



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

Lesson 1: Your Marketing Assets

Key Takeaways:

- Be clear on what your book will do for your business and your readers.
- Review your existing marketing assets before you take action.

Learning Objective:

- ✓ Evaluate your current marketing assets so you can identify gaps that, when filled, will ramp up sales and revenue

Take Stock of Your Current Situation

- ✓ Take stock of where you currently are with your book
- ✓ Book goals can be to:
 - Create or develop your mailing list
 - Build a community
 - Generate more revenue
 - Grow your following on social media
 - Become a bestselling author





- ✓ Review your current situation vs goals you set for book when you wrote it
- ✓ Make sure your book's positioning is crystal clear
- ✓ Use your book's benefits in marketing materials

Book Marketing Must-Haves

- ✓ Domain name for book and hosting. Get this from [Godaddy](#), [Hostgator](#), etc. and use your book title in the domain if possible
- ✓ Google Alert. Set up [Google Alerts](#) for your name, your book's name and your key words to track what's being said
- ✓ [Author Academy Bookstore](#). Create a basic Author Page by becoming a member. You can add photos, information, and a blog feed later
- ✓ Email responder with a list set up for your book and a 'thank you' email

Your Marketing Assets

- ✓ Add these to the marketing must-haves
- ✓ You may have some in place already, in which case update them
- ✓ Examples:
 - Social media accounts
 - Social media book or author pages
 - Media kit
 - Website page for your book and/or a book blog under the specific domain name
 - Opt-in box on all pages to make sure you capture leads





- Book endorsements - quotes about your book from recognised experts, industry leaders, or influencers to use in marketing
- ✓ Complete the **Marketing Assets Checklist** to see where the gaps are. You'll find ways to fill these gaps later

