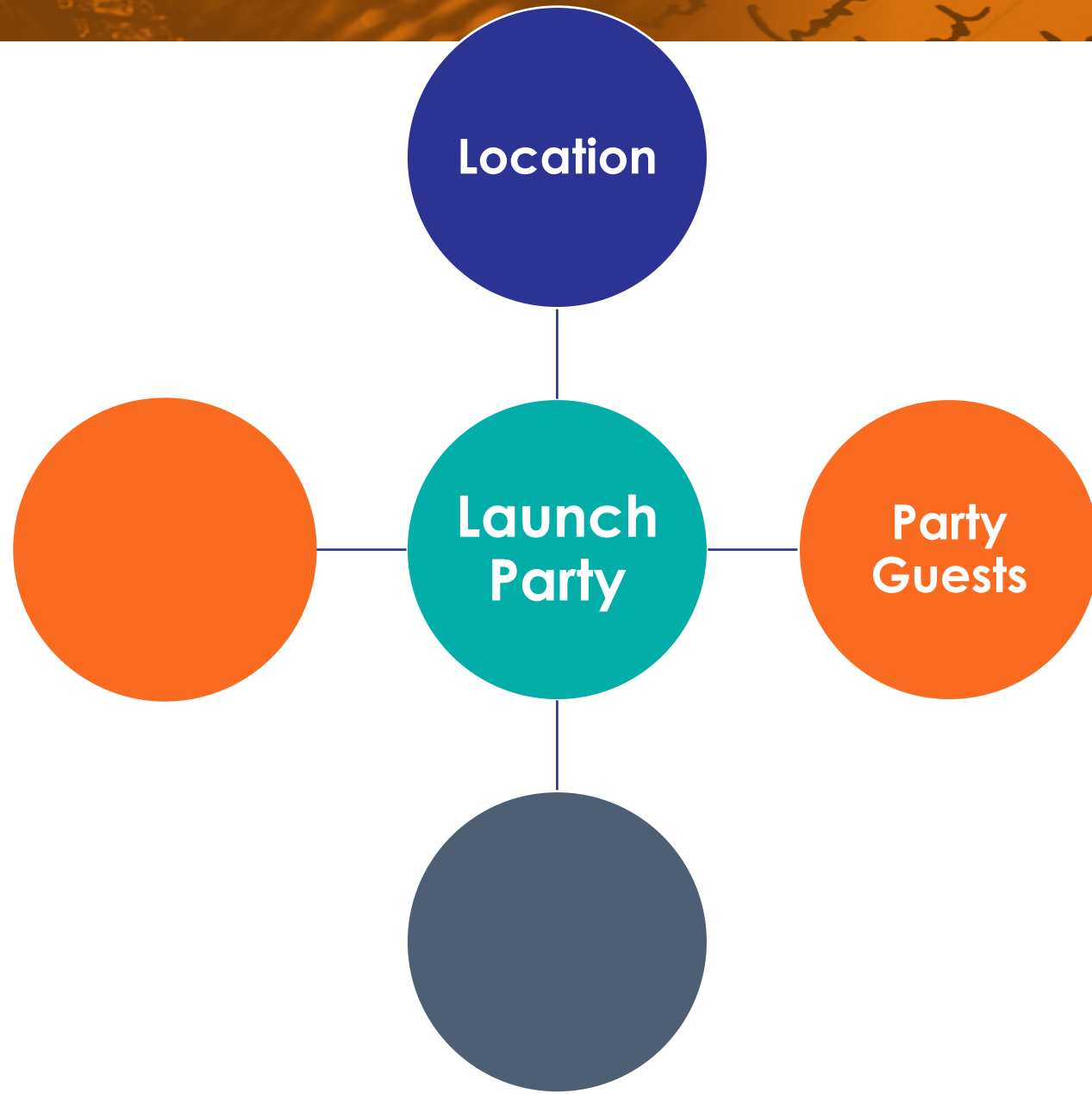
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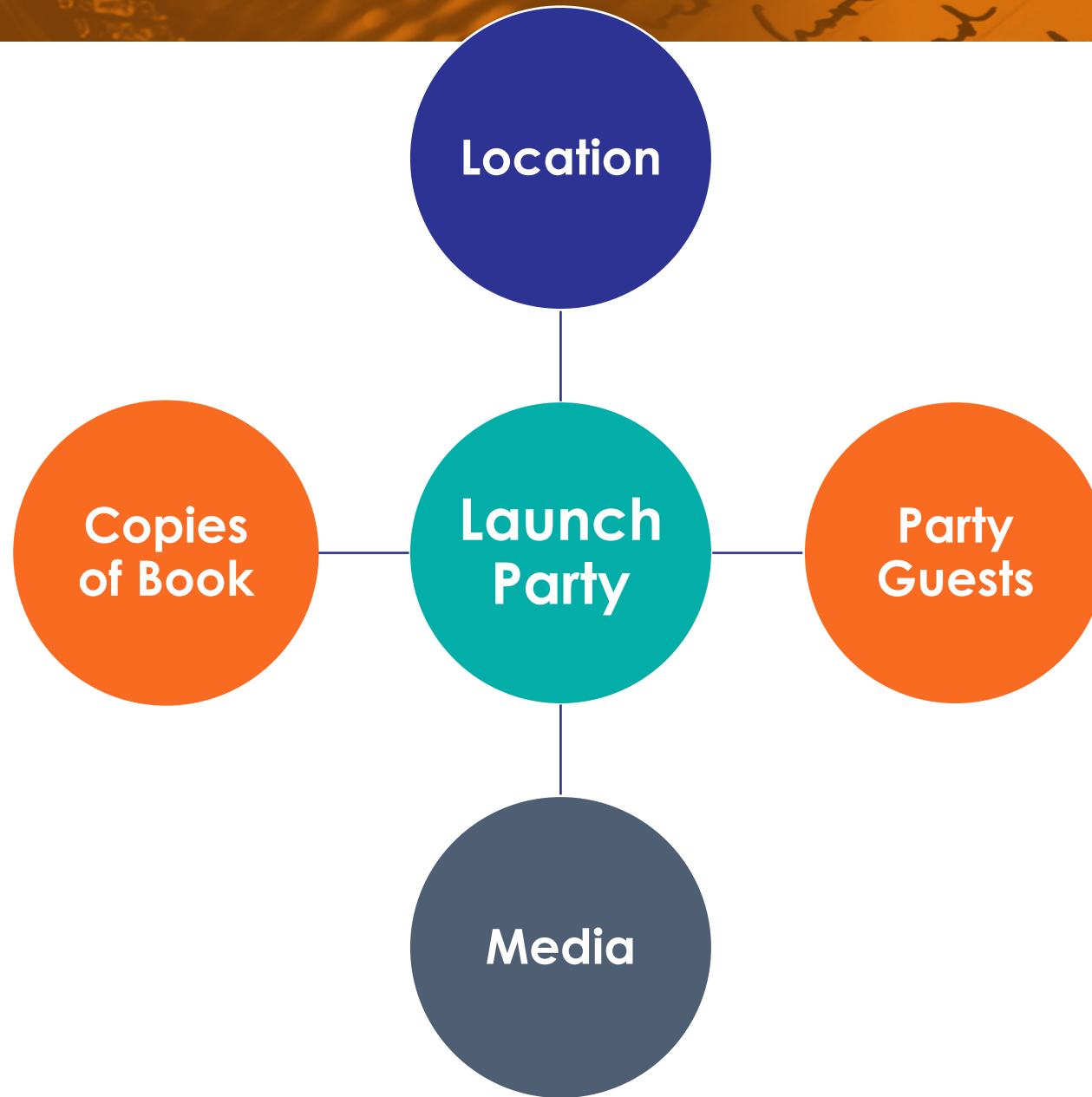


Your Launch Party

- Planning a launch party is fun!
- There are physical and virtual parties







A virtual launch is essential



➤ Set up a livestream event on your chosen platform

➤ Promote this event widely on social media

➤ Use photos and livestream to build a buzz for the event

➤ Email your list with the date and time

➤ Hashtag your party

➤ Offers exclusives and prizes for partygoers

Set up reminders



Get influencers on your side early on

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➤ **Contact influencers on social media, follow them, and start building a relationship**

➤ **Offer guest blog posting opportunities on your blog if it's relevant to their audience**

Send free copies of your book and ask how you might help their audience



Action Steps:

1. Decide which promotional activities you'll include in a virtual book tour.
2. Write down the steps you need to take to organize:
 1. Physical launch party (optional)
 2. Virtual launch party
3. List 5 influencers, contact them and invite them.





What's Next?

Module 3

Lesson 5

**Set Your Launch
Timeline**