

Promote & Market Your Book Online Course

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

Module 4 - The Launch



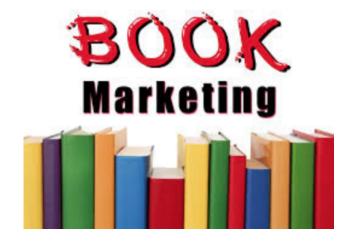
Learning Objective:

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

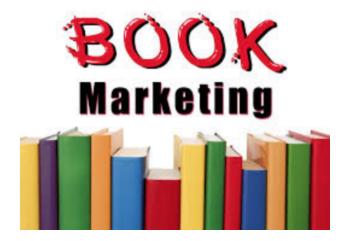
Boost social media activity with a livestream, a competition or Q&A



>Hold your launch party and enjoy yourself!

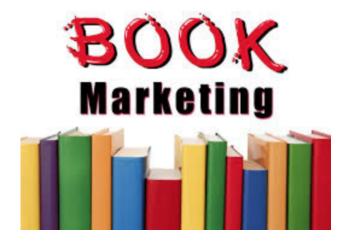
Launch Period

- Book tours & book signings
- Speaking engagements





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





Action Steps:

- 1. Block out time in your schedule for launch day activities.
- 2. Designate who will undertake the swapover 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?





