



Module 3 Cheat Sheet - Set Up for Sales Success

Lesson 2: Develop Launch Material

Key Takeaways:

- Make strategic choices about the marketing activities you'll undertake for your book launch.
- Arrange to be interviewed to get your book more widely known.
- Make sure all your marketing materials are in place before launch.

Learning Objective:

- ✓ Create marketing material to use during your launch and find opportunities to get your book noticed, so that you get the maximum coverage possible

How to Fill the Gaps

- ✓ You developed your marketing must-haves earlier
- ✓ You identified gaps in marketing materials that need filling

Social Media

- ✓ Make sure social media profiles are consistent across platforms and name you as an author
- ✓ Create a specific author or book page on Facebook





- ✓ Add Instagram or Pinterest to share visuals e.g. book jackets
- ✓ Go the platforms where your would-be buyers go

Media Kit

- ✓ Have this ready before you start your launch because once you start your publicity, you'll need it to send to journalists. It needs to contain:
 - Your photo & your bio
 - Book cover photo
 - FAQs about your book including the idea of your book, who it's meant for, what it promises
 - Table of Contents
 - Your promotional schedule – dates when you're speaking and where, book signings, etc.
 - Your contact details
- ✓ Press release about your launch to include:
 - Headline (your hook) – short and concise, 60-100 characters
 - Dateline, e.g. FOR IMMEDIATE RELEASE: [Date]
 - Opening paragraph outlining the benefits of the book for readers
 - Quote, book review, or endorsement especially if it's from a leader in your field
 - High res image of your book cover
 - Another paragraph about the book with a link to the sales





page. But remember you are informing and not selling.

- About you - a thumbnail sketch of you and your business
- ✓ Send press release to influencers and journalists

Web Presence

- ✓ Create a separate page on your website for your book
- ✓ Set up a book blog under your book domain name with an opt-in to a 'Coming Soon' lead page
- ✓ Put 'Coming Soon' opt-in boxes on all text pages. Note where these and on launch day swap in links to your 'Launching Now' page
- ✓ Use keywords in your text

Endorsements

- ✓ Get endorsements from industry influencers
- ✓ They help your credibility
- ✓ **Example:** *"An absolutely unique, inspirational book! Filled with [EXAMPLES (e.g. personal accounts, great tips, how-to's)] to help people [BENEFITS]"*
- ✓ Start with people you already know or have connected with, such as authors or bloggers etc.
- ✓ Use the email template as your guide
- ✓ Keep collecting endorsements
- ✓ Make sure you thank people and check you have their permission





Other Key Actions to Take:

- ✓ Complete all information possible in Author Academy Bookstore
- ✓ Sign up to Goodreads
- ✓ Set up a book launch page with 'Coming Soon' and ...
 - Headline communicating your positioning
 - Image that gives the page a context.
 - List of benefits to readers
 - Opt-in form
 - Use this as a template to create a 'Launching Now' page that you can swap in on launch day
- ✓ Design and schedule an email sequence for when people opt-in
- ✓ Add a 'Coming Soon' message to your email signature linked to landing page
- ✓ Develop great visuals - use Canva to create covers, infographics, shareable images, and quotes. Use these in all publicity and social media



Create More Ways to Get Your Book Noticed

- ✓ There are many other marketing tactics you could use, but you can't undertake them all
- ✓ Make decisions about which tactics are most worth your time
- ✓ Get interviewed on radio, TV, and podcasts:
 - [Source Bottle](#) - a free service for anyone looking for relevant





opportunities to get publicity for their business or themselves

- [Radio Guest List](#) - Radio & TV possibilities. A free email service to get radio and podcast interviews for publicity.
- ✓ iTunes and Google Podcasts to research relevant podcasts
- ✓ Research the people you'd like to be interviewed by and follow them on social media
- ✓ Send your media kit

What Suits You Best?

- ✓ Know your strengths and decide which medium you prefer to use for launch tactics
- ✓ **Text.** Do you prefer writing to recording?
- ✓ Ideas for text content:
 - Book extracts
 - Blog posts on your own blog and guest blogging on websites related to the topic your book covers
- ✓ **Video.** Do you prefer to be in front of the camera?
- ✓ Ideas for video content
 - Video endorsements
 - Video tutorials for 'how to' books
- ✓ **Audio.** Do you prefer talking but want to stay behind the camera?
- ✓ Ideas for audio content:





- Record you reading selected extracts from your book to upload to your book landing page
- Set up a SlideShare presentation with highlights from your book with an audio commentary

