



Promote & Market Your Book Online Course

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

Module 7 – Review & Refine



Learning Objective:

Consolidate and implement your learning
and plan future action steps



Tips to Take Things Forward

**Monitoring
sales and
results**



Tips to Take Things Forward

**Monitoring
sales and
results**

**Keep going
with your book
marketing
activities**



Tips to Take Things Forward

**Monitoring
sales and
results**

**Keep going
with your book
marketing
activities**

**When you feel
ready, write a
new book**



What You Learned

- What have you learned about promoting and marketing your book?
- What difficulties have you encountered?



- How do you plan to address these?
- What further steps can you take to become totally comfortable with the process?



Action Steps:

1. Review your sales and income figures from:
 - a. Book sales
 - b. Leveraged opportunities
 - c. Compare to your financial launch goals
2. Review the course thoroughly and use the action plan in the Action Guide to record your goals and what needs to happen next.





What's Next?

**For other online courses please
visit:**

[https://www.authoracademy.com
.au/training/](https://www.authoracademy.com.au/training/)