



# Promote & Market Your Business Book – Cheat Sheet

## Introduction

- ✓ Your book is an effective marketing tool which:
  - Spreads your message around the world
  - Establishes your credibility in your field
  - Sets you apart from your competitors
  - Opens up new avenues for your business
  - Brings in new clients at better rates and more product sales
- ✓ It can only be successful if people know about it
- ✓ A successful launch needs publicity to lead to sales
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## Learning Objectives:

- ✓ Evaluate your current marketing assets so you can identify gaps that, when filled, will ramp up sales and revenue
- ✓ Review sales performance of your published book and take any necessary steps to make your book more sellable
- ✓ Choose from the publishing options available to ensure your book gets the widest circulation possible, and publish a print version so you will always have a physical book to share
- ✓ Publish a digital version of your book so that readers can sample your work at an entry-level price
- ✓ Publish an audio version of your book which will provide your





information to people who want to listen rather than read

- ✓ Identify specific goals for your book launch, including financial goals, so that you can allocate an appropriate budget
- ✓ Create marketing material to use during your launch and find opportunities to get your book noticed, so that you get the maximum coverage possible
- ✓ Identify the supporters who will promote your book for you, so that you are sure to have a successful launch and make sales
- ✓ Plan and organize events that will take place during the launch period, so that everything is set up well before your launch date
- ✓ Set up your detailed launch timeline, so that you stay on track with the necessary tasks during the launch
- ✓ Pinpoint what needs to happen during the launch period, so that you excite interest in you and your book, and generate sales
- ✓ Plan activities to keep sales momentum going post-launch, so that you can continue to make sales
- ✓ Pick the products and services you can extract from your book and leverage for increased income, so that you maximize the potential of your book to grow your business
- ✓ Find ways to tap into your book success, so that you can attract new leads and expand your visibility
- ✓ Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

