



Promote & Market Your Book Online Course

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

Module 4 - The Launch



Learning Objective:

Pinpoint what needs to happen during the launch period to generate sales



Launch Day

Your main job is to keep the plan on track and hold it all together



➤ Swap 'Coming Soon' page to 'Launching Now' page



➤ Change your email signature link to the 'Launching Now' page



➤ Amend all other links to point to the 'Launching Now' page URL



➤ Send out your press release



➤ Be present on your social media pages

➤ Follow up with the launch team



➤ Take screenshots from Amazon and post to show how sales are going



➤ Ask your launch team to post their reviews



➤ Boost social media activity with a livestream, a competition or Q&A



➤ Hold your launch party and enjoy yourself!



Launch Period

- Book tours & book signings
- Speaking engagements



- Keep asking for reviews from readers
- Find author groups in your field and ways to cross-promote books

BOOK **Marketing**



Action Steps:

1. Block out time in your schedule for launch day activities.
2. Designate who will undertake the swap-over activities if it's not you. Make sure they are clear exactly what to do.
3. What ways could you boost energy on social media if it seems to be flagging?





What's Next?

Module 5

Post Launch