



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

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➤ 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

BOOK **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?

Module 6

Leveraging