



Module 1 Cheat Sheet - Are You Getting the Most Out of Your Book?

Lesson 2: Review Your Sales Performance

Key Takeaways:

- Look at your sales figures and objectively identify why your book hasn't sold better
- Make any adjustments before getting to the pre-launch phase.

Learning Objective:

- ✓ Review sales performance of your published book and take any necessary steps to make your book more sellable.

What Are Your Sales Figures?

- ✓ Gather data on the sales you've made so far e.g.
 - Author Academy Bookstore sales
- ✓ Review your sales figures to see if you met your sales goals
- ✓ Consider why your book hasn't sold better
- ✓ Perhaps the title isn't clear or the cover appealing





- ✓ You can amend and then launch your book again e.g.
 - Title - Change title – add a sub-title
 - Cover - get a good cover – spend time and money on it
 - Add other formats e.g. audio book (we'll look in detail in the next lesson)
 - Update content. Nothing worse than out of date information
 - Add in an email address at the back of your book or link to an opt-in box

