

Promote & Market Your Book Online Course

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

Module 5 - Post Launch



Learning Objective:

Plan activities to keep sales momentum going post-launch



Post-Launch Marketing

- •Have a post-launch marketing plan
- •What more can you do to make more book sales?



Ask for updates on progress

➢Run a live Q&A

Post screen shots of author data







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Set up a photo competition

>Complement marketing with book sales

>Ask what other topics people would like





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Set up a photo competition

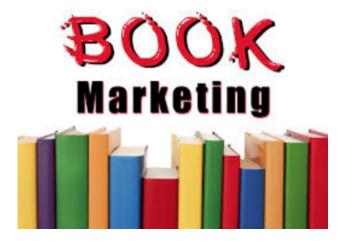
Complement marketing with book sales >Ask what other topics people would like

Offer your email list exclusive related content

Continue your pre-launch activities



- Review your sales figures & analytics
- •Use sales success in marketing





Action Steps:

- 1. Analyze your sales figures and compare them to your launch goals.
- 2. Choose 3 marketing activities you can implement to keep making book sales.





What's Next?

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Module 6

Leveraging

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